

THE ALPHA MAIL



FOCUS ON THE ALPHA PHARM FRANCHISE PHARMACIES

WHAT YOU NEED TO KNOW!



01.

PHARMACY FOCUS

Read what Tjaart and Fluor Coetzee, has to say on supporting Alpha Pharm and their two Pharmacies

02.

KODAK SUMMERTIME VIBES

The Iconic and nostalgic "Kodak Moments" brand remains a valued Alpha Pharm partner since 2018. You will also get a sneak preview of an exciting upcoming Kodak competition

04.

HOT TRADING FOR SUMMER!

Neil Swart shares an in-depth look on how to maximize every aspect of your Pharmacy for the summer months ahead. Neil even included a neat little check list for everyone

06.

GOOGLE REVIEWS

The Google Review system might go over all of our heads, but with this easy to understand article from Dylan Jv Rensburg, he explains, how it works what the benefits are and there is also a nifty flowchart of the customers journey.

11.

AOB Franchise Exclusive Deal

The Alpha Own Brands Team is giving all of the Franchisees a selection of amazing deals for the month of October .

PHARMACY FOCUS

TJAART & FLEUR COETZEE

Owners at Leach Pharmacy and Kenton Pharmacy

OUR BACKGROUND/ HISTORY

Myself (Tjaart) and my wife Fleur Coetzee are the owners of Leach and Kenton Pharmacy, with Nicky van Lavieren being our partner at Leach Pharmacy. We bought Leach Pharmacy from my Dad, Lou Coetzee, in 2011 (he purchased from Paul Leach in 1991) and Kenton Pharmacy from Stewart Dunbar in 2008.

Port Alfred is a small fishing town that has slowly grown into a big town, whereas Kenton-on-Sea is that village town at the sea where everybody knows everybody. In both towns, the Pharmacy is in the centre of town and part and parcel of its DNA. In 2008 a corporate pharmacy also moved into Port Alfred, which brought challenges for both pharmacies.

Both Pharmacies were always Link Franchise stores for many years. After meeting Werner and his team and discussing it, Fleur and I decided to move over to being part of the Alpha Pharm family, where we can put our purchase power on the side of the greater independent pharmacy family.

OUR STORE DYNAMICS

Fleur and I believe that customer service, having well-trained and caring staff and being consistent in everything the pharmacy does are key to success. As the pharmacy is part of the DNA of the town, your customer becomes part of the pharmacy, and you become part of their family. Your personal/professional relationship with your customer is our most significant advantage over the corporates.



Tjaart and Fleur Coetzee

**IT'S NICE KNOWING THAT YOU
HAVE A BIG BROTHER WITH
WERNER AND HIS TEAM IN
YOUR CORNER.**

THE ROLE ALPHA PHARM HAS

Where Alpha Pharm adds value to our business:

1. Consistent, Competitive and efficient delivery of our stock needs
2. Great team to bounce ideas off. What works in the market and what does not.
3. Always looking to add new income opportunities and testing it in the market for us before release.
4. Assist our staff in there CPD requirements.
5. Alpha Pharm is our Big Brother in our Corner.

This allows us to concentrate on our number one priority, our Customers.

KODAK MOMENTS SCRATCH CARD SUMMER PROMO

BEVERLEY PADAYACHEE

Kodak Moments

The Iconic and nostalgic “Kodak Moments” brand remains a valued Alpha Pharm partner since 2018. With approximately 200 kiosks in the pharmacy channel and monthly placements which is still growing, we have watched the channel adapt to instant photo printing, like “Europe markets”.

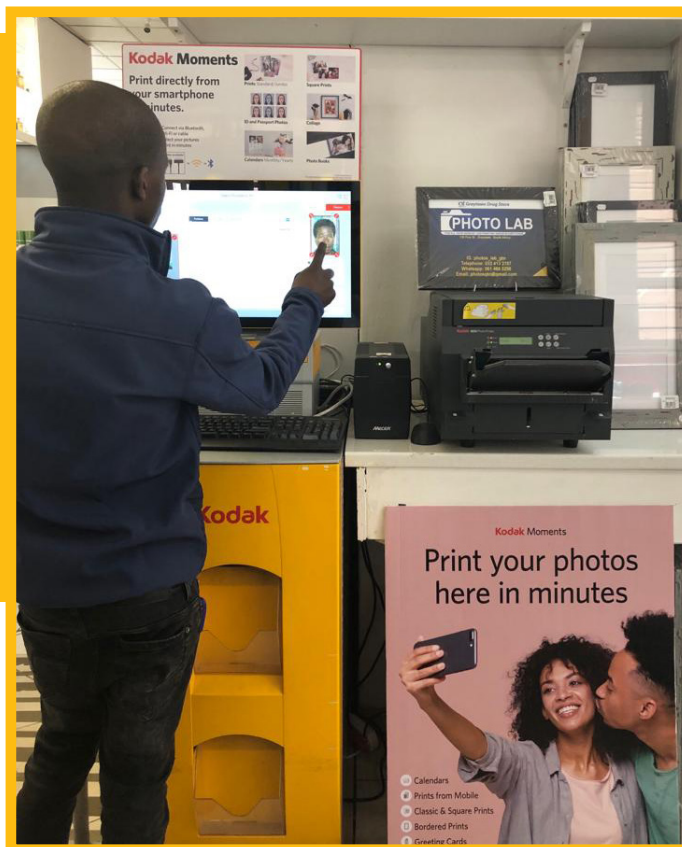
One of our top Kodak Moments printing stores in the KZN region, is the famous Greytown Drugstore. The store signed up into the kiosk program in March 2018. Their photo printing business has grown significantly over the years.

“The Kodak kiosk is a self-service solution, simple and easy to use. Our customers print with confidence and are extremely happy with the quality.

Foot traffic to the store has increased, and we have more customers now browsing in our gift section. Our market is very diverse, we get customers who print individual photos, then there are those who print bulk, like photographers. The Kodak brand supports us in maintenance, signage and marketing and are just a call away.”

According to Audre Dutton (the owner of Greytown Drug store) the Kodak Kiosk has been beneficial with added revenue to the store.

“Power Saving Distributors is the official authorized Kodak Distribution partner for Southern Africa. Alpha Pharm is a key channel and a best practice and is one of the key successes in the Kodak print market in South Africa, we look forward to a continued strategic partnership” – Vivian Padayachee CEO of Power Saving Distributors.”



THERE IS AN EXCITING NEW PROMOTION BEING RELEASED SOON FOR STORES THAT BELONG TO OUR KIOSK PROGRAM, WATCH YOUR INBOX FOR DETAILS”



SIZZLING HOT TRADING FOR SUMMER!

NEIL SWART

National Retail Manager - Franchise

SUMMER IS UPON US AND 2022 WILL BE OVER IN THE BLINK OF AN EYE. YES, WE HAVE LESS THAN 3 MONTHS LEFT OF THIS YEAR!

On that note, we need to be very cognisant of what still lies ahead in the last stretch of this year. We still have Black Friday coming soon, and then the Christmas Season and New Year with the school holidays also lying ahead. All of these will most certainly have an impact on your business. The question is, are you ready for the opportunities that come with all these events?

Summer means people will be more comfortable leaving their homes and hitting the streets. Are your shop fronts clean, neat, and accessible for the eyes moving past your business? Use some of the quiet times now to ensure you will have enough packets, till rolls, script paper, labels, etc., to ensure you do not run around during the busy times, annoying customers whilst you sort out unplanned stationary or consumable shortages.

Spring-clean the store! Please make sure all dust is removed from fridge compressors and grids, for this will surely give your fridge a reason to stop working during the hot months, and no one will buy drinks from a warm fridge. Make sure your fridges are stocked to the brim with water, cold drinks, and juices. You will be thankful for the added margin a well-stocked fridge will give you on a hot day.

Prepare your cash flow killers for their exit! Now is the time to identify your dormant stock, mark it down (Retail less 50%) and place it on a "bargain table" or in a "bargain bin". Monies recouped from this can be utilised to buy good stock that turns frequently, which is how we win the cash flow battle! Remember to mark dormant items as inactive on your system to prevent re-ordering of these items.

Unfortunately, this time of the year also brings less favourable elements. This will be an excellent time to re-evaluate your insurance, ensure your alarm system and panic buttons are in good working order and ensure staff knows where these are situated and how to use them. Life takes priority, and ensure staff are

briefed not to be heroic but to stay calm and gather as much information as possible in the unfortunate event of a robbery. Be very vigilant during opening and closing times and have your security or local police keep a watchful eye during these times. A cold drink on the house to these guardians will go a long way in keeping you and your staff safe. Nothing deters a "tsotsi" like helpful staff. Merely asking in a friendly manner: "How can I help?" means I saw you, I am aware of you, and I am watching you without discriminating. They will think twice before attempting something because their descriptions are known and can be relayed to law enforcement or security if needed. Ensure the staff are always helpful and friendly. Ensure your social media pages are up to date with the correct contact details, trading times, and especially when your store will be closed for public holidays. Ensure the relevant services are listed, like Clinic services, AlphaDoc, Flash, etc. Staff working schedules should be prepared and communicated to ensure every staff member knows what is expected of them, especially during the holidays. Any queries regarding hours to be worked should be addressed now instead of the day before the staff member needs to pitch for their shift, and it becomes your problem because they cannot fulfil that commitment.

Ensure you have the stock for the season. Our Summer Sun care Promotion will cover your sunscreen requirements and ensure insect repellents, Hydration medication (ask your AOB representative about our Alpha Rehydration Fizzies), energy supplements (ask your AOB representative about our Alpha Performance and Alpha ENR-G Fizzies), and don't forget Liver! (Ask your AOB representative about our Alpha Milk Thistle Caps 30's) We touched on housekeeping above, but this is a crucial point I want to reiterate. Mule trains need to be conducted regularly to ensure staff know what is expected of them and you stay on top of the housekeeping within your store.

CONTINUED

Ensure stock and shelves are clean. Nothing chases a good customer away like a poorly kept shop. Floors need to be mopped before customers enter the store. Wet floors create a falling risk, especially for the elderly and let us be honest; you do not want to compete for the right of way in an aisle with a wet mop! Stock needs to be merchandised neatly and according to the correct standards. Please view the link and use it during staff meetings on how to merchandise your store.

General Merchandising Principles:
<https://youtu.be/us5GAVscsz0>

Ensure your Gondola Ends are well stocked and conform to the merchandising standards. Plan your Gondola Ends well in advance and keep suppliers to the deals they promise. Ensure that when a supplier pays for a Gondola End, they keep it well stocked and according to standard.

Please view the link and use it during staff meetings on how to merchandise your Gondola Ends.

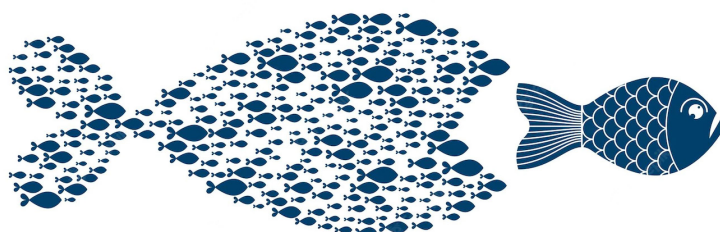
Gondola Merchandising Principles: https://youtu.be/aOS_UVIDtrc

In our previous edition, we spoke about creativity. Now is the time to get those creative juices flowing! Nothing stops you from doing your in-store promotions. Speak to your supplier representatives and start planning your exciting promotions. Do not forget to tell the world on your social media platform or utilise your AlphaRewards communications to let your customers know what value they can get from their trusted community pharmacy. Below is an example of the check-lists you can work on to ensure readiness and safety in the coming months. Please feel free to add what you deem fit for your specific needs within your business.

Consumable Check List		Housekeeping Check List		Security Check List	
• Packets for the check outs		• Clean Windows		• Alarm System Checked Weekly	
• Till Rolls		• Clean Floors		• Panic Buttons Serviced and Working	
• Script Paper		• Clean Shelves		• Cash kept to a minimum	
• Price Labels		• Clean Fridges		• Staff briefed on protocols	
• Price Flashes		• Stock neatly merchandised		• Security company closing/opening	
• Printer Cartridges		• All lights working		• Good local SAPS relationship	
• Credit Card Machine Rolls		• POS area clean		• Alternate banking times	
• Generator Fuel		• Receiving Clean and tidy		• Alternate routes to and from work	
• Social Media updated with the correct info		• Welcome matt washed		• Cameras in working order	
• Staff Schedule updated and communicated		• Landing strip clear		• Outside areas well lit and all lights working	

Don't delay; start planning today! Use the opportunities the coming months have to offer, and remember to have FUN! Please share your display/gondola end photos of your promotions on your relevant franchise WhatsApp groups. Send pictures of those "Bargain Tables" and let us inspire each other as a community of community pharmacies to achieve our greatness in numbers! Don't be an island but let us all pull together in sharing best practices to inspire each other to do better together.

Together we will win!
 Prosperous Trading to our Alpha Franchise Family.



GOOGLE REVIEW

DYLAN JV RENSBURG
SEO Specialist & IT Liaison

INTRODUCING A NEW WAY TO MARKET YOUR GREAT OFFERING!

The Alpha Pharm Marketing and National Franchise teams have been working together to develop a brand new strategy to not only improve our franchisee's store visibility, but highlight their independent value offerings.



WHAT IS IT?

A Sophisticated system that allows your customers to easily leave feedback about their experience in your store. They have the option to send the feedback as a Google review, or directly to head office.

WHY ENCOURAGE REVIEWS?

Overwhelming data supports that reviews on a business' Google page leads to brand trust, and more reviews mean a better ranking on search engines for stores! Not only do Google reviews help convert customers by building trust, but they also create a feedback loop for you, the store owner to understand the sentiment toward your store and find out how your customers and people like them experience your business.

HOW DOES IT WORK?

Alpha Pharm will send point of sale elements to each store that has signed up for the Digital Offering for you to display visibly, the advert will contain a QR code that your customers can scan to leave their feedback.

BUT WHAT ABOUT BAD REVIEWS?

No business can appease all customers, and negative feedback from time to time is inevitable. But do not worry about the visibility of negative sentiment, our data shows that more often than not, a disgruntled customer is more likely to select the option to send the feedback to "head office" rather than post it on Google and similarly they are far more likely to leave positive feedback on Google for others to see and appreciate. This grants store owners exclusive access to customer intelligence through a feedback stream that only they can see, helping them understand their customers' needs better.



**DON'T TAKE OUR WORD FOR IT,
SCAN THE QR CODE BELOW AND
SHARE IT WITH FRIENDS AND
FAMILY TO START GETTING GREAT
REVIEWS FOR YOUR STORE!**

**CLICK HERE FOR A FLOWCHART
ON THE CUSTOMER JOURNEY**



AWAITING THE JUDGMENT

ICPA

ICPA – AWAITING THE JUDGMENT THAT WILL CHANGE THE FACE OF PHARMACY

ICPA (Independent Community Pharmacy Association) is an organization which provides independent community pharmacies with a collective strength and a coherent voice that is heard by government, medical schemes, pharmaceutical suppliers and importantly, the consumer. ICPA represents one of the largest pools of professionals in the healthcare sector with over 1 200 pharmacies, about 3 500 pharmacists and 20 000 supportive healthcare personnel spread across metropolitan, urban and rural South Africa.

ICPA continues to have as its purpose the protection of the integrity of pharmacy and the providing of the best quality healthcare to patients. ICPA continues with this fight as is evidenced below.

Constitutional Court -The Apex Court to make its ruling

Following a protracted legal battle in the Western Cape High Court and the Supreme Court of Appeal between ICPA and the Clicks Group, ICPA on 22 September 2022

argued the case on pharmacy ownership and patient rights before the apex Court.

The Pharmacy Act empowers the Minister of Health to prescribe who may own a pharmacy and the conditions under which such person may own a pharmacy.

Regulation 6(d) of the Ownership Regulations is to the effect that any person who owns a community pharmacy may not also own or be the holder of any direct or indirect beneficial interest in a manufacturing pharmacy. The mischief which Regulation 6(d) intends to cure is in ICPA's view very clear: one may not simultaneously have ownership or a beneficial interest in both a community pharmacy and a manufacturing pharmacy. The obvious purpose of the regulation was to ensure that pharmacists do not have a vested interest in the medicines which they dispense or recommend.

ICPA won in the High Court but lost 4-1 in the SCA. In the dissenting judgment by Makgoka JA in the SCA, ie not the majority judgement, it was held that

"Another danger is that if pharmacies are permitted to create their own affiliated manufacturers whom they control, directly or indirectly, they would directly be involved in setting prices and have strong incentives to keep those prices high. There is an inherent conflict of interest when a pharmacist is employed and remunerated by an entity which forms part of a group which also owns or has an interest in a manufacturing entity. The high court further pointed out, an entity having interests in both types of pharmacies would gain financially if the manufacturing pharmacy's products are promoted by the pharmacists in the community pharmacies over other products. This could result in consumers not getting the best quality product at the best price. Products which are not strictly needed might be recommended and sold. The conflict of interest could also result in the manufacturing pharmacy favouring community pharmacies belonging to the same group above outside or independent pharmacies. This might affect the availability of products to customers."

This succinctly sets out the position that ICPA advances. We say that a conflict of interest exists within the Clicks Group as Clicks owns more than 600 pharmacies and also owns a manufacturing pharmacy, Unicorn Pharmaceuticals. The Unicorn brand has many generic medicines under its label which are only available to Clicks Pharmacies. ICPA has set out in its court papers why it believes that the Clicks Pharmacies actively promote their own brands and why it says that Clicks' pharmacists are incentivised to promote their Unicorn brand. ICPA contends in the Court case that Clicks' pharmacists' performance appraisals require that a certain percentage of sales are own brand sales. If so, this might put some of their pharmacists in a difficult position, either to recommend a medicine they believe is best suited to the patient or an alternative Unicorn own brand to ensure his/her performance appraisal is favourable. Another challenge is that certain medicines are not easily

substitutable, such as certain heart medicines and many epileptic medicines. If a patient is stabilised on a Unicorn brand of one of these medicines, he or she is effectively restricted to using Clicks Pharmacies only as other pharmacies cannot purchase Unicorn brand of medicines. ICPA is morally mandated to keep on fighting for the best interest of pharmacy patients. ICPA will continue to lobby the necessary authorities to bring about an industry that remains driven by the desire to serve the communities wherein they trade. Pharmacy is not a business, it's a profession guided by ethics and it requires individuals with enduring qualities to remind the industry of the purpose which pharmacy serves. The purpose of healthcare and being the first point of call to ill patients, especially in these dire economic times.

ICPA will be that organisation.



PRODUCT OVERVIEW

Compliant and reliable, Compass Medical Waste Services provides a professional healthcare risk waste (HCRW) solution specialising in the containment, transportation, treatment and disposal of HCRW in an environmentally responsible manner.



ANATOMICAL (SINGLE-USE)



Anatomical waste containers are used to contain organs, tissues, body parts, non-viable fetuses, placentas, blood and bodily fluids from patients. The anatomical or pathological waste should be placed into a red bag which is cable-tied and placed into the appropriately sized red anatomical waste container.

USE WITH



ACCESSORIES



BAGS AND BINS

Various sizes of bags and bins are available for general and infectious waste.



PERSONAL PROTECTIVE CLOTHING (PPC)

Available for healthcare and cleaning staff.



SPILL KIT

Every Central Storage Area (CSA) requires a spill kit for immediate use in the event of a spillage.



CENTRAL STORAGE AREA (CSA) SIGN

Every Central Storage Area (CSA) requires a sign.

SHARPS

(SINGLE-USE)



Sharps are items that could cause cuts or puncture wounds, for e.g. needles, scalpel blades, knives, infusion sets, saws, amino hooks, broken glass, ampoules etc. These items are considered as hazardous HCRW, even if they are not infectious, because of their ability to cause a sharps injury. All sharps containers are rigid and puncture proof.

INFECTIOUS

(REUSABLE AND SINGLE-USE)



The single-use box sets and reusable containers (RUCs) are used to contain infectious materials such as gloves, bandages, nappies, dressings and swabs that could transmit infectious agents. All box sets must be lined with a red bag then sealed once ¾ full. Infectious waste forms the largest component of HCRW generated in a healthcare facility.

PHARMACEUTICAL

(SINGLE-USE)



Pharmaceutical waste is expired, unused, spilled and contaminated pharmaceutical products or medication. Schedules 0 - 4 can be disposed of together in one container. Schedules 5 & 6 require special authorisation from the National Department of Health Law Enforcement Unit prior to collection, treatment and disposal.

USE WITH



USE WITH



USE WITH



ABOUT US

Compass Medical Waste Services will find the right healthcare risk waste (HCRW) management solution for you. Our excellent track record and customer-centric approach, coupled with our capacity, means we are fully equipped to manage the 'cradle to grave' process of HCRW containment, transportation, treatment and disposal.

Safety.
Quality.
100% Committed.

COMPASS TICKS ALL THE BOXES

- Customised HCRW solutions.
- National footprint servicing all 9 provinces.
- Skilled customer services team.
- Hands-on account management team.
- Electronic 'cradle to grave' tracking.
- Online document management system (DMS).
- Ongoing and comprehensive hcrw training.
- Expansive corporate social investment (CSI) project.

COMPASS HAS A STRONG TRACK RECORD OF EXCELLENCE

With over 20 years' experience, our expert advice and solution-orientated approach will give you peace of mind that you are partnering with an experienced, reliable and compliant service provider. Our goal being to partner with you to create longevity and solid relationships.

COMPASS PROVIDES UNPARALLELED SERVICE AND ONGOING SUPPORT

We are committed to upholding the 'cradle to grave' principle to ensure a safer and cleaner environment for future generations. We offer you a comprehensive HCRW solution, so you can focus your attention on your core responsibilities within your practise. You will have peace of mind that your HCRW solution is compliant with all the necessary legal requirements.

Compass ensures that all the health inspectors' requirements are met.

OUR SERVICES

- The supply of locally manufactured SABS approved single-use and reusable HCRW containers and sundry items.
- Distribution of containers and collection of HCRW for treatment and disposal, using our own permitted fleet of vehicles.
- Treatment of HCRW using environmentally friendly autoclave disposal technology.
- Access to invoices, statements, proof of deliveries, Safe Disposal Certificates, reports etc. via our online electronic document management system (DMS).



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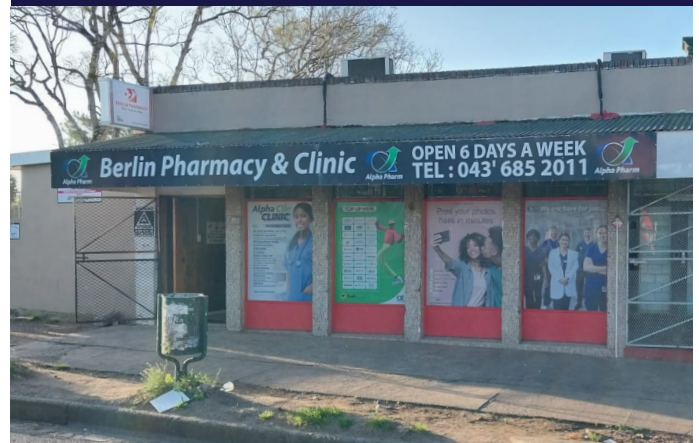
COMPASS
Medical Waste Services

NEWLY BRANDED STORES 2022

SANDTON SQUARE PHARMACY



BERLIN PHARMACY & CLINIC



ASSEMBLY PHARMACY



JACOBSDAL APTEEK



GROBLERSHOOP APTEEK



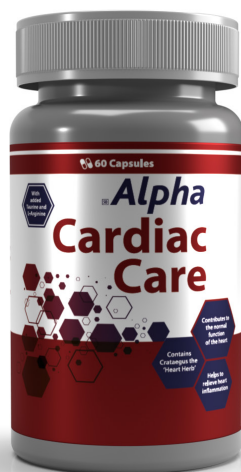
ONRUS PHARMACY



AOB | Alpha Own Brands

Franchise Exclusive Deals

17-31 October 2022



ALPHA CARDIAC CARE CAPSULES 60S

**WAS
R79.95**

**NOW
R69.95**

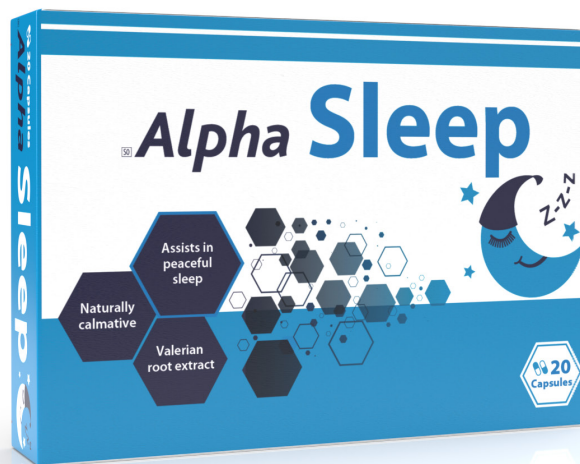
CAPE	414566
INLAND	1927131
KZN	1765304

ALPHA SLEEP CAPSULES 20S

**WAS
R49.99**

**NOW
R39.95**

CAPE	414349
INLAND	1923721
KZN	1763384



ALPHA ENRG EFFERVESCENT TABLETS 10S

**WAS
R68.95**

**NOW
R49.95**

WILD BERRY

CAPE	412375
INLAND	1892573
KZN	1745442

COCOPINE

CAPE	412373
INLAND	1892581
KZN	1745451

All prices are excl. VAT. Pricing will only be available from 17-31 OCTOBER 2022 or while stocks last. Prices displayed are for single units. E & OE. MOQ = Minimum Order Quantity. NDP = Netted Down Price. In the event of pricing variations between this promotional material and the ordering system, the promotional price will supersede the order system price.
115 Fascia Street, Silvertondale, Pretoria, 0184. Tel : 012-643-5840. Email: speak-to-us@alphapharm.co.za

**BE ON THE
LOOKOUT FOR...**

WISEBUYS



Alpha Pharm
Care • Service • Value

Valid until 12 November 2022

WISEBUYS

Your Top Selling Brands for better bottom line returns

For the exclusive use of the pharmacist and other HCPS

**Please be on the lookout for the
Wisebuys Booklet and Ordersheet.**



Branding & Signage Services Annual Operational Break 2022

Dear Valued Franchisees

We wish to advise you of the annual operational break of printing and marketing services providers over the December period.

To allow for delivery of goods, branding & signage we will require your order by the close of business on Monday 31 October 2022 to allow for timeous delivery before the year ends.

Please contact your Regional Franchise Manager or send an email to the National Marketing Co-Ordinator, Evelyn Monyeki, evelyn.monyeki@alphapharm.co.za or dial **012 643 5840** to advise your interest/requirements for branding and signage and/or to stationary elements e.g., business cards, badges, snapper frames, etc.

Thank you for your ongoing support, may your business thrive in the year to come as we assist with your all your endeavours.

Werner Styger
Head Of Franchise

Teresa Rantenbach
Head Of Marketing & Communications

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