

MEDIA RELEASE
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RESEARCH STUDY REVEALS ONE IN THREE MEDICAL INTERVENTIONS REQUIRED AT PHARMACY LEVEL

Health Corporation Limited (ASX: HEA) has just released a research report entitled '*Detecting and Preventing Prescription Based Medication Issues*', prefaced by Professor Gregory Peterson, Head of Pharmacy at the University of Tasmania. The study was conducted over a 12 month period and involved over 21,000 consultations. Health Corporation's Chemconsult® online medication counselling system has revealed that almost 40 per cent, or **one in three**, medical consultations required pharmacist interventions to prevent potentially adverse outcomes for patients.

In commenting on the report's findings, Ken Lee, CEO of Health Corporation said,

"One of the biggest strains on Australia's Healthcare system is adverse drug events. Approximately 500,000 Australians experience adverse effects from medication each year, with an estimated 140,000 associated hospital admissions and one-half of these are potentially avoidable. Inappropriate use of medicines is costing the Australian public hospital system approximately \$380 million per year."

"At present, the management and data collection of medication incidents and issues in the community is essentially non-existent, yet quality health care and safety cannot be adequately provided without documentation, such as Chemconsult®."

Medication problems cover a wide range of issues from incorrect prescription, to clashes with other medications, inappropriate dosages and 'doctor shopping'. Chemconsult® is a web based consultation program performed in store by the pharmacist, which records and validates the delivery of medication and health advice that a pharmacist performs.

Ken Lee further commented,

"Chemconsult® utilises the patient's medical history, drug information and the professional knowledge of the pharmacist to detect, record and prevent medication issues and is an excellent check and balance, which ensures that the customer receives a personalised level of service at a critical point before the medication is dispensed."

According to Ken Lee,

"If this online medication counselling system was expanded Australia-wide, the Chemconsult® program could save the health system up to \$1.8 billion a year and significantly cut hospital bed days."

"In June 2007 Kevin Rudd, before he became Prime Minister, visited his local pharmacy at Morningside in Brisbane and participated in a demonstration of Chemconsult® as well as officiating at the opening of this Health Information Pharmacy franchise."

At the time of the Pharmacy opening, Mr Rudd expressed his admiration and support for the Chemconsult® program. **He said**, "I commend the group for the work they are doing across Australia... I think it's a great concept".



Prime Minister Kevin Rudd's local pharmacy in Morningside, Queensland benefits from the Chemconsult® Program, with Health Corporation's CEO, Ken Lee and Pharmacy owner Ming Lin, demonstrating the range of Chemconsult® advantages to Mr Rudd on 16 June 2007.

The Health Corporation report analysed the use of the Chemconsult® system in more than 21,000 consultations at 20 Health Information Pharmacy (HIP) community pharmacies in Brisbane, Sydney and Melbourne from August 2008-2009 and showed that Chemconsult® picked up more than 8500 issues (39 per cent), including; incorrect dosing (6294), drug interactions (1190), taking medication incorrectly in relation to food (380), side effects (272), improper alcohol use (264) and medication allergies (124).

The report includes a preface from Professor Gregory Peterson of the University of Tasmania, who said,

“The Chemconsult® system is helping to improve the outcomes of Australian consumers and navigate community pharmacy from a produce-based profession to a produce-care, service-based profession. Pharmacists have an enormous responsibility to become a safety advocate for the patient and address the problem of adverse drug outcomes in the Australian community. I congratulate Health Corporation on this initiative and the development of the Chemconsult® system and the results achieved to date.”

For more information please visit the Company website at www.hip.com.au or www.chemconsult.com.au

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ABOUT HEALTH CORPORATION (ASX: HEA)

Health Corporation's innovative franchise system provides pharmacists with a robust model that will enhance the delivery of community health care, boost their business profitability and enable them to thrive in a deregulated, competitive environment.

Health Corporation's principal operating business, the Health Information Pharmacy (HIP) franchise, was established in 2002 to improve the health care of communities via the active use of a pharmacist's medical knowledge. The system enables pharmacists to deliver superior health care in their communities and to markedly improve the financial performance of their businesses.

The franchise system provides pharmacists with a comprehensive range of professional and business systems, the key professional system being Chemconsult®.

ABOUT CHEMCONSULT®

Chemconsult® is a proven 10 point system for medication consulting by a pharmacist. This system ensures consistency in advice delivery to the patient, thereby having the potential to reduce medication problems, improve medication compliance and track medication performance in terms of supply and potential adverse drug reactions or other misadventure. The consultation is conducted in store, with franchised pharmacies with the Company's Health Information Pharmacy (HIP) group having conducted thousands of Chemconsults® over several years.

ABOUT PROFESSOR GREGORY PETERSON

BPharm(Hons), PhD, MBA, FSHP, FACPPM, AACPA, MPS Professor and Head of Pharmacy (University of Tasmania)

Professor Gregory Peterson has been Professor at the School of Pharmacy, University of Tasmania, since 2000. Before this, he was involved in community pharmacy, including as an owner, manager and locum, since 1982, and earned his Doctor of Philosophy at the University of Tasmania in 1985. He is still a pharmacy owner. He is currently leader of the University of Tasmania as School of Pharmacy Unit for Medication Outcomes Research and Education.

In 2007 Professor Peterson won the PSA Pharmacist of the Year award.