



Hot
Topic

MirixaFind™ Hard Drive successfully installed in 600+ pharmacies

In this issue

- **Technology:** MirixaFind Hard Drive version a success
- **Support:** Free live online seminars on offer to refresh your Mirixa knowledge
- **Network:** How pharmacies can be involved in the \$450 million Clinical trials industry
- **Clinical:** APP2010 - Clinical Bites worth 1.5 CPE credits
- **Company:** Customised Pharmacy Report indicates value of programs

Technology

The MirixaFind Hard Drive version has now been successfully installed into over 600 pharmacies. As promised the outcome has been a significantly faster operation and new features. Ashley Smith, Mirixa Australia Customer Support Manager states: *"Feedback from the network has been extremely positive and Pharmacies who have the new Hard Drive version have not had a problem with the software"*. The Hard Drive version was developed after listening to what the Mirixa Australia Pharmacy Network required. If you have tried to use the software in the past but felt it wasn't operating to your expectations, please take a fresh look. The Mirixa Australia Service Support desk can be contacted on 1300 MIRIXA and the Mirixa Australia team can show you the new technology at APP2010 in March.

Support

Live online seminars (webinars) are a new "refresher training" feature available to all pharmacies. The webinars are hosted by a live Mirixa Australia training facilitator and cover how to use the Mirixa Australia™ software and how to run the programs in the pharmacy. Participants log-in to an online seminar website to view the presentations and videos and listen to the live facilitator's explanations on the phone. Questions can be asked and are answered live. Refresh your knowledge by calling 1300 MIRIXA to participate.

Network

Clinical trial are worth \$450 million per year to Australia says Federal Health Minister Nicola Roxon. This significant financial input into the Australian economy has prompted the Minister to set up an action group to promote Australia as a preferred destination for clinical trials. Senator Kim Carr, Minister for Innovation, Industry, Science and Research further stated that: *"The flow-on investment from clinical trials is a significant contributor to Australia's R&D effort. As well as the health benefits for patients receiving early access to new medicines, pharmaceutical companies are more likely to conduct later stage trials in Australia if early stage trials for that compound have already been conducted here."* Australian pharmacies are well placed to contribute to this effort as patient identification for clinical trials is a significant hurdle to conducting successful research. Trials require participants to be included/excluded based on specific criteria. As such pharmacies can be centres of trial referral based on the patient's dispense history. The Mirixa Australia COPD Research Study Patient Referral Program is a working example of how pharmacies can successfully be involved in the area of clinical trials. This professional service sees pharmacies paid for asking the patient inclusion/exclusion criteria questions before referring a validated patient to the trial coordinator. Call 1300 MIRIXA for information about enabling this opportunity in your pharmacy.

Clinical

At APP2010, Mirixa Australia will present 3 Clinical Bites sessions worth 1.5 CPE credits. These intensive presentations focus on patient compliance by exploring "the Goal", "the Barriers" and "the Strategy" for pharmacists and patients. The sessions will cover the practical elements of how pharmacists help reveal to patients their own compliance barriers, then how to help the patient solve these barriers with their own strategies. This leads to "the goal" of Mirixa Australia™ programs and a discussion of the patient outcomes achieved during programs by leading pharmacist Christopher Campbell. Pharmacists are encouraged to attend to learn valuable skills to improve the health outcomes of their patients. The Mirixa Australia Clinical Bites sessions will be held on Thursday March 11th from 2:00pm - 3:30pm.

Company

To show pharmacies the value of delivering Mirixa Australia programs, a personalised "Pharmacy Report" will soon be sent to each installed pharmacy in the Mirixa Australia Network. This report displays an indicative revenue opportunity for the pharmacy based on the actual qualifying patients the MirixaFind application has compiled. Pharmacies can adjust certain assumptions to gain an idea of the value of improving patient compliance for a single patient and across their pharmacy.

Customer Support Enquiries

For all technical support and general Mirixa Australia enquiries, please contact the Mirixa Australia Service Desk:

Phone: 1300 MIRIXA (647492) | Email: contact@mirixa.com.au

Standard service desk operating hours in your Australian time zone Monday to Friday: 8:30am-5:30pm