

# FRED

WE KNOW PHARMACY



## SEASON'S GREETINGS FROM FRED HEALTH

17th December 2008

Dear Colleague,

We would like to thank you for your continued support throughout 2008 and wish you all the very best for the festive season.

This year we have continued to investigate and invest in practical ways in which IT can help pharmacies improve patient care and their business. Our vision is to make your life easier by continually enhancing technology and services. I have attached our year in review for your information.

The year ahead will be another exciting one with further enhancements to our products and a continued focus on improving our customer service. In 2009 we will maintain our leadership role and work with others towards delivering a practical solution to the challenging area of electronic scripts via the eRx Script Exchange.

This Christmas we continue our policy of sharing our success with those in need. By giving to charity rather than sending Christmas cards or gifts, we continue to give long after Christmas cards may be forgotten. We have chosen to donate to the following worthy charities:

Salvation Army Christmas Appeal	\$2000
The Smith Family Christmas Appeal	\$2000
Brotherhood of St Laurence	\$2000
Leukemia Foundation Australia	\$2000
Claire Oliver Melanoma Fund	\$2000
Make a Wish Foundation	\$2000

On behalf of the entire team at Fred Health, we wish you a Merry Christmas and prosperous New Year.

Regards

A handwritten signature in blue ink that reads "William J. Scott".

**W.J. (Bill) Scott**  
B.Pharm. FACPPM  
Chairman  
Fred Health Pty Ltd

### Fred Health Pty Ltd

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# FRED HEALTH – YEAR IN REVIEW 2008



**VERTIKLS**  
WE KNOW RETAIL

## Acquisition of Vertikls Business Systems

We kicked off our fifteenth year of Fred with the strategic acquisition of Vertikls Business Solutions Pty Ltd in January. We recognised pharmacies are increasingly seeking expertise in running a retail business; including business management; planning and operations. Vertikls' specialist knowledge in business planning software will be of real value to pharmacy and the benefits will begin to appear in our products during 2009.

## Welcome back Fred

In March we consolidated our branding under our new (old) name Fred. The Fred Health business now has all our services and products identified under the one name of Fred – a name that captures where we have come from and accommodates our exciting plans for the future. The new brand has made it easier for pharmacy and includes the three core business areas of:

- **Fred Pharmacy** – including dispense and other professional products
- **Fred Retail** – covering point of sale, back office management systems, Fred Office and HQ
- **Fred Services** – including help desk, hardware and consumables and broadband internet

We see our new tag line "We Know Pharmacy" as a statement of our commitment to understand, lead and deliver on the technology needs of Australian pharmacists.

**FRED**  
WE KNOW PHARMACY

**FRED.PHARMACY**

**FRED.RETAIL**

**FRED.SERVICES**

## **FRED.OFFICE**

### Launch of Fred Office

March also marked the successful launch of our new flag ship product Fred Office. While the promotion included a trial CD which made it easy to see the great features of Fred Office, it also included a Fiji Holiday Competition. The lucky winner was Greg Kossena from Cowes Pharmacy (Victoria) who enjoyed the trip with his wife. The prize included business class airfares to Fiji, 5 star accommodation for a week, \$1000 spending money and \$1000 to pay for a locum.



*Greg Kossena receiving his prize from Byron Mitchell, Fred Health national sales manager.*

The success of Fred Office has been outstanding with over 100 sites installed since the March launch. The product continues to receive great feedback and suggestions which will be incorporated in our regular updates. The specialised version of Fred Office for Priceline Pharmacy has been successfully installed in 13 pilot sites and the roll out plan for all Priceline Pharmacies is on track for early 2009.

### New features for Fred Dispense

The year also saw new releases for Fred Dispense which incorporated brand new features such as the ScriptMap reporting for the August price changes, Medsindex Compliance Monitoring and links to Fred Pak for Patient Medication Profiling and Dose Administration Aids. All these important Guild initiatives were delivered on time to enable you to register and take full advantage of these new services.

 **FRED.DISPENSE**

 **FRED.PAK**



# FRED HEALTH – YEAR IN REVIEW 2008



## Fred Help triage guarantee approach

In October we initiated our triage guarantee approach to Fred Help, with three priority levels and a money-back guarantee. The new triage approach means that Fred Help can prioritise and resolve any critical issues, such as those stopping a pharmacy from dispensing, as quickly as possible.

Since we went live in October the call waiting times have been reduced, with calls consistently being answered within 9 – 11 seconds. Your critical issues have been resolved faster, with Priority 1 issues responded to on average within 10 minutes,

and Priority 2 and 3 calls were responded to usually within half of our stated service levels. To further boast our Help services we turned on our new Fred Help Centre last month. The Fred Help Centre is a web based resource which offers you a place to access manuals, documents, news, articles, forums, knowledgebase wikis and tutorials about Fred Health products. It's a place where you can go to search for information, ask questions and view training at no charge. If you don't already have your individual log on and wish to sign up just visit the site at <http://help.fredhealth.com.au> or call Fred Help on 1300 731 888 for further information.

## Larger NSW office opened

In November Kos Sclavos, President of the Pharmacy Guild of Australia, opened our new New South Wales office in Rosebery. The new larger premises now house both the Fred Health and the Vertikls teams. The office has fantastic training and demonstrations areas to enable us to fully support the rapid growth occurring in NSW. Microsoft used the opening to present Fred with the “International Retail Vertical Developer of the Year 2008 Award” for our work with Microsoft RMS POS and Fred Office. To be recognised by Microsoft as being the world's best vertical retail developer is a huge honour for the Fred team and highlights the benefits of working with Microsoft to deliver quality solutions to you.



*Back Left: Rob Foster (Director, Fred Health); Kos Sclavos (National President, Pharmacy Guild of Australia); Paul Naismith (CEO, Fred Health); Paul Sinclair (National Councillor NSW Branch, Pharmacy Guild of Australia).*

*Front Left: Rod Unmack (Director – Systems Development, Fred Health); Stephen Edwards (National Health Sales Manager, Microsoft Australia); David Kerr (NSW State Manager, Fred Health); Raj Ganatra (CEO, Vertikls Business Solutions); Bill Scott (Chairman, Fred Health).*



# FRED HEALTH – YEAR IN REVIEW 2008

## Bringing electronic prescriptions to Australian pharmacy

2008 also saw the Fred team take a leadership position in bringing electronic prescriptions to Australian pharmacy. The establishment of eRx Script Exchange as a vehicle to finally enable the secure transmission of electronic prescriptions between prescribers and pharmacies is a key milestone.

E-scripts deliver improved patient safety and efficiencies and Fred will continue to invest considerable time and capital to actually make it real. Our development partnership with Simpl (New Zealand) and Microsoft brings invaluable international expertise and backing in building a national electronic prescription platform that is genuinely secure and protects patient privacy and choice. We are committed to ensuring that there is an open national platform available to all doctors and pharmacies whatever software they use.



You have loudly told us you support this project with over 350 pharmacies registering interest in the upcoming trials within the first 10 days of the website going live. If you still wish to register and keep in touch with this project please visit [www.ernx.com.au](http://www.ernx.com.au). The year has ended well for this project with the first test scripts being transmitted and retrieved from eRx on December 3rd.

We thank the Pharmacy Guild of Australia for strongly supporting eRx Script Exchange and we look forward to demonstrating enormous progress during the first half of 2009.



*Rod Unmack presenting the award to Adam Thomas.*

## Employee of the Year award

We finished the year with the announcement of the Rod Major Employee of The Year award. This award is named after a young employee Rod Major who passed away after a long courageous fight with brain cancer. It is voted by the staff and recognises team members who provide exceptional customer service to you and to our internal staff.

The winner for 2008 is Adam Thomas from our Melbourne Office. Adam started his year as a team leader in the Help Centre before being promoted to the Fred Office Team as a product specialist. Adam displays all the attributes of a great Fred person including a dedication to the customer, a continual desire to learn and improve as well as the ability to share his knowledge with his team to the benefit of us all. Congratulations to Adam.

We always welcome your feedback on our team via email at [feedback@fred.com.au](mailto:feedback@fred.com.au)

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