

# MAKING BUSINESS EASIER WITH FRED OFFICE

Managing pharmacy stock and managing the business are both now a lot easier with latest advances in Fred Office management software.

For Pharmacist Chris Thompson, operations manager of two Guardian pharmacies near Geelong in Victoria, the purchase of a second pharmacy in Newtown in July 2008 highlighted the need to be able to access reliable management data easily and quickly.

Chris says, "We wanted good quality data to base management decisions on, particularly once we were in the new store. We needed to be able to easily access data around sales reports and sales information, so that we could make decisions about how much stock to carry, what range to stock, what prices to charge and so on."

"We had worked with Fred products before and found them very easy to work with, as well as giving us the relevant information to run our business."

## Fred Office – the benefits

According to Chris, there is a real benefit in the way Fred Office integrates with all of the pharmacy's other systems, giving a clearer picture of what the business is doing.

"The most significant change we have seen is in the improvement in the link between dispense, our patient information, and our point-of-sale. Running our reports and managing our stock is a lot easier."

"Our ability to get the data we need is already a lot better than before," says Chris. "There was more work in setting it up than I expected, and it has taken time to get the level of reporting that we wanted. But the reason I like Fred Office is that once you set it up it's so easy for your team. Your computer will manage stock files, linking to accounts and pricing; it manages it all. And then locums can come in and just concentrate on being a pharmacist, they don't have to worry about whether they know your local



systems, the system makes it easy for them."

## Fred Office – the technology

According to Warren Lubransky, Retail Products Manager, "Fred Office management software is designed to help pharmacies quickly see how their business is operating. It brings together dispense, POS, and other systems into one package that looks and works just like Microsoft Outlook."

"Once a pharmacy has set it up in the way that they want, it makes it much easier to have a quick and reliable view of how your business is going, at a glance. The integration to other applications, such as Microsoft Excel, extends the product beyond normal POS operations and allows users to utilise those products directly with Fred Office."

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*Chris Thompson*

## The technology solution

- New inventory tools that make it easier to control the stock you have on your shelves
- Advanced pricing to allow Fred Office to manage price changes
- Promotion management allowing users complete control over tracking and managing promotions
- Reporting on all facets of a pharmacy business from an integrated perspective
- Strong security and auditing capabilities allowing users to find and track issues
- Integrated accounts from dispensary through to POS
- Automatic connection to web services such as AppCAT Master Item Catalogue, Fred EFTPOS and PharmX Ordering Gateway

## For more information

For more information about any of the technologies or issues discussed in this case study, contact Fred:

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