

MIRIXA[®] Messenger

August 2010

Professional Services Momentum

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BREAKING NEWS: SPIRIVA NEW TO THERAPY PROGRAM LAUNCHES SEPTEMBER

The “Spiriva New to Therapy Program” is the new program from Mirixa Australia and Boehringer Ingelheim. The program is included in the ‘Originator Programs’ subscription.

For this program pharmacists initiate newly prescribed Spiriva patients to the medicine and HandiHaler device then follow up with the patient 1 month later. The pharmacy will be paid professional service fees totalling \$15. On average 50% of Spiriva patients discontinue the medicine after 3 months, leading to poor respiratory control and hospitalisation. The aim is for pharmacists to enhance quality use of Spiriva.

Pharmacy Owner Grant McGill from Kingsley Village Pharmacy in WA states: *“We initiate patients on new prescription medications every day. Having a structured program which allows us to present the very same information in a sit down, professional and personal consult can only be beneficial in terms of what patients can get out of it as well as the increased perception of what we are doing as pharmacists.”*

Guild National President Kos Sclavos believes that: *“This program fits perfectly with the role that pharmacists play when initiating patients on new medications. It is a sign of the times that pharmacists are being recognised and supported as the medicines experts with the technology and clinical tools to deliver systemised, quality patient outcomes.”*

If you do not have an ‘Originator’ programs subscription please call us on 1300 MIRIXA (647492).

GSK RE-SIGN SERETIDE COMPLIANCE PROGRAM, NEW PROGRAM TO COME.

GlaxoSmithKline (GSK) Australia has re-signed with Mirixa Australia to continue the Seretide[®] Compliance Program and will announce the launch of a new of Mirixa Australia program soon.

ARE YOU “READY TO RUMBLE” OR “SET TO STUMBLE”? MOMENTUM IS ESSENTIAL.

If you’ve been living under a rock it may surprise you that professional pharmacy services are here and the offering is becoming increasingly lucrative. With the Mirixa Australia Compliance, New to Therapy, Patient Referral Programs available as well as the new 5CPA programs commencing shortly, pharmacies must start to question whether they’re ready to rumble...or set to stumble. Implementing new services takes time and pharmacies thinking that they can “bolt on” when the time comes may find themselves stumbling for the professional payments. “Time and tide wait for no person” so call 1300 MIRIXA (647492) and get help walking through the simple Mirixa Australia programs before you run with more complex services.

A sign of the times : employer insists on hiring Pharmacists with Mirixa Australia experience

Mirixa Australia will conduct training for WA Locum Pharmacists alongside Pharmacy Locum Link in WA.

This aligns with a recent job advertisement for a Pharmacist position that included the following:

*“Applicants should have a minimum of 2 years experience , excellent customer service ethic, an ability to complete HMR’s, **conduct Mirixa services** and satisfy customers complete health care requirements as a pharmacist.”*

Clinical & Support

Network

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 | Web: <http://www.mirixa.com.au>

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