



**ipa** Independent  
Pharmacies of  
Australia  
Group

# Membership Guide 2025

*Together* in Health

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## Member Engagement Events



At IPA, you are part of a powerful collective voice that strengthens your ability to thrive in your community. Together, we're not only championing your pharmacy's independence but also unlocking new opportunities to grow your business and deliver great value. We're proud to stand with you and look forward to supporting your continued success!

As a proud member of IPA, we are thrilled to offer you new opportunities to grow your business. Our latest initiatives include a dedicated eCommerce Platform, IPA Consumer Website, National Store Listing, and Strategic National Marketing Programs, all designed to increase your visibility, attract more customers, and enhance your current patient relationships. These innovations will help streamline your operations and open new avenues for revenue, ensuring your business is sustainable.

Your membership with IPA is more valuable than ever. We are continually enhancing our offerings to ensure you receive the best possible support. From exclusive buying deals to effective health campaigns, we provide you with practical tools and resources needed to deliver exceptional care to your community.

As pharmacy owners ourselves, Michael Flannery and I understand and value the combination of independence and the support needed to streamline your business for long term success.

Our size and scale allows us to compete effectively against larger competitors, as we take programs to market fast and ensure that you can maintain your independence while benefiting from the collective strength of our network.

Our purpose at IPA is to unify community pharmacies and empower your success to have a positive impact on local communities. We are excited about the journey ahead and are honoured to have you with us. Together, we will achieve great things. Together in Health.

Thank you for being an essential part of the IPA family.

Warm regards,

**Steve Kastrinakis**

Founder | Managing Director | Pharmacist



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At **Independent** Pharmacies of Australia Group,  
our purpose is to **unify** community pharmacies  
and **empower** their success to have a  
positive **community** impact.

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# Retail Operations

Empowering you with a comprehensive suite of services and support designed to enhance the retail experience for your customers and boost sales by ensuring you have the most popular and profitable products on your shelves, at the right prices.

Plus, experience even more value from your membership through exclusive deals from our preferred supplier partners!

## Business Support Services

Expert advice and guidance to ensure your pharmacy operates at peak efficiency and profitability

## Product & Space Management

Strategic guidance in product selection and merchandising to elevate your retail space and captivate the consumer

## Operational Efficiency

Solutions to simplify operations, maximise performance and enhance your competitive edge





# We are Here to Support You

## Pharmacy Business Advisor

Expert guidance tailored to optimise your pharmacy operations – because we care about you and your business.

Your Pharmacy Business Advisor (PBA) delivers value through the consistent support and advice they will provide to you and your team, helping you to grow and develop your pharmacy business.

### They will:

- Focus on achieving your top 3-5 priorities each year
- Assist you in achieving your targeted financial benchmarks
- Drive in-store training initiatives and develop strong, customer-centric teams
- Identify opportunities to improve efficiencies and the overall financial performance of your pharmacy business
- Deliver the key IPA strategies and focus areas to your store in every visit

## Professional Services Pharmacists

Our Professional Services Pharmacists (PSPs) are your key partners in elevating your clinic health services and pharmacy programs through personalised and professional in-store coaching and support.

### They will:

- Engage in regular pharmacy visits to provide hands-on support and ensure the successful execution of professional services
- Improve professional pharmacy practice and optimise dispensary operations, workflow and pharmacist counselling skills
- Develop pharmacy training resources, tools or programs to support capability, new health services and programs or to improve existing service delivery





# Membership options

At IPA we want to give you the options/programs to support your independence. Our team will work with you to determine what you need to achieve your pharmacy's goals.

Scan the QR code below to see the full list of services and prices



		Flexi Lite	Flexi	Advanced	Chemist Discount Centre
		Basic pharmacy business essentials	Our most flexible membership, with a suite of pharmacy business essentials	All the essential programs and services your pharmacy needs	A full turn-key franchise solution
Technology	Buy It Right - Dispense Only	✓	✓	✓	✓
	Buy It Right - Dispense & Retail	□	□	✓	✓
	Know It All Loyalty Program (My Pharmacy Rewards) <sup>1</sup>	□	✓	✓	✓
	Patient 360 Essentials <sup>2</sup>	✓	✓	✓	✓
Marketing	National Website - Store Listing	✓	✓	✓	✓
	National Website - Health Services with eScripts Activation Option	✓	✓	✓	✓
	National Website - eCommerce Platform <sup>3</sup>	□	□	□	✓
	National IPA Consumer Campaigns	✓	✓	✓	✓
	Yearly Marketing Campaign & Sales Events Calendar	✓	✓	✓	✓
	Catalogue - Print & Digital <sup>3</sup>	□	□	✓	✓
	Catalogue - Digital Only	□	□	✓	✓
	Catalogue & Sales Events POS Kit	□	□	✓	✓
	Loyalty Program - POS Starter Pack	□	□	□	✓
	LAM Portal Access	□	□	✓	✓
Professional Services	Core Loyalty Campaigns	□	✓	✓	✓
	Health & Wellness Magazine	-	□	✓	✓
	eDM Program	□	□	✓	✓
	Annual Opportunity Analysis Report	✓	✓	✓	✓
	Professional Services Pharmacist Support	-	✓	✓	✓
Retail Operations	Professional Services Health Check	□	□	✓	✓
	Core EasyClinic Health Campaigns	□	□	✓	✓
	IPA Academy Learning Management System <sup>2</sup>	□	✓	✓	✓
	Exclusive IPA Member Benefits	✓	✓	✓	✓
	Pharmacy Business Advisor	✓	✓	✓	✓
	Retail Pricing Guidance	✓	✓	✓	✓
Optional services and support	Ticketing Platform	□	✓	✓	✓
	Strategic Ranging Support	-	✓	✓	✓
	Space Planning (Planograms)	-	✓	✓	✓
	Additional Loyalty Tactical Promotions	-	□	□	-
	Social Media - Custom Assets with Boost	-	□	□	□
	Additional LAM Packages (via LAM Portal)	-	□	□	-
	Banner Branding	-	□	□	NA
	Premium Coaching Program	□	□	□	□
	Additional EasyClinic Health Promotions	-	□	□	□
	InternLab Program	□	□	□	□
QCPP Support Packages	□	□	□	□	
National Disability Insurance Scheme (NDIS) Program	□	□	□	□	
Retail Operations	Project Design	□	□	□	□
	In-Store Merchandise Support	□	□	□	□
	Apex Managed Site Service	-	-	□	□

<sup>1</sup> Installation fee applies, <sup>2</sup> Scheduled for release in 2024, <sup>3</sup> Excludes distribution costs

# Opportunity Analysis

We are experts in developing pathways to maximise your pharmacy's income from 8CPA.

IPA has developed a competitive tool that allows us to work with you to determine which health programs and pharmacy services you need to achieve your goals. This opportunity analysis is developed collaboratively with our team.





# Empowering your teams and building capability together

At IPA, we are dedicated to transforming knowledge, skills and capabilities through extensive learning and development.

Whether you are new to the industry, or a seasoned player, we have the tools you need to empower your pharmacy team and build capability together.

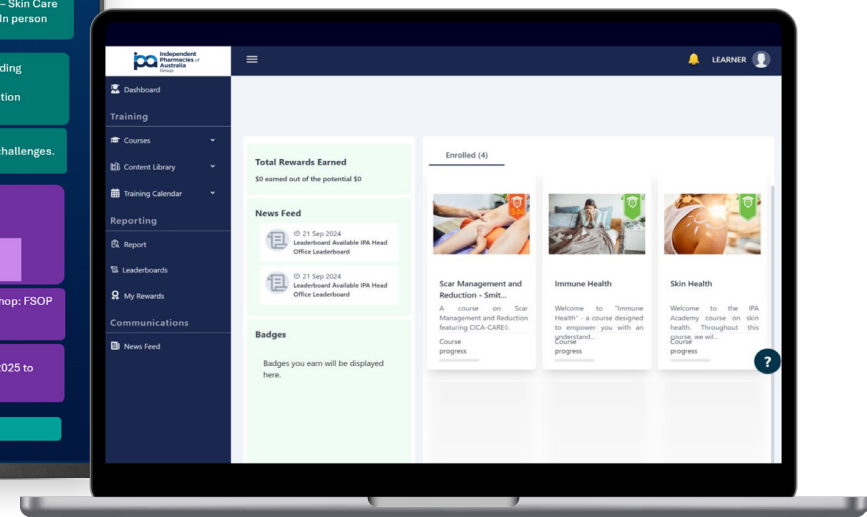
IPA Academy  
Online Platform

Training Calendar  
and Training Plans

Professional Services  
and Health Programs  
Implementation

Pharmacy Practice,  
Leadership & Change  
Management

Training Area	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025
<b>Events</b>	IPA Member Summit				New! Retail Manager Conference	APP 2025
IPA Academy Online Training Platform		<ul style="list-style-type: none"> <li>IPA Academy Online Training Platform is in the final stages!</li> <li>Launch planned for late January – mid Feb 2025</li> <li>Look out for communication updates</li> </ul>			<ol style="list-style-type: none"> <li>Supplier Modules</li> <li>IPA Essentials</li> <li>Health and Wellbeing CPD Modules</li> </ol>	<ol style="list-style-type: none"> <li>Supplier Modules</li> <li>IPA Essentials</li> <li>Health and Wellbeing CPD and QCP</li> </ol>
Training Programs and In-Person Workshops					New! Dispense Link Training Re-launch	New! Retail Manager Workshop – Skin Care Module 1- In person
New Webinar Series Supporting Pharmacy Practice, Leadership and Change Management		Topic 1: Building and Retaining Great Pharmacy teams – A Team Plan for 2025	Topic 2: Supporting Wellbeing in the Workplace – simple and practical tips	Topic 3: How to make time for training and capability in a busy pharmacy	Topic 4: How to engage patients to improve outcomes and boost sales	Topic 5: Building Effective Communication Skills
Premium Coaching Program	Advanced coaching and implementation support – providing personalised 1:1 coaching for you to achieve your goals, make change easier and overcome challenges.					
Professional Services and Health Programs Implementation	In-field Pharmacist upskilling to support members	Pharmacists to begin in field Opportunity Analysis	Planning for Success Meetings	Easy Clinic Implementation – What good looks like	Patient 360 – Implementation and infield support	
Full Scope of Practice Support Program	Program launch and sign ups	Workshop 1: How to avoid overwhelm and intro to support	Workshop 2: Online Exam prep	Workshop 3: F2F Exam prep	Workshop 4: Implementation and Planning for Success	APP Workshop: FSOP
PharmaPathway (Rx Accelerate, InternLab)	Intern Exam Prep	Rx Accelerate Intro	Life as a Registered Pharmacist Q&A Rx Accelerate Placements begin	Rx Accelerate Placements	Rx Accelerate Placements	InternLab 2025 to begin
	Communication and Regular Updates "What new in Training?"					



# 7 Strategic Range Principles

Principle 1:  
**Putting Members First**



Our members will be at the centre of our product decisions, ensuring we continue to provide profitable outcomes to our IPA pharmacies

Principle 2:  
**Enhancing Health**



Strategic range will be weighted towards community pharmacy products designed to deliver better health outcomes for IPA consumers

Principle 3:  
**Support for Success**



The strategic range is not limited to selection, negotiation and planogram support

Principle 4:  
**Securing the Lowest Costs**



Our IPA Merchandise team will fight on behalf of members to deliver competitive costs for our strategic range

Principle 5:  
**Curated Range to Unify**



The strategic range will be an assortment of products ranged for community pharmacy.

Principle 6:  
**Boosting Supplier Engagement**



The strategic range is designed to increase our supplier engagement through a consistent offer, offering IPA pharmacies exclusive opportunities

Principle 7:  
**Maximise Profits**

Our members will be at the centre of our product decisions, ensuring we continue to provide profitable outcomes to our IPA pharmacies





# Driving Profit with Tailored Floor Space Solutions



## Extra Small Footprint

**Size:**  
Sub 120 SQM  
30 - 50 + Bays

**Turnover:**  
\$1 - 2 M



## Small Footprint

**Size:**  
120 - 250 SQM  
60 + Bays

**Turnover:**  
\$2 - 4.5 M



## Medium Footprint

**Size:**  
250 + SQM  
80 + Bays

**Turnover:**  
\$ 4.5 M



## Large Footprint

**Size:**  
450 + SQM  
100 + Bays

**Turnover:**  
\$8 M

# Driving Conversion Through Effective Planograms

## Planogram Process

- All categories are reviewed annually to optimise product assortment
- Planogram review includes:
  - (1) slow movers
  - (2) assortment gaps
  - (3) NPD introduction
- Strategic range **merchandised at customer eye level** to maximise visibility and sales
- **Brand blocking** implemented in planograms to drive customer conversion
- Strategic range will include a **Good, Better, Best** approach for clarity value tiering

## Communication Process

- Planogram is uploaded to the Hub with a **sprint report**
- Planograms will be uploaded in accordance to the **range review** timeline available on the portal
- Supporting documentation **including category insights** uploaded to the portal



# Ticketing Platform

Together with Shopfront Solutions, we developed a ticket printing system designed specifically for your pharmacy.

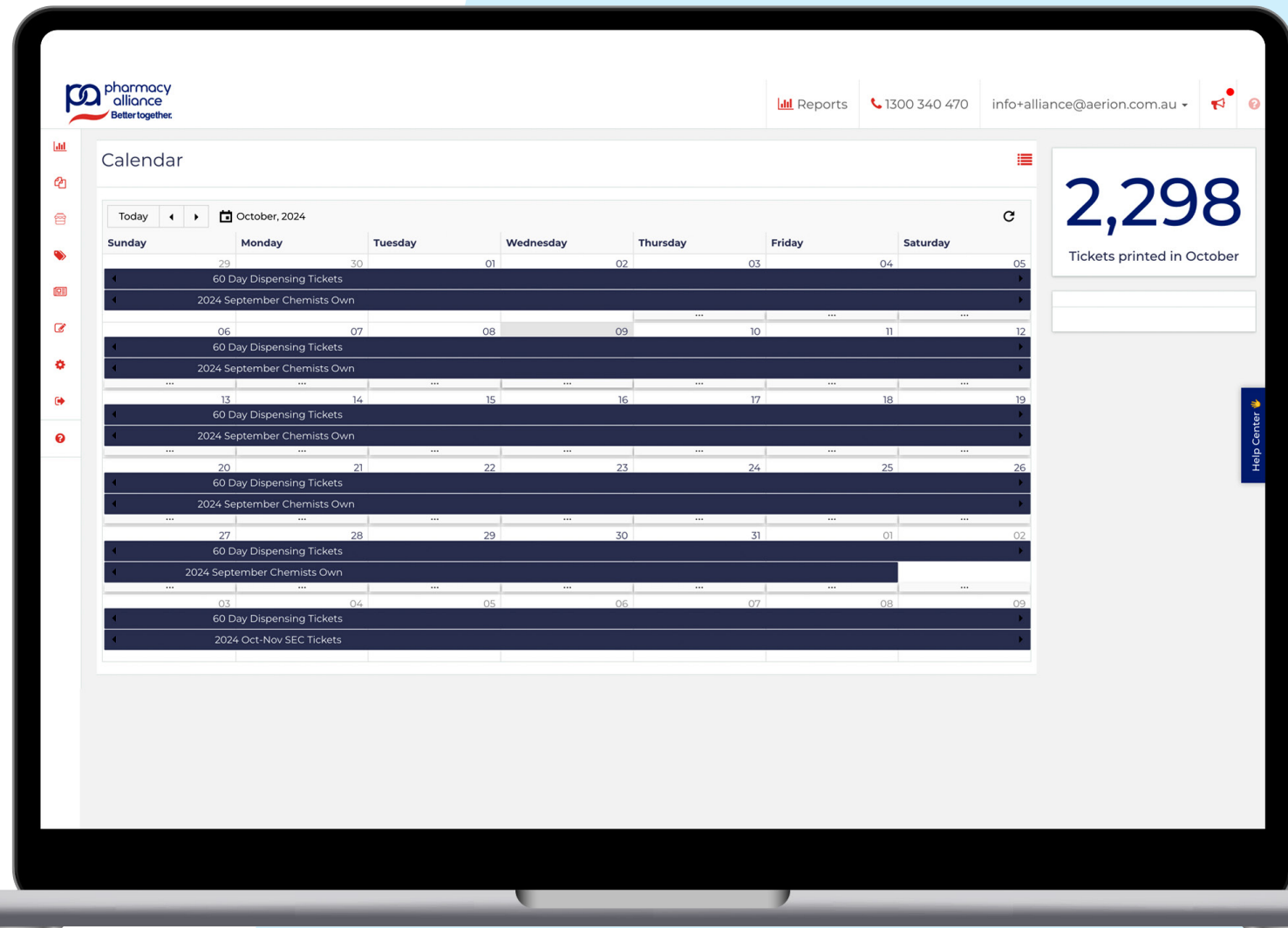
Use the Calendar function to see scheduled promotions for catalogues and print the right tickets based on the promotions scheduled.

Print tickets for your own promotions, selecting a ticket style from a list of templates.

Use pre-printed base ticket stock from Stirling Fildes or print tickets on blank ticket stock.

Download the mobile app\* to scan products on shelf and print directly through the Shopfront ticketing program.

\*Mobile app currently compatible with selected POS browsers: Z, Lots and Minfos. Available on Android and phone.





# IPA Member Benefits

IPA deals with multiple suppliers to procure you with a wealth of valuable benefits, tailored to help your pharmacy operate more efficiently and profitably.

From discounted hardware and consumables to services such as discounted Locums and recruitment, being with IPA ensures your pharmacy receives the highest quality support at the best price.



Discover the full list of member benefits here >>



# APEX Managed Site Service

## Expand your pharmacy ownership network and step away from the day-to-day

If you would like to grow your pharmacy ownership portfolio but don't have the time or think it is simply too hard to access purchase opportunities, then the Partner Program might be the solution you are looking for.

### IPA will allow you to

- Work with like-minded investors and working partners
- Expand your ownership portfolio into other states and areas
- Generate additional income while releasing yourself from the day to day operation of the pharmacy

### The IPA management model will support the operation of your business through

- People management
- Cashflow, budget & P&L management
- Full reporting suites
- Strategic planning and direction
- Compliance and business performance reviews
- Local marketing support to drive new business

The image displays three overlapping screenshots of pharmacy partnership agreements. The top document is from Advantage Pharmacy, the middle from Chemist Discount Centre, and the bottom from Pharmacy Alliance. Each document is an 'INTERNAL DOCUMENT ONLY' and contains detailed terms of partnership, including owner and consumer promises, strategic and merchandise categories, and key supplier partners.

**Advantage Pharmacy:** Focuses on providing high-quality personalised healthcare. Key promises include offering personalised pricing, consultations, and health programs. Strategic categories include 5% of Retail Sales (Vaccines, Health Care, etc.) and 35% of Retail Sales (First Aid, Home Health Care, etc.).

**Chemist Discount Centre:** Offers expert advice with lower prices. Key promises include big savings on a wide range of health and beauty products. Strategic categories include 5% of Retail Sales (Vaccines, Health Care, etc.) and 35% of Retail Sales (First Aid, Home Health Care, etc.).

**Pharmacy Alliance:** Provides expert support and better buying capability. Key promises include expert support and better buying capability. Strategic categories include 5% of Retail Sales (Vaccines, Health Care, etc.) and 35% of Retail Sales (First Aid, Home Health Care, etc.).

# Marketing

At IPA, we're committed to supporting your pharmacy and ensuring it gets the visibility it deserves. We've streamlined our processes, unified our strategies, and are now ready to amplify our marketing ecosystem to boost the awareness of our members.

Enhanced digital presence on social media

National marketing campaigns to drive traffic to your stores

New IPA website launch to drive brand awareness and increased visibility online for your pharmacy







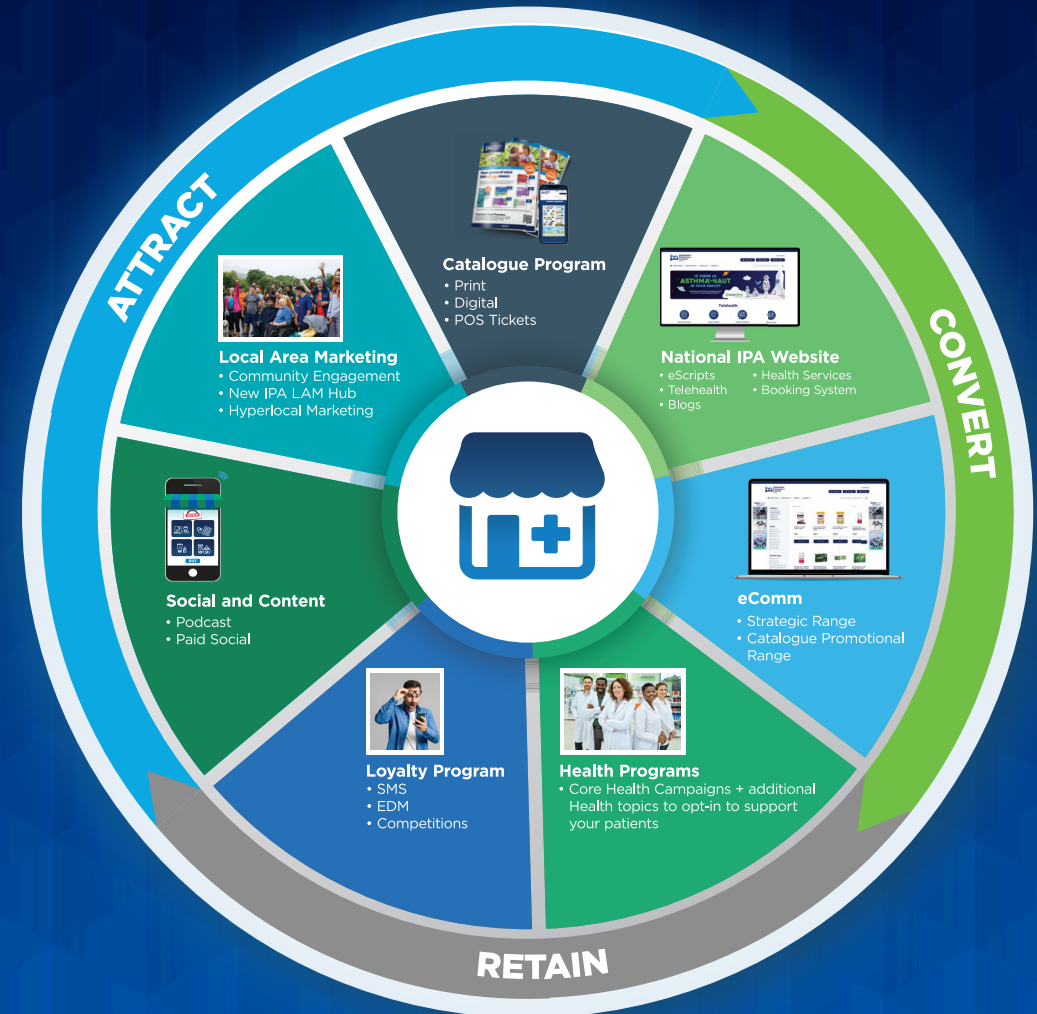
# Welcome to a World of Benefits

In 2025 we are taking our marketing to a whole new level.

Expect a stronger digital presence with enhanced social media and content amplification, greater brand visibility in your community through hyper-local marketing and increased in-store and online sales via our new IPA website.

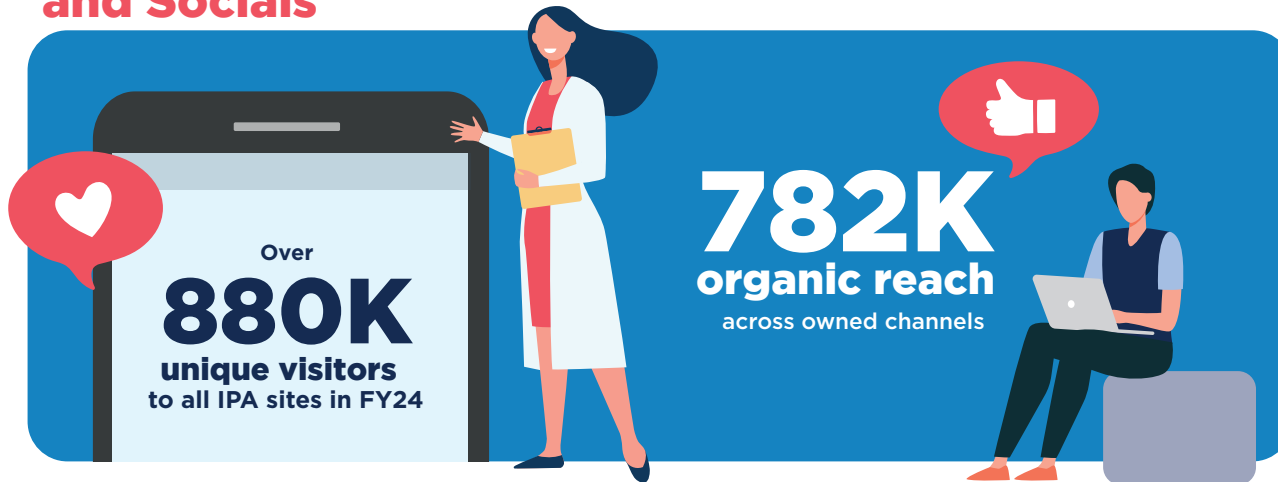
These are just some of the benefits you can expect to see; if you're ready to take your pharmacy to the next level, make sure you're taking advantage of the exciting marketing initiatives available to you!

- ✓ Drive customers to your Pharmacy
- ✓ Boost online sales
- ✓ Increase brand awareness through a localised approach
- ✓ Build customer loyalty and repeat purchases
- ✓ Attract new customers through social content
- ✓ Improved patient outcomes from integrated solutions

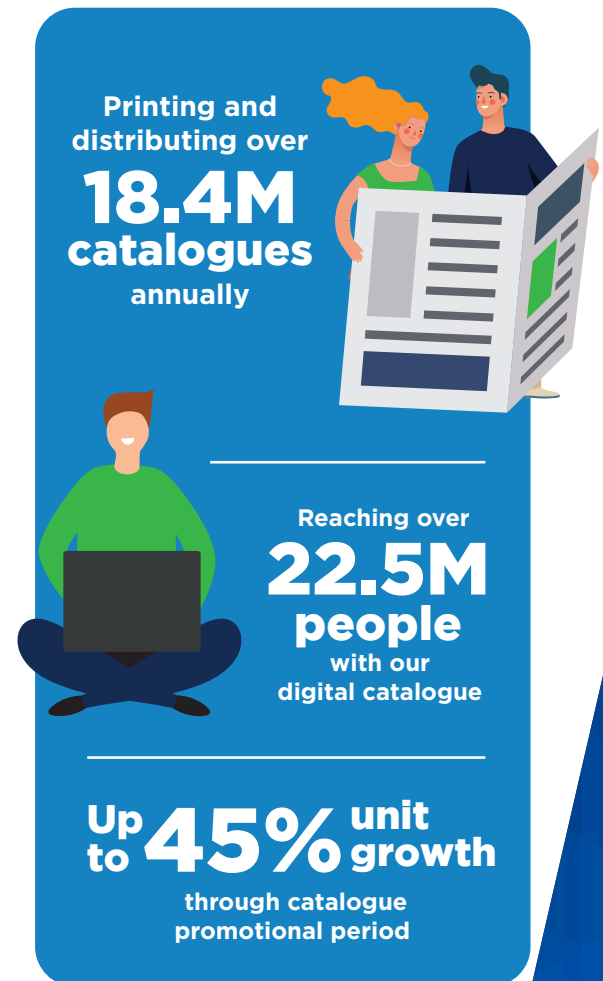


# Marketing Success Snapshot

## Digital and Socials



## Catalogues (Print & Digital)



## Loyalty



# Marketing 12 month Plan

IPA																																																			
Q4			Q1				Q2			Q3																																									
January			February		March		April		May		June		July		August		Sept		Oct		Nov		Dec																												
6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29
Retail Strategy & Catalogue Program																																																			
IPA Seasonal Health Focus							Winter Health - Cold & Flu												Spring Campaign (Allergy, Skin, Vitamins)																																
A BETTER YOU NEWSPAPER							Your Essential Guide to Healthy Living						Stay Strong, Healthy and prepare for Winter						Beat the Sneezes and Itches This Spring						Your Guide to a Healthy, Happy Christmas																										
CATALOGUE CAMPAIGNS	Online Campaign: New Year, Healthy You! (8pp) Jan 8 - 30		School Essentials (8pp) Feb 5 - 27		Women's Health / Big Vitamin Sale (12pp) Mar 5 - 27		Health & Beauty / Mother's Day Gifts (8pp) April 9 - May 1		Fall Into Winter (8pp) May 7 - 29		Cold & Flu / Diabetes (8pp) Jun 4 - 26		Healthy Body, Healthy Mind (8pp) Jul 9 - 31		Pain Relief / Father's Day Gifts (8pp) Aug 6 - 28		Step into Spring (8pp) Sep 3 - 25		Online Campaign: Athsma & Allergies / Baby Sale (8pp) Oct 6 - 30		Christmas I (8pp + 8pp* Gifting) Nov 5 - 27		Christmas II (8pp + 4pp* Gifting) Dec 3 - 24																												
CATALOGUE LOYALTY OFFERS (INCLUDED)			Point offer		Point offer				Point offer				Point offer		Point offer		Point offer																																		
LOTALTY CAMPAIGNS (INCLUDED)			Spend & Save Basket + Return Shop						Major Win Giveaway				Spend & Save Basket + Return Shop						Major Win Giveaway																																
PAID TACTICAL (OPT-IN)	Join & Win				Colour In To Win		Update Details		Reactivation Targeted				Join & Win		Community Win				Targeted Bonus Spend Offer		XMAS VIP		Spend & Save - Bounce Back																												
EASYCLINIC CORE HEALTH CAMPAIGN (INCLUDED)	Pain Management				Vaccinations/Immunity				Diabetes Management				Cardiovascular Health																																						
HEALTH PROMOTION (OPT-IN)	Digestive Health				Mental Wellness				Skin Health				Asthma & Allergies				Sleep Health																																		
FULL SCOPE OF PRACTICE	FSOP																																																		
BUILD YOUR OWN COMMUNITY (OPT-IN)	Retail Readiness (SOS Training)				Colour In To Win		Mother's Day Competition				EOFY Prep Pack		2026 EasyClinic Calendars		Father's Day Competition		RUOK Day & Mental Health Awareness				Xmas VIP Shopping Night/Xmas POS		Xmas Colouring In Competition																												

Calendar content and timings are subject to change due to unforeseen circumstances, including environmental events, global trends, or significant updates throughout 2025.

Scan the QR code to view the full calendar





# CDC Retail 12 month Plan



	PROGRAM	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		
		1	2	3	4	5	6	7	8	9	10	11	12	13	
Catalogue Program	Catalogue (incl. digital & ticketing)	January Catalogue	February Catalogue	March Catalogue	April Catalogue	May Catalogue	June Catalogue	July Catalogue	August Catalogue	September Catalogue	October Catalogue	November Catalogue & Gift Insert	December Catalogue	December #2 Catalogue	
	On / Off Sale Dates	Jan 8 - Jan 28	Jan 29 - Feb 25	Feb 26 - Mar 25	Mar 26 - Apr 29	Apr 30 - May 27	May 28 - July 1	July 2 - Aug 5	Aug 6 - Sept 2	Sept 3 - Sept 30	Oct 1 - Oct 28	Oct 29 - Nov 25	Nov 26 - Dec 24	Dec 26 - Jan 13	
	Catalogue Pages / Format	8pp Quarto +4pp Editorial Section	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp Quarto + 4pp Cold & Flu Editorial	8pp Quarto	8pp + 4pp Quarto	8pp + 4pp Quarto	8pp + 8pp Quarto	8pp Quarto	4pp Flyer
	Theme	New Year, New You & Back to School	8pp Feb Faves + 4pp Beauty / Fragrance (Valentines Day)	8pp Catalogue + 4pp Mega Vitamins Sale	8pp Easter Catalogue + 4pp Protect Your Health & Save	8pp Spoil Mum this Mother's Day + 4pp Gifts	8pp EOFY SAVE & WIN Cash Giveaway + 4pp Winter Health & Beauty	8pp July Chillout Sale + 4pp Cold & Flu Health & Editorial	Get Ready for Spring & Father's Day Gifts	4pp Vitamins (CDC's 13th Bday Sale) + 8pp Spring Catalogue	4pp Beauty + 8pp Spring Health & Baby and Children's Health	8pp Unwrap Christmas Gift Giving + 8pp Fragrance & Gift Insert	Christmas Last Minute Gifts	Boxing Day & New Year Sale	
	Focus Categories	Back to School, Weight Management, Suncare, Smoking Cessation	Digestive Health, Pain, Suncare, Everyday Essentials	Beauty, Cosmetics, Vitamins, Weight Management, Pain, Suncare, Allergies	Cough & Cold, Pain Relief, Vitamins, Skincare	Gifts for Mum, Skincare, Beauty, Vitamins, Pain, Cough and Cold	Cough & Cold, Pain, Allergies, Skincare, Beauty	Cough & Cold, Pain, Allergies, Skincare, Beauty	Everyday Essentials, Skincare, Vitamins, Smoking Cessation, Weight Management, Beauty, Father's Day Gifts	Allergies, Everyday Essentials, Skincare, Vitamins, Smoking Cessation, Weight Management, Beauty	Baby and Children's Health, Allergy Management	Allergies, Everyday Essentials, Pain, Skincare, Vitamins, Smoking Cessation, Weight Management, Beauty	Allergies, Pain, Skincare, Vitamins, Smoking Cessation, Weight Management, Beauty	Christmas Clearance, Suncare, Skincare, Vitamins, Summer Essentials	
	Seasonal End Caps		Summer Health Jan 8 - Mar 25			Autumn Health (Pain, Cold & Flu, Vitamins) Mar 26 - Jul 1			Winter Health (Cold & Flu, Skincare) Jul 2 - Sept 2			Spring Allergies Sept 3 - Nov 25		Christmas - Build Your Own Nov 26 - Jan 13	
Loyalty Program	Club Card Catalogue Promotion		Points Offer	Points Offer	Points Offer			Points Offer	Points Offer		Points Offer	Points Offer			
	Club Card Targeted Promotion		Valentine's Promo	Reactivation Target		Mother's Day Giveaway	SAVE & WIN Your Share of \$30K	Reactivation Target		CDC's 13th Birthday			Black Friday Promo		
	Automated Loyalty Comms & Offers	Welcome eDM for New Enrolments Birthday eDM Trigger													
	Team Incentives	Store Team Monthly Incentive Program													
	Special Club Card Member Pricing				Flu / Covid Vaccinations Special Club Card Member Only Pricing (full season)										
	Year Round	Monthly WIN Back Your Shop & Team Incentive													
Digital Program	Catalogue eDM & SMS	Bi-Monthly Catalogue eDM Sent to All Active Database													
Professional Health Solutions	Health Program	Pain Management			Vaccinations & Immunity			Diabetes Management			Heart Health			N/A	
	Full Scope of Practice	Full Scope of Practice Program													

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# IPA Catalogue Program

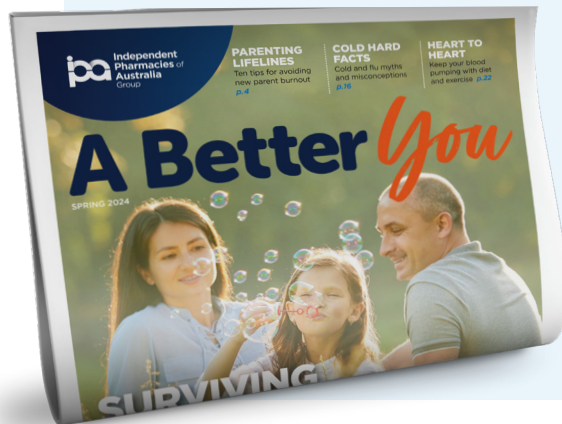
## Driving Sales and Foot Traffic

Our newly designed IPA catalogue, featuring targeted promotions and health services that position your pharmacy as a trusted healthcare destination. Joining the program enhances your visibility with the national IPA brand, building trust and recognition.



### Digital Catalogues

In response to growing demand for online content, we offer digital-only catalogues to engage more customers across multiple channels. This digital approach broadens your reach, enhances product visibility, and boosts sales conversion through targeted content and assets.



### A Better You Newspaper **NEW!**

**Welcome to A Better You.** Our newest IPA publication which is designed to bring health and wellness closer to your customers.

A powerful tool that is crafted to inspire and engage your customers by offering expert health advice, wellness tips, and lifestyle recommendations that are easy to incorporate into their daily lives. From boosting immunity to discovering nutritious recipes, this newspaper positions your pharmacy as a trusted source of wellness in your community.

# IPA Consumer Website



Introducing the new consumer-facing IPA website, designed to elevate awareness of independent pharmacies and drive online sales. This all-in-one platform provides patients and customers with a seamless experience, offering greater access to healthcare services and essential health information.

## National Store Listing

As an IPA member you receive a National Store Listing on the new consumer website to allow customers to find their nearest IPA Pharmacy. Your listing will feature your store opening hours, contact information, booking links and list of health services you provide.

## eScripts

Provide patients an easier solution to manage their scripts online with your pharmacy. The new eScripts feature allows your patients to upload their script directly through your national store listing via eToken or uploading a picture of the script.

## Telehealth

Refer patients directly to a doctor using the Telehealth feature. Integrated into the backend portal of the consumer website, this feature is perfect for those patients who are struggling to get a GP appointment and need a script urgently.

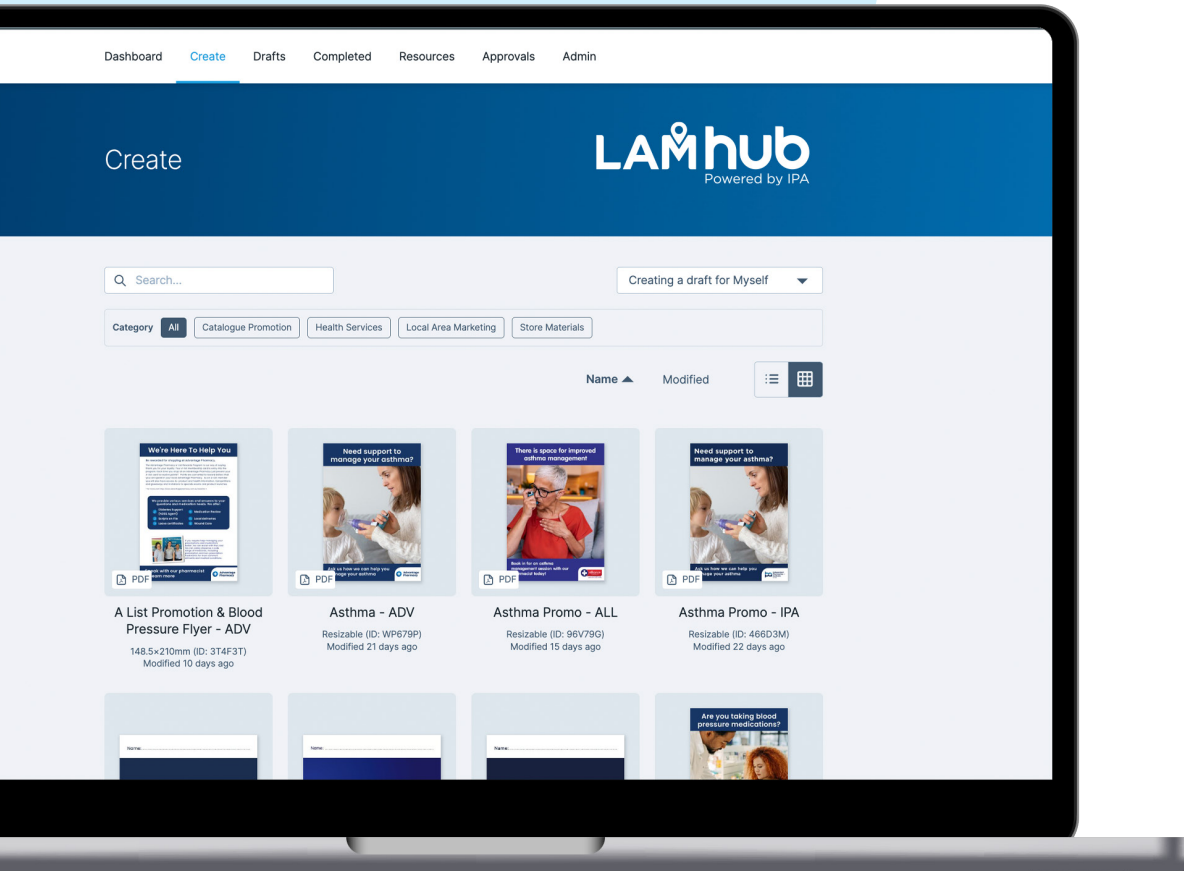




## The ALL NEW local area marketing tool at your fingertips - making marketing faster and easier!

At IPA, we are focused on providing more tools and services to boost the value of your pharmacy by saving you time, money, and generating more revenue.

To support your independence, we understand running your pharmacy your way is important to you. To help you achieve this, we have developed the **IPA LAM Hub** to empower you to create campaigns to increase your visibility within your community.



### Benefits

- ✓ **Attract new customers faster** - easy to use and fully customisable; your pharmacy's name, address, and services will automatically be loaded and displayed on your chosen templates reducing time taken
- ✓ **Reach more customers in your community** - access a diverse selection of marketing materials tailored to effectively promote your pharmacy in your area
- ✓ **Grow your pharmacy** - expand your presence beyond traditional marketing and make it easier for your local community to get more value from your pharmacy

# IPA eComm Solution

## Boosting Pharmacy Sales

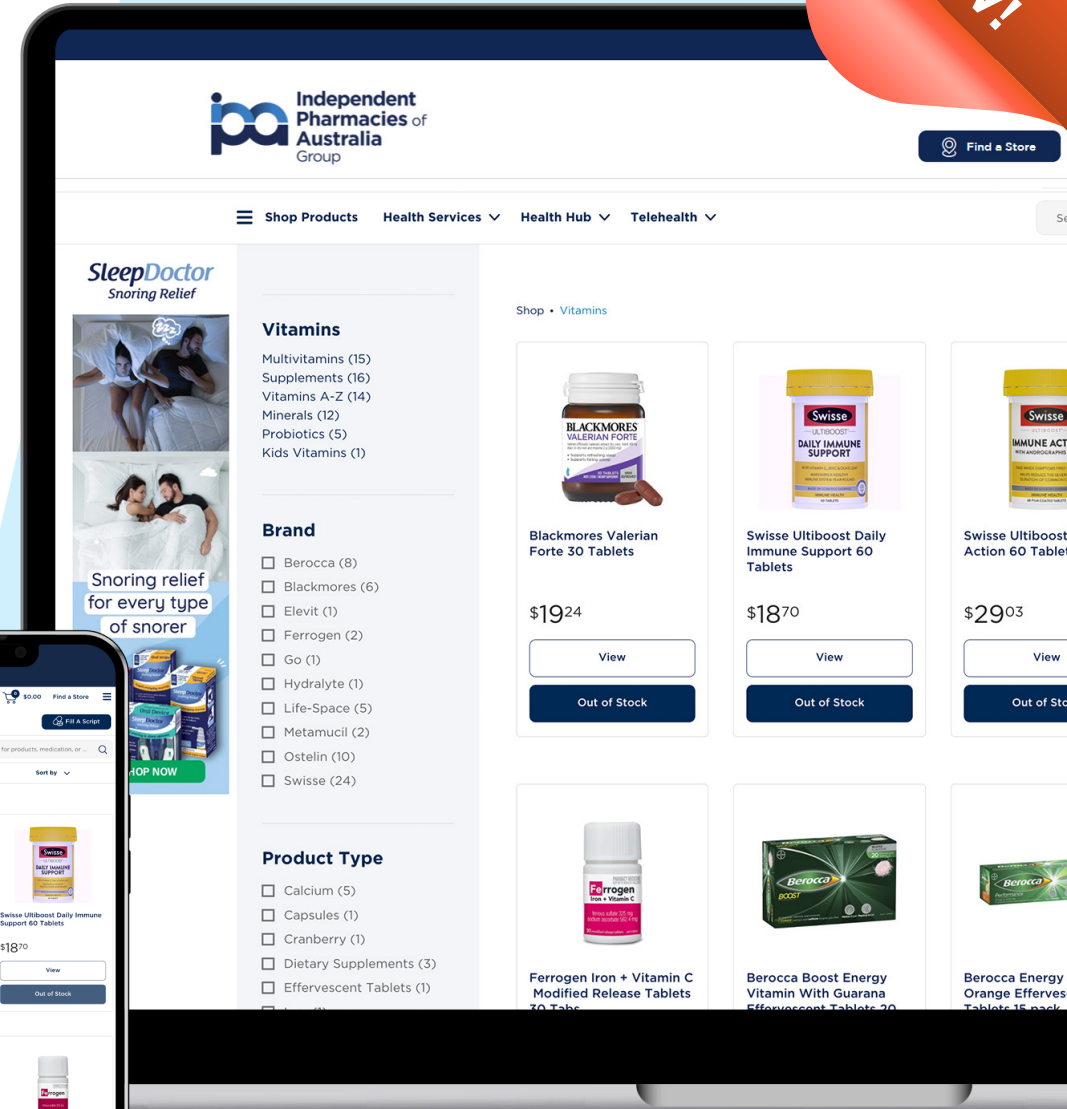
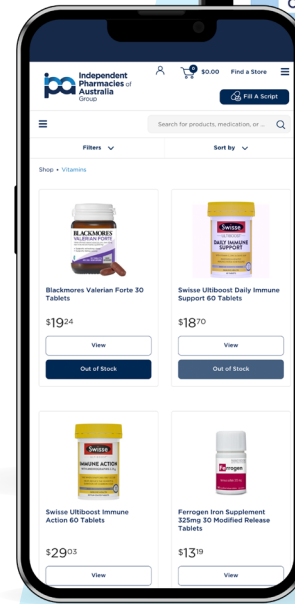
You know there is a rapidly growing trend for online shopping and we understand how to maximise your opportunity. With the new IPA eComm solution you can now offer your patients both inside and outside your community the opportunity to purchase products directly from your national store listing.

Featuring the IPA Strategic Range customers can expect to see pharmacy products that are in-stock and available to purchase directly from their local pharmacy. The products featured in your store are directly linked to your POS software and integrated with KIA so your customers can earn and redeem points with every purchase.

**Ready to activate? Simply scan the QR code below to register your interest.**

### Benefits

- ✔ Increase revenue through online pharmacy sales
- ✔ Engage an audience that prefers to shop online
- ✔ Enhance customer convenience by allowing customers to conveniently browse, order and pay for products online



NEW!

# Social and Content

## Amplifying your Reach

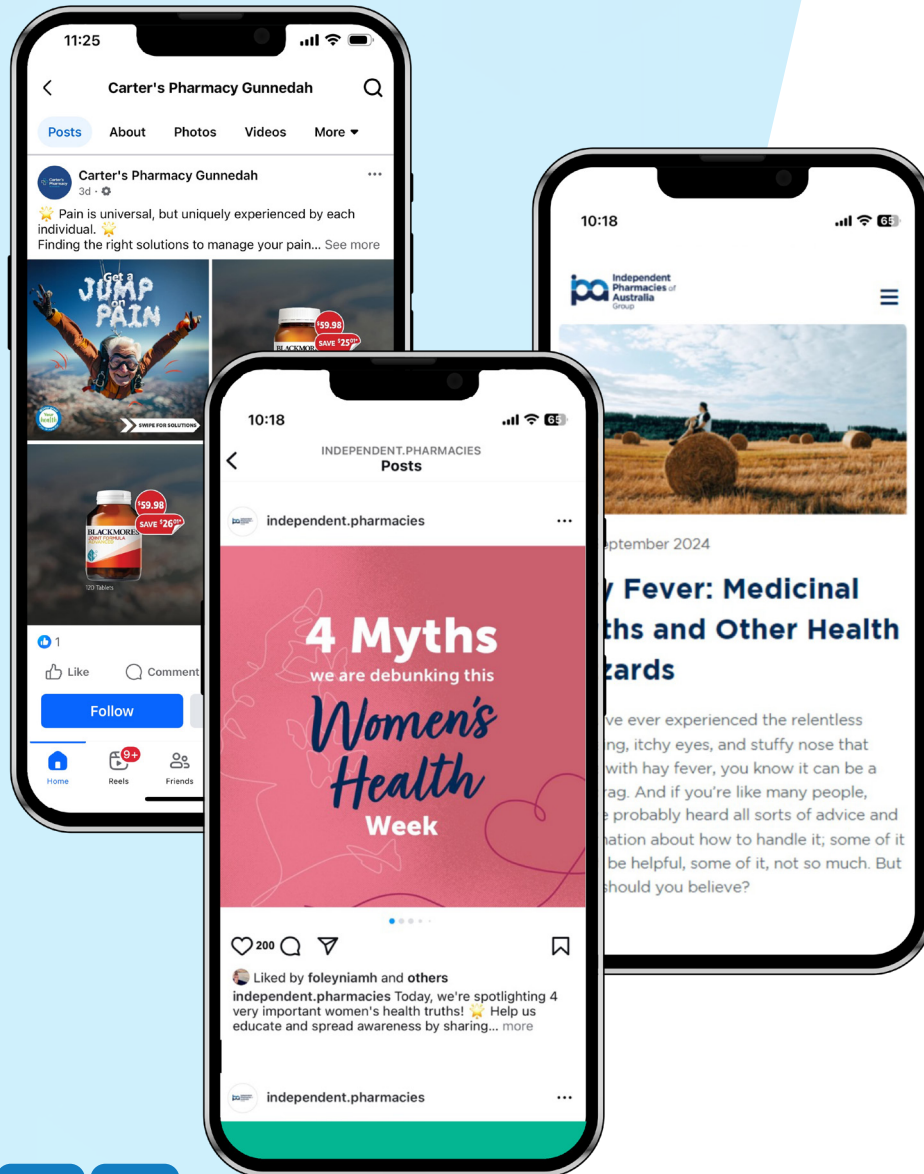
Connect with more of your local customers through IPA's powerful social media and marketing campaigns. Gain access to tailored strategies that boost your visibility, drive foot traffic, and build customer loyalty.

Effortlessly connect your pharmacy's social media account to our IPA brand's content feed for a steady stream of posts. You can maintain the flexibility to add your own local content as needed. Whether you're after a quick, ready-to-go social media calendar or prefer to automatically receive curated brand content, we have a solution that suits your needs.

**Contact us to learn more about our social media and content programs.**

### Benefits

- ✔ **Time-saving & efficiency:** As an IPA member, you'll tap into our exclusive online content, giving you access to broader marketing opportunities, collaborative campaigns, and increased brand presence
- ✔ **Team empowerment & upskilling:** New training program with an expert media agency to empower you and your team to effectively manage your social media efforts. This ensures you're creating engaging in-store content that drives engagement and footfall





# Maximise Customer Loyalty and Drive Sales

**IPA Loyalty Members spend on average 34% more than non-members, with an additional \$7.48 per retail transaction\*.**

Our loyalty programs are designed to help your pharmacy strengthen relationships with customers while boosting sales. We use our loyalty offering of earning points, exclusive discounts, giveaways, and personalised offers to enhance customer retention and increase their lifetime value.

## Benefits

- ✔ Engage customers through email, SMS, and direct mail, driving repeat visits
- ✔ IPA Loyalty Program customers report visiting weekly<sup>^</sup>, fostering strong relationships and frequent interactions
- ✔ IPA Loyalty Program customers value service and expertise most<sup>^</sup>, making them more loyal and less likely to shop based on price alone
- ✔ Access valuable customer insights through REPORTAL
- ✔ Tactical loyalty initiatives to help increase loyalty sign up rates and retention

<sup>^</sup>Based on FY24 12 months of retail data<sup>^</sup>M&C Saatchi Consumer Research 23/08/23



# Boosting Retail Sales Through Loyalty Promotions

## Goal:

Re-engage dormant customers

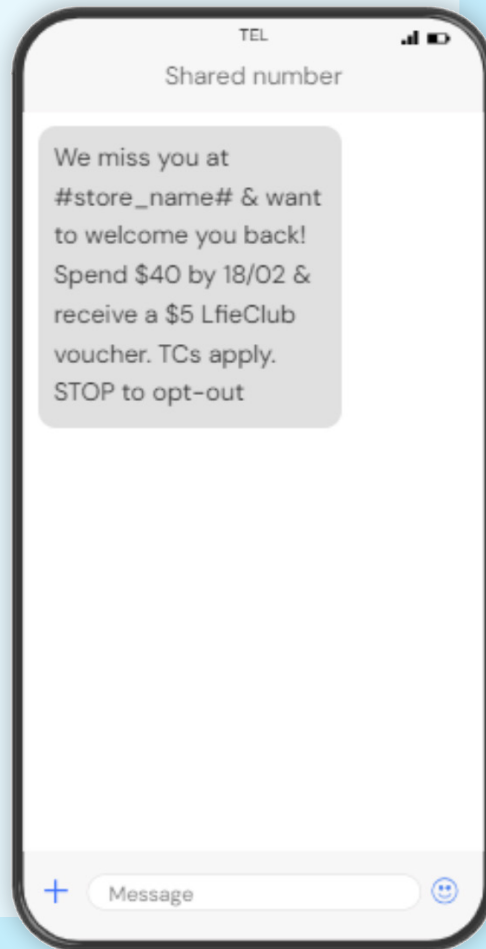
## What:

Sent an SMS to 3,000 customers who hadn't shopped in the last 3-6 months

## Achieved:

40% of customers who received the SMS shopped within 5 weeks

Of those customers who returned to shop the average basket was \$57.50



## Goal:

Grow Retail Sales

## What:

Loyalty promotion encouraging customers to spend \$30 or more on non-prescription items to go into the draw to win

## Achieved:

33% increase in retail transactions over \$30 compared to prior period

44% increase in retail sales compared to prior period



# Building Capability Through Professional Services

We provide business training and mentoring in a range of areas, to help grow income from your professional service, support your pharmacy through change, help key staff set goals and find the time and focus to make it happen. Whatever your training requirements, we have a solution that is available across all areas of the business.

**End-to-end professional services solution to establish and strengthen your pharmacy's position as a health case destination with our award-winning EasyClinic brand**

**Access unique opportunities with our Programs and Services to further your point-of-difference in your professional services offering**

**Our Professional Services Coaching Program assists pharmacies in optimising their services offer and help to achieve business goals through tailored one-on-one coaching with a team of expert consultants**







# 

The IPA EasyClinic program is a national health initiative aimed to support all in-pharmacy advice, health screenings, and clinics. It allows your pharmacy to communicate your professional services offering to patients in an easy and succinct manner, while delivering essential health care advice and services to your local community.

With numerous changes and initiatives being rolled out to pharmacies, such as Full Scope of Practice (FSOP), it can be challenging for pharmacists to manage and implement these new requirements.

EasyClinic provides a complete solution, offering training, support, and marketing materials to help our members successfully roll out any new initiatives under the 8th CPA agreement and other FSOP initiatives.

- Benefits**
- ✔ Professional and retail training with team initiatives to increase basket size
  - ✔ Align script and retail products through Dispensary Link for better patient outcomes
  - ✔ Tools and resources to maximise 8CPA & FSOP initiatives

# Health Promotion Topics

EasyClinic health promotions are pharmacist-driven campaigns targeting key disease states and health concerns. The goal is to educate patients and encourage them to visit the pharmacy to purchase pharmacist-recommended products.

Each topic is focused on improving patients and positioning your pharmacy as a trusted local health destination. The campaigns are designed with a multi-channel marketing approach to maximise patient awareness and engagement, with pharmacy training resources to educate and support retail and dispensary teams. For 2025, the EasyClinic program will focus on core national programs and a suite of optional topics to choose from.

	TOPIC	FOCUS
<b>Core</b>	<b>Pain Management</b>	Awareness on ways to manage pain, including osteoporosis
	<b>Vaccinations &amp; Immunity</b>	Seasonal focus on influenza and other vaccinations and the importance on immunity support
	<b>Diabetes Management</b>	Diet and lifestyle focus for those who are living with diabetes
	<b>Cardiovascular Health</b>	Importance of lifestyle and other protective measures to maintain a healthy heart
<b>Opt-In</b>	<b>Digestive Health</b>	Addressing the root cause of GI problems, a major health issue in Australia
	<b>Mental Wellness</b>	Raise awareness of the support from pharmacists and ways to manage
	<b>Skin Health</b>	Upskill staff to be able to provide solution products for those with skin conditions
	<b>Women's Health</b>	Focus on women's health issues including UTI
	<b>Allergy &amp; Asthma</b>	Managing allergies in spring and how it will impact asthma patients
	<b>Sleep Health</b>	Supporting Sleep Awareness Week in March, educating in health sleep habits

# Case Study

In one of the previous EasyClinic health promotions that we ran, we focused on Skin Health, placing a key emphasis on acne treatment and general care principles.

This initiative aimed to not only provide effective solutions for common skin concerns but also to improve the pharmacy staff knowledge and expertise. We provided tools and materials to help increase sales in the skincare category and had a strong call to action to ask the pharmacist for any questions.

## They featured on the following items:

- Team Sprint Tracker (with a staff incentive)
- Dispensary Link
- Team Training Notes

**35%**  
Increase in sales  
(2023 vs. 2022)

**36%**  
EDM open rate  
(industry average  
at 22%)

Significantly  
**outperformed**  
total category sales



**Provide Complete Solutions**

**Dispensary Link Tracker**

	Week Ending	Overall % of script only sales	Sales from the Benzac range
Week 1	10/11/2023		
Week 2	17/11/2023		
Week 3	24/11/2023		
Week 4	01/12/2023		
Week 5	08/12/2023		
Week 6	15/12/2023		

Please refer to the Staff Training Notes for more details.

**Better assisting patients with managing acne:**

For mild acne, consider recommending first line OTC topical products such as benzoyl peroxide, along with general skincare measures. Refer where appropriate.

For patients presenting scripts for acne treatment, remember to provide a complete solution by advising on appropriate skin care. e.g. With doxycycline scripts, consider recommending an acne-appropriate cleanser, non-comedogenic moisturiser, and sun protection.

**RECOMMENDED FOR ACNE-PRONE SKIN**  
Please discuss the benefit of cleanser, moisturiser and photoprotection.

dispensary link program.

**ACNE-PRONE SKIN**  
This patient may benefit from a cleanser, moisturiser, photoprotection

dispensary link program.



# Programs and Services

## Full Scope of Practice (FSOP)

The Australian Government’s Full Scope of Practice accreditation allows you to provide enhanced patient care as credentialed pharmacists will be able to:

- Prescribe medications for minor ailments
- Administer vaccinations
- Provide medication management for chronic conditions.

The IPA Full Scope of Practice Support program will be there to assist you in ensuring that your patients receive timely, comprehensive care, improving health outcomes and reducing the likelihood of complications. This will be achieved through pharmacy assistant training, pharmacists coaching services, professional condition-based supplier alignment and a comprehensive marketing plan.

**easyclinic**

**Our Pharmacist can now provide treatment for Urinary Tract Infections**

Feel comfortable speaking to our trusted Pharmacist about your bladder health care needs.

**Did You Know?**  
1 in 2 women may experience a urinary tract infection in their lifetime.

Ask us about options for prevention, treatment and relief.

Are you currently suffering from symptoms of a urinary tract infection?  
If so, speak to our Pharmacist.

**Urinary tract symptoms include:**

- Increased need and urgency to pass urine
- Pain when passing urine
- Tenderness around bladder or lower tummy

If you are experiencing any of these symptoms, speak to our Pharmacist.

**Have you had two or more urinary tract infections in the last 6 months?**  
Consider taking Hiprex to reduce the number of UTI occurrences you experience.



## Transform Lives Through Sleep Solutions

IPA has partnered with Murdoch Children’s Research Institute (MCRI) to provide CPD, accredited training by Dr. Harriet Hiscock, to help pharmacists educate families on good sleep habits, provide appropriate behavioural sleep strategies for the specific issue, and provide tools to enable this.

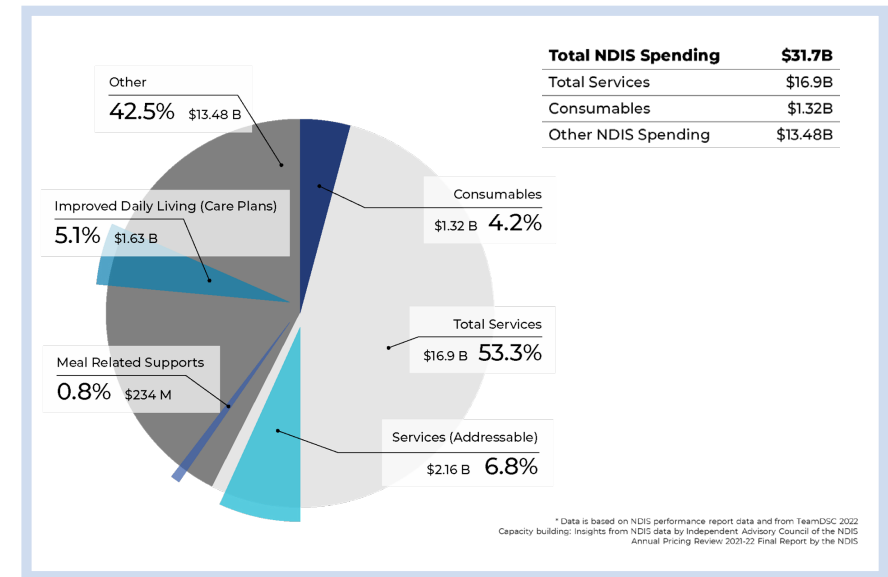
This training will support healthy sleep for children, helping them live their best lives and improve the wellbeing of their families.

# Programs and Services

## NDIS

NDIS provides funding to eligible people with disability to gain more time with family and friends, greater independence, and an improved quality of life. We have designed and successfully supported our IPA members to become NDIS registered providers and home care support destinations to support their local NDIS community through:

- **Audit support and comprehensive business support through the business growth phase**
- **Marketing and merchandise support through exclusive ranges and targeted marketing**



**easyclinic**

### Know YOUR Numbers

Stay healthy. Stay Informed. Get Tested.

Boost your pharmacy's offerings and provide essential health checks to your community.

- HbA1c
- Lipids
- COVID-19
- Influenza A and B
- Strep A

Speak to us today about our Point of Care Testing Program

## Know Your Numbers Diagnostics (Pilot)

An estimated 2 million Australians are at high risk of developing Type 2 Diabetes and nearly 500,000 Australians have undiagnosed Type 2 Diabetes. Point of care testing supports prevention, screening and disease state management.

The aim of the pilot is to gather key insights to seek and develop relationships with Health Funds and Governing Health Departments to develop new revenue streams. The information gathered includes:

- **Number of patients screened**
- **Health issues identification**
- **Patient behaviour changes**



# Technology

## Introducing cutting-edge technology for your pharmacy

At IPA, we're committed to empowering our members by offering technology solutions that create efficiencies, drive profits, and streamline operations. Our latest innovations are designed to simplify your workflows, unify essential systems, and enhance the overall experience for both you and your patients.

In an ever-evolving landscape where consumer and patient expectations are constantly rising, we're evolving too. By integrating these cutting-edge systems into your pharmacy, you'll not only save time and reduce costs but also ensure you're staying ahead of the curve, ready to meet the future of healthcare.

**Insightful data analytics reporting**

**Integrated systems for a better user experience**

**Save essential pharmacy time, reduce operational costs and increase profit margins**





# BUY IT RIGHT

IT WILL COST YOU NOT TO

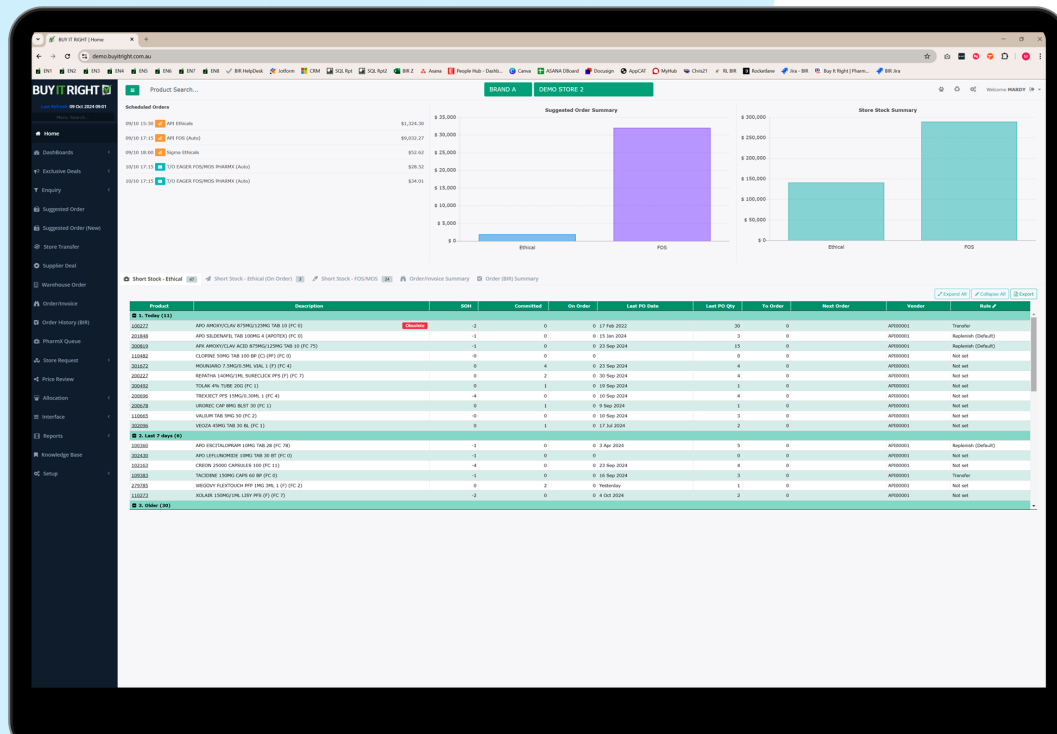


# Take control today and automate your stock management

Buy IT Right is an advanced inventory management solution that combines efficiency with automation to streamline stock control, interpret supplier deals, and recommend the most cost effective orders.

What sets this platform apart is our commitment to empowering pharmacy owners with efficient, cost effective and time saving solutions. With Buy IT Right, you gain a trusted resource dedicated to enhancing your operational efficiency, reducing costs and ultimately providing you the freedom to focus on delivering exceptional service to your community.

Take control of your pharmacy with Buy IT Right - where innovation meets effective stock management.



## Benefits

- ✓ Reduce time spent managing stock
- ✓ Improve return on working capital
- ✓ Maximise buying deals from suppliers
- ✓ View multiple stores activity in one

# Growing your business through data insights

Our POS extraction technology delivers a comprehensive suite of real-time data reports to help you measure and enhance your business performance.

Gain insights into total sales, or drill down to analyse category and product sales, catalogue performance, loyalty metrics, customer insights, staff performance tracking, and more.

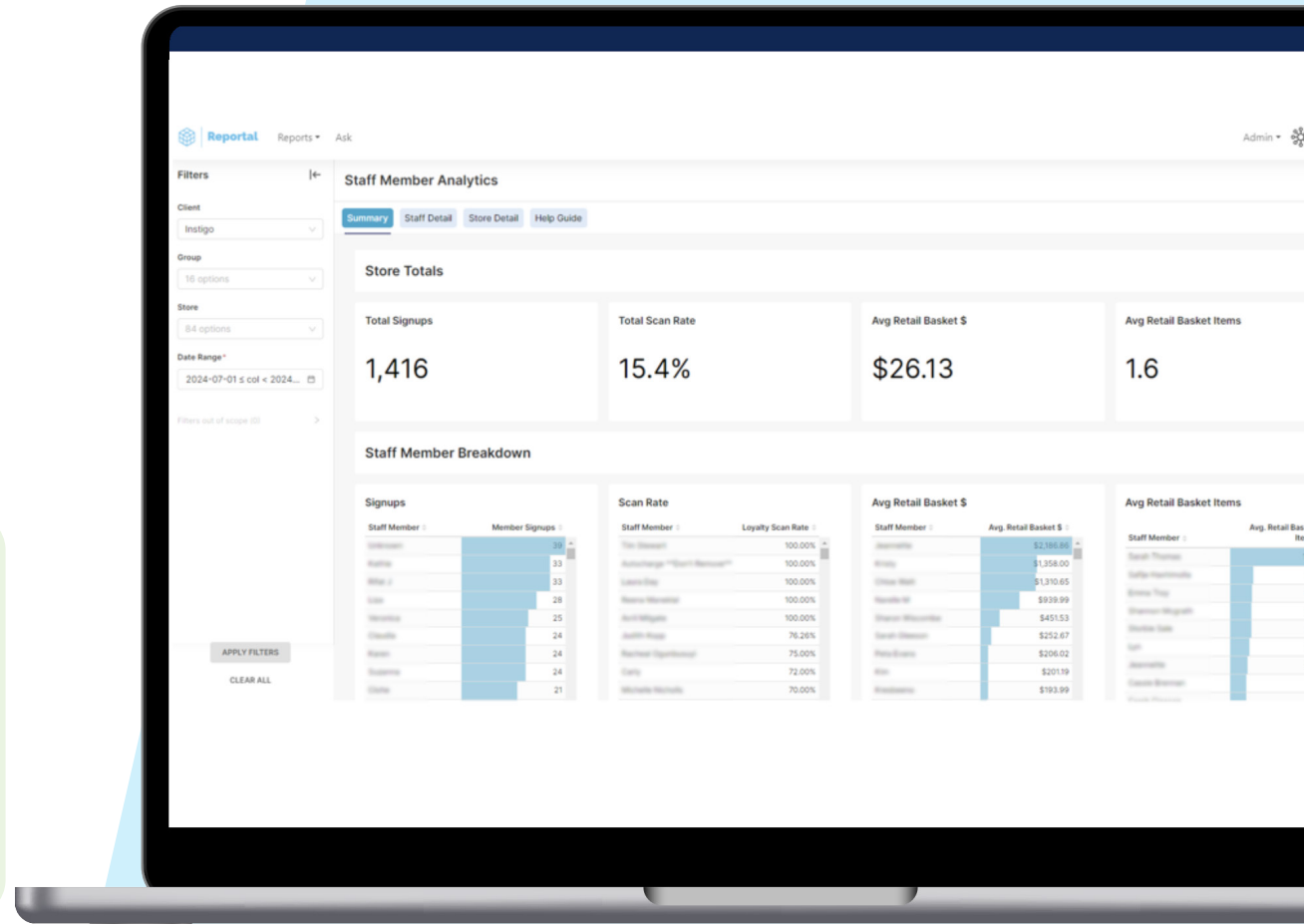
If you can't find the report you need – don't worry just use the ASK function!

## Benefits

- ✔ Better insights to drive business performance
- ✔ Understand product sale trends
- ✔ Learn about your customers' behaviour, habits, and preferences in real-time to improve your customer communications



# Reportal



NEW!

# patient 360°

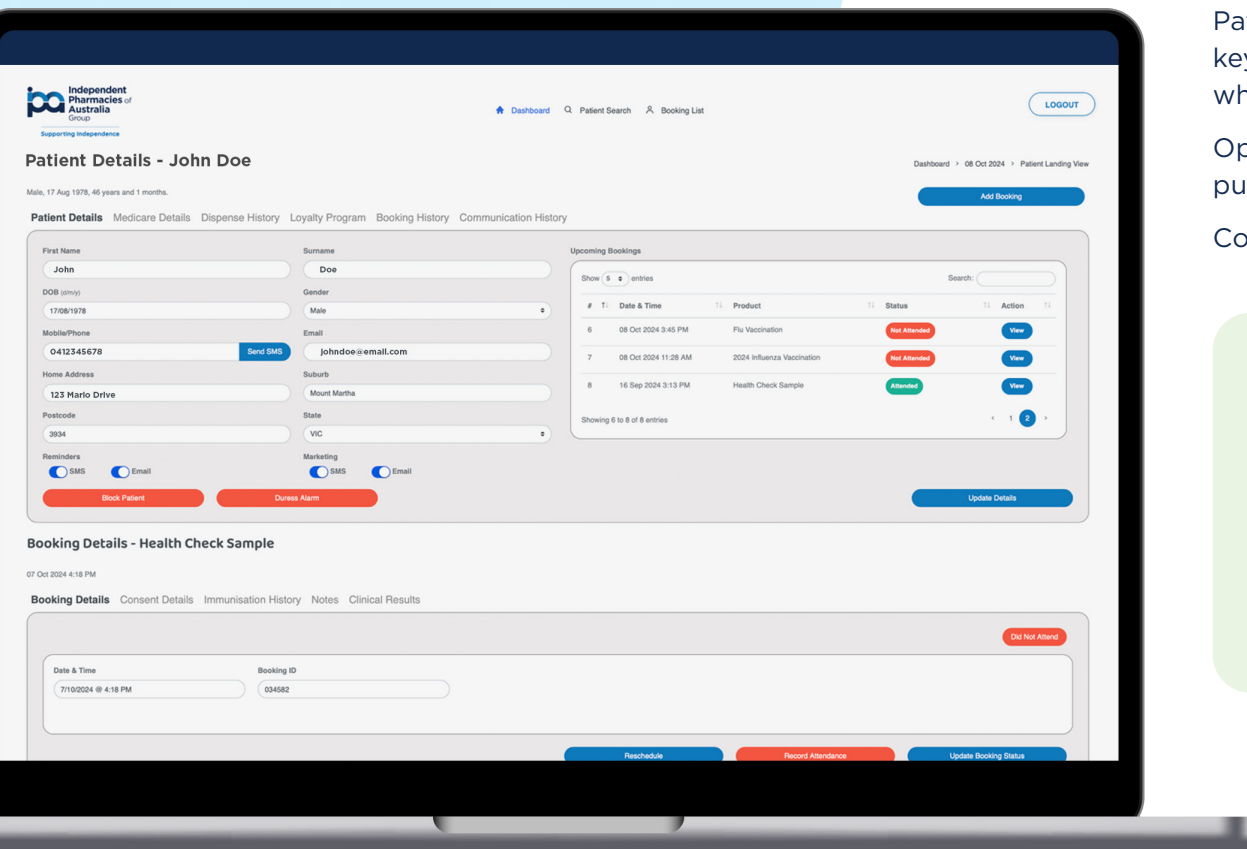
## Creating a holistic view for better patient care

Being able to take bookings with the smarts to know your stock, your patients, their history and their needs.

Patient 360 aims to simplify the work processes by unifying several key technology platforms – ultimately saving time and money, while creating an improved user experience.

Open available bookings only when stock is available, and link purchases through loyalty with personalised messaging.

Communicate directly to the patient about their health needs.



### Benefits

- ✓ Unify multiple functions and platforms/systems into a single platform.
- ✓ Save time and money
- ✓ Improved loyalty with a patient focus
- ✓ Integrated Point of Care Testing



# Store Project Management

## Assistance in creating and executing your retail projects

### Fit Out Project Management

IPA can assist you with the fit out of your Pharmacy once the store design has been finalised. We can manage the fit out project for you in its entirety, including obtaining and liaising with contractors, working within the set timelines, and providing ongoing updates.

#### Inclusions:

Resource plan | Obtaining quotes for contractors | Liaising with contractors | Work schedule | Ongoing updates

### Pharmacy Store Design

Your pharmacy store design is an essential tool when engaging with customers; by having the appropriate layout you can influence your customers' behaviour through retail flow, merchandise placement, promotional positioning, signage, and general ambience.

At IPA, we can assist with your pharmacy store design, we will review your space and work with you to provide the optimum layout for your pharmacy (including dispensary and clinic design and best workflow, and the placement of shelving, counters, power walls and product categories) to ensure customer satisfaction and compliance with government regulations.

#### Inclusions:

Site visit | Site measurements | Design plans | Scaling of the floor plan design | 3D Visual Renders



# Signage Solutions

## Independents

We understand your pharmacy's brand is essential to its identity and customer and patient engagement. We offer a comprehensive range of branding solutions across Advantage Pharmacy, Alliance Pharmacy, Catalyst and Independents. We provide the expertise to ensure your branding reflects the values and character of your business.

No matter what branding you choose, we have a solution that is tailored to suit your unique business needs, helping you stand out in your community while maintaining consistency across all touchpoints.





# Chemist Discount Centre (CDC)

Chemist Discount Centre is dedicated to offering expert advice at lower prices. We recognise the vital role a discount pharmacy plays in the community, and our signage reflects our commitment to providing healthy savings for our customers. We cultivate strong customer engagement through a price-competitive brand that prioritises quality service and actively supports the community.

Transform your retail space with strategic gondola ends that guide customers effortlessly through the aisles. The combination of bold in-store and external signage grabs attention and elevates the shopping experience, converting casual visitors into devoted shoppers.

The Chemist Discount Centre branding solution is crafted to position you as a value-focused pharmacy. Our commitment to affordability doesn't compromise our dedication to excellence, it enhances our ability to connect with and contribute positively to the community we serve.





# Member Engagement Events

At IPA, we are committed to keeping our members informed about valuable industry updates, programs and services and partner deals. By being part of IPA, you have the opportunity to connect with a wide network of peers and build lasting relationships within our community.

Our events play a crucial role in strengthening the IPA member network. By participating in these events, you'll have the chance to engage with industry brands, form meaningful connections, and collaborate with other pharmacy owners, gaining insights into the needs of your business

## 4 major in-person annual IPA member events

<b>February</b>	<b>March</b>	<b>May</b>	<b>October*</b>
<b>Retail Managers Conference</b>	<b>IPA Cocktail Party at APP 2025</b>	<b>Member Roadshow</b>	<b>Member Summit</b>

\*Official date still to be confirmed





[ipagroup.com](http://ipagroup.com) | 1300 001 724