



# Transform your professional health services with EasyClinic

EasyClinic is an umbrella marketing brand for all pharmacy advice and professional health services. EasyClinic gives a 'home' to fee-for-service programs and health services under the Community Pharmacy Agreement, such as MedsChecks and allows you to communicate your pharmacy's professional health services offering to your customers and community in an easy and succinct manner.

The EasyClinic Professional Health Services program is currently operating in award winning Professional Health Services Pharmacies and is helping pharmacies to:

- **Maximise returns**
- **Focus and develop staff in appropriate professional roles**
- **Effectively market professional health services**

## IPA Pharmacy Programs and Services Support

Our Coaching Program has been developed to assist pharmacies in evolving and optimising their services offer and achieving business goals through tailored one-on-one coaching with our team of expert consultants. Our Coaching Program is tailored to suit your pharmacy's needs and aims to assist and empower your professional team members to ensure your pharmacy is maximising all opportunities and CPA income.

The IPA Pharmacy Programs and Services team has three offerings in terms of support for members:

### Professional Service Sprint

**\$750 + GST**

- Opportunity Analysis Report
- 4 hours of remote coaching via phone

### Professional Services Health Check (PSHC)

**\$1,000 + GST**

- 4 hour in-store visit and reporting
- Travel, accommodation, and other expenses not included in this price

### Premium Coaching Program

**\$2,995 + GST**

- Opportunity Analysis Report
- Professional Services Health Check
  - 4 hour in-store visit and assessment and goal setting session
- 6 hours over 12 months coaching support
  - Bi-monthly contact via phone

Travel, accommodation, and other expenses not included in this price

# Improving the sleep health of Australians

EasySleep is the complete pharmacy sleep program that focuses on improving the sleep health of Australians. We are aligned with Pharmacy Sleep Platform (PSP) for pharmacies to access affordable sleep products within the sleep category.

Research has shown that OSA is common in Australian adults, with 25% of Australian adults aged between 30-69 years having OSA<sup>1</sup>. In addition, 80% of people with OSA are unaware and are undiagnosed<sup>2</sup>. This is a major opportunity for the intervention of the pharmacy team.

1. Banjafield AV et al. The Lancet Resp Med 2019;7(8):689-698  
2. Santilli M et al. Int J Environ Res Public Health 2021;18(19):10277

## Awareness and Identification

- EasySleep drives awareness and identifies patients at risk of Obstructive Sleep Apnea (OSA)
- The EasySleep point-of-sale (POS) and signage makes it easier to drive awareness and identify patients
- Simple product category
- Patient screening questionnaires



## Provide simple home diagnostic sleep test

### Sunrise Device

Sunrise is a Level 4 home diagnostic sleep test which is designed to be simple and is:

- TGA approved
- Easy to set-up and use
- Superior clinical accuracy
- Optimised patient experience
- OTC revenue potential

### Key benefits:

- Your pharmacy will be seen as a healthcare destination
- Better patient outcomes
- Tiered approach to enter the sleep market
- Best market prices for core ranging and in-store
- Uncover additional income
- Links to other services