

Health Destination 'solution' prevails in Melbourne

BY BRAD WATTS

When well-known Melbourne pharmacist Sam Chan first heard about PSA's ground-breaking Health Destination program in 2015, he was excited.

Mr Chan – who has been a pharmacist for more than 20 years – was fascinated with PSA's idea of providing one-on-one pharmacist coaching and an evidence-based approach for community pharmacy.

Fast-forward to 2017 and the Mount's Pharmacy owner in Ivanhoe couldn't be happier after signing up to multi-Award-winning Health Destination program.

Mr Chan – also the Managing Partner of CURA Health Pharmacy – said he proudly embraced PSA's innovative Health Destination program, with a focus on tailored professional services, which is already showing 'successful' results.

'As pharmacists, I know professional services is what we're all trained for as well as providing medication information and reviews – the business management aspect is also useful for pharmacy owners,' said Mr Chan, who says his staff have also embraced the whole-of-business change program.

'We now also arrange our rosters around having a pharmacist on the floor – that has been a really positive change.

'It's been really good so far – I'm happy about how effective the Health Destination change program has been.'

Mr Chan said customers have also embraced the program as Mount's Pharmacy offers 'complete health services'.

"The focus and change is good as we're confidently providing complete healthcare solutions."

– SAM CHAN

'I think we've really changed our focus now to having a "Health Destination solution" – with all the team members being more focused on helping people rather than selling products.

'The focus and change is good as we're confidently providing complete healthcare solutions.

Another added benefit has been seeing satisfaction levels grow among his staff, especially senior leaders.

'As I've been around for a while in pharmacy, I've seen many young pharmacists who have become disillusioned,' Mr Chan said.

'However with programs like Health Destination, we can do more to enrich job satisfaction, which is a good move especially for Early Career Pharmacists (ECP).

Mr Chan said being a pharmacist is a challenge, especially as an ECP.

'They have a passion for this sector and they need to stick to it – whatever profession you are in, you always want to be the best you can.

'That's why I think providing health solutions is the future of pharmacy. The concept of Health Destination is great and I encourage younger pharmacists to embrace it'

Mount's Pharmacy
Ivanhoe Pharmacist

Manager Priscilla Chong said Health Destination has been a welcomed change for the pharmacy, especially in terms of customer engagement and providing services.

'Health Destination fits very well with our vision to provide health services and be a health destination in the community – and to engage with customers,' Ms Chong said.

She said the innovative and personalised coaching model has been one of the positive changes.

'With Health Destination, we get a coach and we can use them as much as we like – they can hold your hand and support you through the entire process.

'It's all about a structured approach rather than being ad hoc.'

Following the expert support offered through Health Destination, Ms Chong said: 'It's been a rewarding journey for us – we're now also talking more about health solutions.'

She has no hesitation in recommending the program to other pharmacies around Australia.

'It's definitely the way to go – with Health Destination Pharmacy coaching, you get help throughout the whole process which is the best thing about it.

'There's no one solution fits all.'

To find out more about Health Destination, visit www.healthdestinationpharmacy.com.au



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