

MIRIXA[®] Messenger

January
2011

Clinical
New to Therapy
Programs

Champions - Mirixa Success Story!
Chemist Outlet Dubbo - NSW

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MirixaTalk
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Champion of the month

APP 2011 will see the announcement of the Mirixa Australia Pharmacy of the year made. As the event fast approaches the competition is heating up with NSW still leading the way!

If you're not sure where to start with implementing Mirixa Australia Programs successfully in your pharmacy contact the Mirixa Australia Help Desk for assistance and advice: 1300 MIRIXA (647492)

December Chemist Outlet Dubbo - NSW

We asked the pharmacist from Chemist Outlet Dubbo for her story on the Mirixa Australia programs, read her response below:

Why Mirixa Australia Programs? "To provide a more comprehensive health care service to the community."

What are the Benefits? "We received some pretty good financial rewards for headoffice. Personally I felt it was a very good way to develop a more personal relationship with my customers & be more involved in the quality use of their medications. Thus ensuring they are provided with the best possible health care service & outcome & deriving the maximum benefit from their medications. Most rewarding of all was getting to know my customers better, developing good customer relations and building a strong rapport with them"

- Chemist Outlet Dubbo Pharmacist Su Teoh



Tammy Reid, Su Teoh and Doreen Devi

Pharmacists and New to Therapy Programs – an obvious fit

In a recent blog, Leslie Kane: Editorial Director of Medscape's Business of Medicine site, stated 'Half of all patients don't even fill their prescriptions. And, within a minute of leaving the doctor's office, fewer than 50% of patients can answer these questions: "What are your treatment recommendations? What is the prescribed drug supposed to do?'. These troubling statistics represent an opportunity for pharmacists to make a difference in their patient's health. While treatment initiation is done daily, what the Spiriva and Seretide New to Therapy programs offer is a systemised method with patient support documents. The result is an efficient and easy way to help patients at the start of their treatment leading to long term medicines benefits.

Get active with New to Therapy programs - they're an obvious fit to your pharmacy.

Clinical

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MIRIXATalk

Sign up now for the professional services online user forum:
<http://www.mirixa.com.au/talk/forum>

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