

QuickBooks Plus – the perfect remedy for the medical industry

The company

The Sunshine Coast isn't a bad place to be in business, even in a recession. Better yet if your business is largely recession-proof.

Director Julianna Neill operates pharmacies in Forest Glen, Dicky Beach, Wurtulla and Maroochy Water, specialising in diabetes and disease management. And business is healthy, as much because of those specialties as for, well, human nature.

"It's a good business because people always need help with their health," Ms Neill said.

Each pharmacy, the first of which Ms Neill took ownership of in 2000 (Dicky Beach) and last in 2008 (Maroochy Waters), offers additional services, not just prescription-based medication. She rewards loyal customers through her VIP programme and keeps them informed with a monthly newsletter.

The service

Ms Neill's four pharmacies don't operate on price. Sure, they need to be competitive but where the company thrives is with its services.

Working hand in hand with its service focus, each business promotes Home Medications Reviews (HMRs). Ms Neill, with a referral from the patient's GP goes to their home and reviews their medications. She makes sure there are no drug interactions, that the dose and medication is appropriate, and answers any questions or concerns the patient may have about those medications. She then submits a report back to their GP which is discussed and implemented at the patient's next visit.

A recent, and successful, addition to Ms Neill's business is a baby nurse. One day a week, a registered nurse attends each pharmacy and offers medical care and advice to parents with newborns.





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The software

To help the pharmacies balance the books and streamline payroll, plus account for all of the updates businesses now require in order to comply with the recent tax reforms, Ms Neill has put QuickBooks Plus to work.

QuickBooks Plus is one component of the award-winning QuickBooks 2009/10 QBi series, the latest version of the world's most popular accounting software. It is ideal for businesses which manage payroll and track inventory. The software also tracks GST and allows business owners to lodge BAS online as well as reconcile bank accounts, process credit card payments, and generate a wide range of reports to improve business performance.

In addition, QuickBooks Plus includes Google Marketing Tools for business owners to cost-effectively promote their goods and services.

Ms Neill, a New Zealand transplant whose first dose of the pharmacy business came with her partnership in a Mackay, Qld.-based pharmacy late in 1997, has used QuickBooks since 1999. She sold the Mackay business the same year and headed south in what has turned into a profitable operation.

While much of the Mackay life was left behind, her accounting software was not.

Ms Neill now uses QuickBooks Plus to pay all of the business bills and manage payroll for the pharmacies' 30 staff. The software's extensive reporting capabilities, she says, have been put to good use for generating profit & loss statements and managing staff superannuation contributions. The software has simplified business operations, noting anything QuickBooks can do that will save her time, she does.

And with eyes on expanding her business even further in the future, time is a precious commodity she, or any of us, can ill afford to waste.