

Trucare Training

Empowering
Pharmacy Personnel
to Excel at Holistic
Patient Care





Trucare training is an interactive learning tool that enables all pharmacy personnel to be better at understanding their patients, becoming trusted advisors - *and getting results*

What is Trucare Training?

Trucare training is an expert training system designed to drive sales and service that helps pharmacy personnel create optimal health care outcomes with each patient.

Our learning platform assists pharmacies in creating a vibrant, positive, dynamic team culture. The team becomes proactive, open to change, and hungry to learn.

A team set up with the right training becomes good communicators and good at understanding human behaviours and sales. They become more patient and more investigative, and with that, they learn to assume less and listen more.

Commercially, they are more motivated to help patients, driven and commercially minded. Increase in knowledge follows, as well as an increase in loyalty.

Why is Trucare successful?

Covering fundamental parts of training.

1. The impetus and internal drive to evolve one's skill set
2. Information delivered in a practical, realistic and interesting way
3. Repeat, reinforce and put into practice

The lessons are written so that the individual is involved, participates and is invested in their evolution. The videos and activities are short, practical, interesting and engaging.

The key learning modules are designed in such a way it builds one's knowledge along the way.

Why Pharmacists and Retail Managers enjoy the platform

Pharmacists and Retail Managers can see what their team has learnt, plus they have access to all the team's answers. This paves the way for open discussions about how that lesson will be put into place on the shop floor. This transparency means the conversations can be on point, supportive and guiding.

How to use Trucare Training

On the training portal, you go through all of Phase One (20 minutes a week for 10 weeks) and then move on to Phase Two.

How Pharmacists and Retail Managers can support their team

They have full guidance on how to maximise the portal.

Core modules

Supplementary modules



Self Discovery

Who am I, how do I operate, what do I care about? Learning about oneself sets the scene for the lesson we have our own judgments, biases, buying strategies and preferences.



Patient Experience

Let's stand in the shoes of our customers and patients and see things from their point of view.

This essential lens paves the way for us to grow our understanding of human behaviour, how people operate and how we can best serve them.



5 Steps to Holistic Patient Care

These easy steps allow your team to see sales as an easy-to-remember process.

- 1. Warm welcome
- 2. Understanding your patient
- 3. Features and benefits
- 4. Other opportunities
- 5. Proceed to counter



Product Knowledge

Common products, new products, and seasonal products allow your team to be fully up to speed and confident on how to position (explain, educate) the features and benefits to the patient.



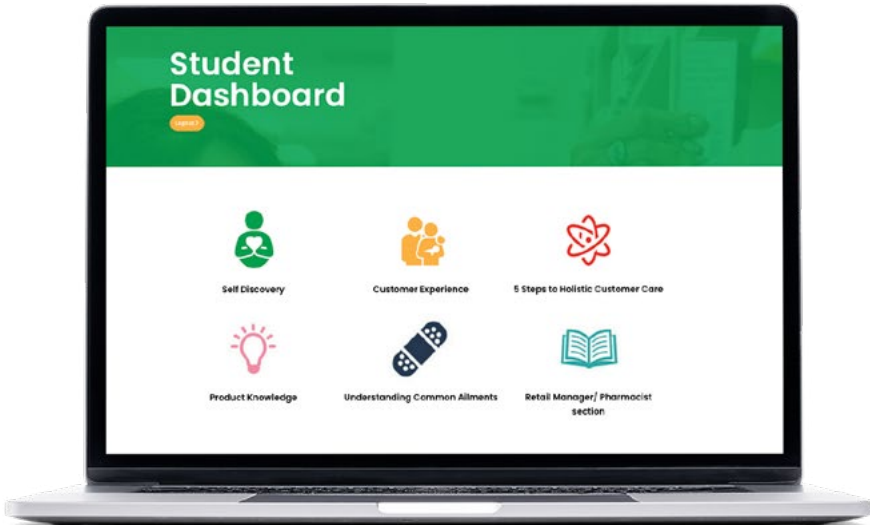
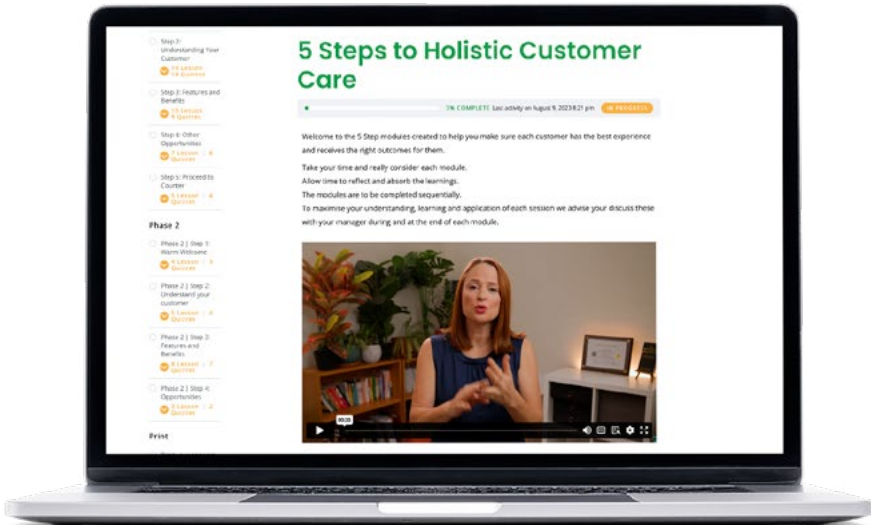
Understanding Common Ailments

Help your team investigate symptoms, avoid misdiagnosis, what products can help, the features and benefits of them and companion products.



Retail Manager/Pharmacist section

This section is for the leaders to evolve and hone their skill set, allowing them to be a successful captain of their ship.



Trucare Founders



Charmaine Keegan

Expert Trainer

Charmaine Keegan is a Trainer, Keynote Speaker, Director and Founder of Smarter Selling - with a sales career spanning over 30 years.

She has trained over 8,000 Sales Leaders and professionals, empowering them with the confidence to embrace Leading and Selling with integrity and authority, to position themselves as the Trusted Advisor, the Leader in their field, and the Subject Matter Expert (and in doing so the consequence means revenue growth).

Charmaine is fascinated by human psychology. She is a Certified Trainer in Neuro-Linguistic Programming (NLP), Hypnotherapy, Timeline therapy, Myer Briggs, Situational

Leadership and Extended DISC. Her fascination runs deep with continuous development around the areas of Neuroscience, Epigenetics, Metaphysics, and the psychology of human behaviour.

She has authored over 20 eBooks and is a sought-after panellist, content contributor and keynote speaker across Australia and Internationally. i.e., Speaking to (and training the) Professional Speakers Association, as well as being the Australian Sales Expert chosen by Salesforce to be their spokesperson.

Charmaine is also the director of two online learning platforms, Smarter Selling Academy (Leadership and Sales) and Trucare Training (selling for pharmacists).



Peter Moschakis

Pharmacist

Peter Moschakis is a pharmacist & Managing Director of Synergy Pharmacy Group, with community pharmacies around Australia. He is a pharmacy business entrepreneur, real estate developer with the National Disability Insurance Scheme, and joint founding director of Trucare.

As a dedicated healthcare professional for over 35 years, his entrepreneurial success in pharmacy has been on the back of his desire to constantly train and grow his team's skills and capabilities, in the areas of personal development and pharmacy skills, management competencies & holistic care of every patient.

It has been Peter's life passion to see pharmacy deliver on its incredible potential to transform the health of the patients they are privileged to serve. Trucare has been 7 years in the making, which has come into being to fulfil this vision of true holistic care in pharmacy, for every patient, every day.

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