

health corporation Limited

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HEALTH CORPORATION ANNOUNCES AGREEMENT BY HEALTH WORLD LIMITED TO BECOME A PARTNER IN AUSTRALIA-WIDE EXPANSION OF CHEMCONSULT[®] MEDICATION CONSULTING SYSTEM

The Directors of Health Corporation Limited (ASX: HEA) are pleased to announce that the company has now reached agreement with Health World Limited and welcomes them into a partnership within the recently extended and expanded Chemconsult[®] Medication Consulting Program, now going beyond the Health Information Pharmacy (HIP) group to include potentially all pharmacies in Australia.

Health World Limited is a leading developer and supplier of Natural Medicines in Australia and New Zealand. As part of the new agreement, Health Corporation and Health World Limited will collaborate on Chemconsult[®] to bring greater benefits to pharmacy clients. Health World Limited has agreed to pay a fee sponsoring the Chemconsult^(t) program and provide marketing and sales support in stores.

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 in the company's Health Information Pharmacy (HIP) group having conducted thousands of Chemconsults over several years.

Ken Lee, Health Corporation's CEO commented:

"We are delighted to announce the agreement with another Major Pharmaceutical Company. Health World Limited has agreed to sponsor Chemconsult[®]. This is an important achievement in Health Corporation's Strategic Plan, as this now results in Chemconsult[®] payments being available to all participating Pharmacies on every Chemconsult[®] completed."

The Board welcomes the increasing interest and involvement being shown by some of the country's most dynamic pharmaceutical companies in Chemconsult[®] and its proven ability to track and improve compliance and performance of their products in the field.

This provides valuable, accurate in-field data enabling these companies, in turn, to improve their products, performance and results.

**Graham Dunkley,
Chairman**

For further information, please contact:

Ken Lee
Chief Executive Officer
Health Corporation Limited

Investor Relations:

Rod North
Executive Director
Bourse Communications Pty Ltd
0408 670 706

Suite 311, 33 Lexington Drive
Norwest Business Park
Baulkham Hills NSW 2153
Ph:- 02 9836 1116 Fax: 02 9836 1192

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 is Chemconsult® which is a pharmaceutical consulting software program that systemises a pharmacist medication consultation, thereby reducing potential medication problems.

ABOUT HEALTH WORLD LIMITED

Leon and Michael Brosnan formed Health World Limited in 1985, both having the dream to build a company that would provide high quality nutritional supplements to Healthcare Professionals and consumers.

Health World Limited has grown to become a market leader and one of the most trusted suppliers of Natural Medicines in Australia and New Zealand. Much of Health World Limited's success is due to its strict adherence to its mission of helping people live happier, healthier lives. This has made their products an important and expanding ingredient of Pharmacy services to the wellbeing of Australians.

Since the company's formation over 20 years ago, Health World Limited's quality processes have continued to set new standards in safety and efficacy, and will continue to do so into the future. Health World Limited is regarded as Australia's and New Zealand's leading Natural Health Science Company.

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 in the company's Health Information Pharmacy (HIP) group having conducted thousands of Chemconsults® over several years.

For further information on Health Corporation or Chemconsult®, please visit www.hip.com.au or www.chemconsult.com.au

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