



WHOLELIFE

PHARMACY & HEALTHFOODS



In an ever-evolving industry and market, pharmacists and pharmacy owners are looking for ways to differentiate their businesses to attract and retain more customers, increase sales, and profit and future-proof their businesses.

WholeLife Pharmacy & Healthfoods is the proven model that provides pharmacy owners with the essential ingredients that help build differentiation, resilience and longevity in their business.

WholeLife empowers pharmacy owners with the essential tools, expertise, and support to build a thriving pharmacy. Our model allows owners to tailor their pharmacy to the needs of their local community while benefiting from our proven experience, innovative health and wellness offerings, and a differentiated retail approach that helps set their store apart in the market.

DELIVERING STRONGER OUTCOMES FOR PHARMACISTS and pharmacy owners



More **customers** across all life stages



More **connection** to community and healthcare networks



More **products** to boost loyalty and spend



More **impact** on patient health and wellbeing



More **services** to enhance patient outcomes

OUR CUSTOMERS LOVE WHOLELIFE AND THEY OFTEN TELL US!

68.8%

of our customers say they shop monthly at WholeLife

Key drivers are

- + large product range
- + convenient location
- + staff

93.1%

of our customers would recommend WholeLife to their friends

*2024 WholeLife Customer Survey, Fresh Marketing August 2024.

VISIT:

www.wholelife.com.au/join-us



OR CONTACT:

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THE WHOLELIFE PHARMACY & HEALTHFOODS ECOSYSTEM



ADVANCED PHARMACY

MODERN DISPENSARY APPROACH

The WholeLife model is designed to enhance patient outcomes by taking a holistic approach to healthcare. Our pharmacists play an active role in each patient's health journey, and our dispensaries are designed to encourage meaningful interactions and personalised support.

SUPPORTED RETAIL SYSTEMS

We provide comprehensive support across all aspects of retail systems, equipping you with the tools needed to efficiently operate your pharmacy and optimise performance. Additionally, our targeted promotional support ensures access to competitive pricing strategies, helping you attract new customers and foster long-term loyalty.

INDUSTRY-LEADING OPERATIONAL SUPPORT

Our team of operational experts work closely with store owners, retail managers, and their teams to optimise operations and enhance profitability. By regularly dedicating personalised time in-store, we ensure tailored support and solutions that drive long-term success.

STORE-LEVEL CLICK & COLLECT

An easy-to-use store-level click-and-collect service that appeals to a broader demographic of on-the-go shoppers, driving an increase in customer traffic and creating greater sales opportunities.

AUTOMATED REPLENISHMENT ORDERING

Buy it Right leverages data intelligence to streamline replenishment ordering, helping maximising profitability.

CUSTOMER FOCUS

COMPREHENSIVE HEALTH AND WELLNESS RANGING

Focusing on the whole patient, our comprehensive range of health and wellness products meets the diverse needs of consumers. We provide access to over 12,000 products, covering growing trends from natural beauty and vitamins and supplements to eco-living, healthy snacking and dietary options

DISTINCTIVE MARKETING

Our marketing strategy allows us to connect with consumers in meaningful ways. Our contemporary catalogue goes beyond just product and price, offering valuable insights and information that resonate with today's customers. We leverage social media to support our stores with engaging content and actionable insights, maximising customer interaction. Every effort we make is aimed at building stronger, long-lasting personal relationships with our customers.

RETENTION-DRIVEN LOYALTY

A loyalty program that offers real value, with redeemable points, weekly offers, birthday deals, and bonus rewards. Designed to bring customers back more often, it has grown over 30% year on year, with a highly engaged audience.

EXCLUSIVE PRIVATE LABELS

WholeLife offers an exclusive range of products within our comprehensive health food selection, including ingredients, nuts, snacks, and mixes. WholeLife Botanicals features a wide variety of natural medicines, including dried herb medicinal cannabis flower, CBD oils, and THC oils.

UNIQUE SERVICES

PROGRESSIVE HEALTH PROGRAMS

WholeLife offers a comprehensive range of health programs, including supplier support, implementation guides, promotional materials, training, and booking platforms. Our clinics are designed to support expanding full-scope practice, and our programs are aligned with contemporary health focus areas.

PROFESSIONAL WELLNESS SERVICES

Our stores offer a range of professional wellness services, including nutritionists, dietitians, naturopaths, sports nutrition experts, and more. Our comprehensive training programs empower pharmacy teams to educate themselves in growing areas of health and wellness, enabling them to better serve our customers.

TELEHEALTH PARTNERSHIPS

We are proud to offer telehealth services through our healthcare partner, One Health. One Health provides alternative natural health solutions, offering patients a broader range of options to address their health needs.

Natural Therapies Strategy



ONE HEALTH
CLINICS

www.onehealthclinics.com.au

WholeLife is continuously expanding our network of prescribers, partnering with some of Australia's leading experts in natural health. We are proud to collaborate with dedicated professionals who share our commitment to holistic well-being.

Among them, **One Health Clinics** stands out as a trusted collective of general practitioners and allied-health practitioners, offering personalised health solutions, including natural therapies. Through both a nationwide telehealth service and in-person clinics in multiple locations throughout Queensland, One Health Clinics provides comprehensive care tailored to individual patient needs.

The WholeLife prescriber network is growing daily, attracting new practitioners who recognise the value of working with a pharmacy team that offers not only a broad and trusted product range but also unmatched expertise, experience, and patient-centred care.

THE WHOLELIFE PATIENT APP

Empower your pharmacy with a smarter, more connected approach to natural therapy healthcare.

The WholeLife app seamlessly connects patients to doctors and pharmacies, revolutionising access to prescription medicines relating to natural therapies. Designed to enhance efficiency and patient care, this integrated platform streamlines script management, approvals, and pharmacy communication.



- **SIMPLIFIED PRESCRIPTION ADMINISTRATION**
Manage scripts and TGA approvals with ease, reducing administrative workload.
- **SEAMLESS PATIENT TRANSFER**
Patients can move effortlessly between pharmacies.
- **IMPROVED COMMUNICATION**
Real-time order delivery notifications via app and SMS keep patients informed.
- **BOOST REPEAT ORDERS**
Patients can conveniently order repeats directly from your WholeLife Pharmacy.
- **ENHANCED PATIENT ENGAGEMENT**
Automated reminders help patients stay on top of follow-up consultations.



WHOLELIFE
BOTANICALS



Restoring Balance, Empowered by Nature

WholeLife Botanicals offers premium medicinal cannabis products, including CBD and THC oils, dried herb flowers, and live rosin cartridges. Crafted by expert cultivators, our formulations harness the full-plant experience and entourage effect, delivering optimal therapeutic outcomes. Trusted by healthcare professionals, we prioritise patient safety, efficacy, and nature-driven healing.

Pharmacies can order WholeLife Botanicals products through BHC's Canview.

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