

Media release  
11 July 2013



## **Pharmacy Companies Reap the Benefits of Award Winning Technology**

Technology used by pharmaceutical companies to train Australian pharmacy staff on their products has been recognised at the prestigious innovation iAWARDS.

iTherapeutics from UnityHealth was recognised at the recent iAWARDS where it won the education category in Victoria, and was nominated for a national award to be announced on August 8.

The technology has already been hailed a winner by the pharmaceutical industry with over 90 per cent of Australian pharmacies using the training delivery mechanism, and over 28,500 pharmacy staff having completed over 400,000 training modules using iTherapeutics.

The manufacturers of more than 50 leading brands are using the system to train pharmacy staff on their products including Unilever, Colgate and Nestle.

Other countries are following Australia's lead with iTherapeutics being introduced in South East Asia, other areas of the Pacific, Hong Kong and Canada.

UnityHealth CEO, Mr Peter De Lorenzo, said the technology was the first of its kind in the world, helping Australia lead other countries in healthcare industry education and training.

"iTherapeutics has delivered the single biggest change to training the pharmacy industry has ever seen, with the equivalent of over 240 years of full-time training delivered online to date," he said.

"Pharmacy staff are now better trained on what questions to ask and solutions to recommend, pharmacies are better able to track staff training and its impact on their business and pharmaceutical companies are better informed about buyer habits and preferences."

The major change witnessed since the introduction of iTherapeutics has been that pharmaceutical companies can reap the benefits of an independently managed education and training platform that is trusted by pharmacy staff.

The online training is more cost effective than setting up unique company systems and its instant delivery has been welcomed by pharmacies in Australia's rural and remote areas.

Mr De Lorenzo said the training is recognised for CPD industry training accreditation and is embraced by the younger staff through its modern navigation processes, similar to social media websites.

“Pharmacy staff are keen for the training and can access it in their own time,” he said.

“Participating banner groups are seeing the benefits of more satisfied customers and more engaged and retained workforces who are enjoying improved career progression following training made possible by iTherapeutics.

“On the other side of the industry, pharmaceutical companies are experiencing a more motivated sales force that is enjoying improved client relationships and increased sales.”

**ENDS**

**About UnityHealth**

UnityHealth is the leading provider of online training and information to pharmacy staff, medical practitioners and allied health professionals in South East Asia and Asia Pacific. Its systems are being accessed by over 4,575 Australia pharmacy stores and are expanding into Hong Kong and Canada.

For further information: Lee McLean, PPR, 07 3309 4702 or 0411 868 348.