

# progressing business

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# Quality Care a must for Pharmacy

Hayley Solich talks to Sue Crawford, Pharmacist

(Ed Note: Apart from dispensing medications to the community, Sue also manages the arduous accreditation process for the pharmacy.)



*“I recognise the value of the accreditation process. It not only ensures we are up to speed on the latest best practice but it also provides our consumers with a consistently high level of service every time they step into a pharmacy,” says Sue.*

According to Sue, there are 18 different standards that must be complied with which range from equipment to stock control, human resource to marketing and everything in between. The standards control every aspect of running a pharmaceutical business.

“For example, when dispensing a medication to a customer, a pharmacist will check everything from the legality of the prescription in regards to complying with State and Federal laws; the appropriateness of the prescribed medication for the client; checking for interactions between drugs and potential side affects; and advising the customer on the best use of the medication and providing further supporting information if applicable or desired,” shares Sue.

“It may seem arduous, but if you are doing the process correctly you will be giving quality time to each customer which leads to a higher level of customer satisfaction and a decrease in any adverse drug reactions. From a doctor’s perspective, we are helping to enhance the participation of their patients in their own treatment thereby ensuring compliance and minimising adverse reactions. Through our counselling we are able to ensure that customers have a higher level of understanding and involvement in managing their own health.”

The benefits as pointed out by Sue of this quality assurance process are:

- It minimises the risk to consumers and to the pharmacy by ensuring a high standard of customer service.
- It ensures that the pharmacists and pharmacy assistants are providing high quality and up-to-the-minute advice to consumers.
- It has also caused the role of the pharmacist to expand to include sub-programs like Diabetes management.
- Spot checks for standards compliance encourages a strong stock rotation practice and also keeps key pharmaceuticals safe and out of reach, which initiates counselling when the

product is purchased to help cut down on addictions or using incorrect medications.

- The requirement for consistent and ongoing training of all staff supports the role of the pharmacist.
- Quality Care Standards encourage the use and supply of Consumer Medication Information, enhancing the health outcomes for consumers.

Sue believes that the benefits far outweigh the investment of extra time in training staff and maintaining the high standard required.

“This process ensures that the consumer gets the best outcome throughout the whole process,” says Sue. “It is very rewarding because you are helping people in a tangible way.”

According to Sue, pharmacy is a very unique retail business, quite unlike other retail businesses.

“The beauty of pharmacy is that we are a highly professional industry that is readily accessible to every

person, and the advice provided is free of charge. As registered professionals we are accountable for any and all information or advice provided.”

“Quality Care is a process that ensures accountability in our industry, and as nearly 97% of Australian pharmacies go through the arduous process of maintaining accreditation, it ensures that our profession is really delivering on the trust that the government and the public have given us in the arena of safeguarding their health.”

“What does concern the industry, however, is the ever-increasing supply of drugs that are coming into our country of questionable ethical quality through the Internet. It’s really a Russian roulette approach to health from consumers that think they can save some money,” explains Sue.

Sue also expressed concern over the threat to community pharmacy from the supermarkets wanting to open pharmacies within their stores.

“I believe Pharmacists are entrusted with the health care of the public as far as quality use of medicines are concerned, and community pharmacists assess very carefully all their responsibilities in terms of professional responsibility to their consumers, regardless of profit margins. Unlike other professions, our advice is free, without charge, available up to 24 hours a day; our stores provide deliveries to the sick and elderly, and after hour advice and deliveries to nursing homes. Will consumers have access to this in a supermarket? We are very fortunate to have the best health care in the world and pharmacists play a unique role in the health provision supply chain.”

More information request Crawford 0411 to [progbus@pb institute.net](mailto:progbus@pb institute.net)

## Gold Awards in good hands



*The Progressing Business Institute, AOQ-QLD and Awards Absolute have signed a three-year agreement for the management of the flagship program The Gold Awards for Business Excellence*

Mario Pennisi, Chief Executive Officer of Progressing Business Institute, said that investigation had shown that Awards Absolute is a very successful company in the awards space. “As Australia’s leading awards convenors, Awards Absolute have conducted extensive research into excellence awards programs and developed Best Practice programs and procedures over the past 15 years” Mario said.

Liz Rivers, Managing Director of Awards Absolute, is likewise excited about the partnership and spoke highly of the policies and processes of the Gold Awards for Business Excellence. Liz believes that the union of Awards Absolute and Progressing Business Institute in conducting the Gold Awards for Business Excellence makes good economic sense and will see entrants benefit.

The Gold Awards for Business Excellence is designed to

reward organisations with at least one third-party certified management system so that it has developed into an excellent organisation.

Mario expects the awards to prosper and grow over the three-year period, from 2011 to 2013, as entrants and awardees enjoy even greater benefits.

Mario highlighted one of the program’s greatest benefits, saying “The process for the Gold Awards for Business Excellence provides applicants with an assessor’s report that discusses, in detail, areas of strengths and possible areas for improvement.”

Liz said another major benefit is the marketing potential for Awardees to use the prestigious Gold Awards seal on promotional collateral.

For further information on how to reap the benefits of entering or sponsoring the 2011 Gold Awards for Business Excellence, call the team at Awards Absolute on 1300 882 259.



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- Continuity Management
- Risk Management
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  - Electrical Safety Act (Qld)
  - Environment ISO 14001
  - HACCP
  - WH&S - AS4804
  - Customer service
  - Privacy
  - Aged Care
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Contact:

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Phone: 07 3816 2255 Email: [info@aq.org.au](mailto:info@aq.org.au)  
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The Aerospace Division was formed to:

- promote and contribute to the science and practice of quality management and business improvement in any of its forms in the Aerospace industry;
- recognise and to advance the status of the natural persons engaged in the Aerospace industry;
- disseminate knowledge of the science and practice of quality management and business improvement in the Aerospace industry;
- initiate, conduct, supervise, and assist in research and investigations into the science and practice of quality management and business improvement in the Aerospace industry;
- participate in and contribute to industry Benchmarking;
- foster integration between organisational interfaces.

The Division conducts member activities (details available at [www.aq.org.au/aerospace.htm](http://www.aq.org.au/aerospace.htm)).

A Division is a grouping of individuals with like interests. Divisions operate nationally with committee members from various states.

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6 June 2011

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6-9 June 2011

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Competency Units QM, AU and TL

7-8 June 2011

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Competency Units AU and TL

6-10 June 2011

Becoming a Skilled Environmental Management  
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EM and TL

9-10 June 2011

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those with prerequisites)

TBA

QM Systems for Managers – half day course

### LEAN SIX SIGMA TRAINING

[www.aq.org.au/LeanSixSSTrain.htm](http://www.aq.org.au/LeanSixSSTrain.htm)

Brisbane 16-18 May 2011

Melbourne TBA

Sydney TBA

White, Yellow, Green and Black Belt Training

### COURSES/CERTIFICATIONS -

American Society for Quality Certificates

• CQA • CQM • CQE • CQT • CITE • RCE

New Zealand Organisation for Quality

• CQA via Distance Learning

### CONFERENCES

TBA 2011

AgedCare ([www.pbinsitute.net/AgedCare2011.htm](http://www.pbinsitute.net/AgedCare2011.htm))

August 2011

Energy Summit 2011

([www.pbinsitute.net/EnergySummit2011.htm](http://www.pbinsitute.net/EnergySummit2011.htm))

27-28 July 2011

LeanSixSigma 2011

([www.pbinsitute.net/LeanSixSigma2011.htm](http://www.pbinsitute.net/LeanSixSigma2011.htm))

### Our Training Partners



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LEAN SIX SIGMA INSTITUTE



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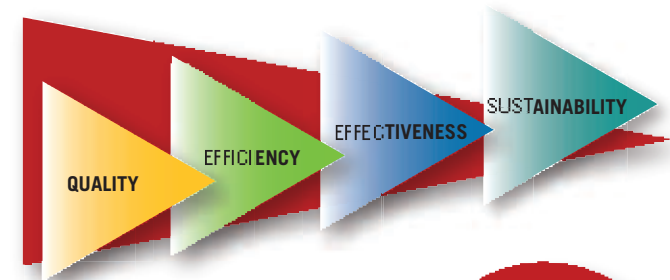
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# AGED CARE 2011

THEME

**Optimising Knowledge Transfer Through  
Effective Management Systems**

STREAMS

*Quality Management in Aged Care:  
Allied Health Services-Removing Road Blocks  
Responsibility of Aged Care Facility to the Consumer*

DATE  
TBA

LOCATION  
Griffith South Bank Graduate Centre, Brisbane, Queensland

CO-HOSTS  
Aged Care Division  
Griffith Business School, Griffith University

FOR MORE INFORMATION  
Telephone: 07 3816 2255  
Email: [info@aoq.org.au](mailto:info@aoq.org.au)  
[www.pbinsitute.net/AgedCare2011.htm](http://www.pbinsitute.net/AgedCare2011.htm)

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# Energy Summit 2011

Date 23 August 2011

HOST  
Energy Division

THEME  
21st Century Energy Efficiencies Today

LOCATION  
Bond University, Gold Coast, Queensland

Online registrations  
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