

# Healthcare first

Ever since Boots started, health has always been the heart of our business. At times during our long history, we may temporarily have lost our focus on this clear-cut priority. But in the last two years we've invested a large amount of money and energy in 'putting the chemist back into Boots'. And in 2005/06, we made real progress towards our objective of ensuring that Boots is always our customers' No 1 choice for healthcare...

## Achieved in 2005/06:

### Our indispensable pharmacies

Our stores vary enormously in size, format and customer offering, but the one thing common to over 95% – is pharmacy. Over the last year, we made a major investment to ensure that every Boots pharmacy provides a fast, modern and efficient dispensing service.

We completed implementation of our new Smartscrip System in all our stores; we opened new pharmacies in 43 more of our recently opened stores; and our Prescription Collection Service continues to make life a little easier for customers, with an increase of 22.8% in volume on the previous year.

As a result, we dispensed over 100 million items in the year, an increase of over 5%, halting a long term trend of declining market share.



### Our free Chlamydia screening service

As part of our drive to put Boots at the heart of the nation's health, we're working to form ever closer links with the NHS. The best example of this to date is the free Chlamydia screening service we launched in November 2005 in around 200 of our London stores.

With sexually transmitted infections on the increase, the fight against this 'invisible' but potentially very serious disease is an urgent public

health priority. And we're delighted that so far 14,500 people have trusted Boots enough to come in and collect Chlamydia tests.



### Change One Thing: who else would the public trust?

Straight after Christmas, when other retailers were frantically trying to clear surplus stock, we launched our Change One Thing campaign, positioning Boots as expert friends and advisers to anyone struggling to keep their New Year's resolutions.

The results were fantastic. As well as helping around 500,000 people in their attempt to give up smoking, we also advised customers on all kinds of health and fitness issues – which was good for them and good for us, as we saw huge increases in sales of products such as vitamins and supplements.

For one day, we offered nicotine replacement products for just £1 which we donated to a charity educating children on the dangers of smoking.

And we didn't forget our own people, all of whom received a Change One Thing goody bag, together with an invitation to make a pledge to give up smoking or get fitter in 2006, with every assistance from Boots.

### Measuring our performance

	2005/06	2004/05
<b>Growth in NHS prescriptions dispensed</b>	<b>+5.4%</b>	<b>+4.7%</b>
<b>Dispensing market share</b>	<b>12%</b>	<b>12%</b>

**Breast Cancer Care:  
a cause it makes perfect sense to support**

For Boots, supporting health-related charities isn't something we do in our spare time, it's an integral part of our business – particularly in the case of our long partnership with Breast Cancer Care, which entered its ninth year in 2005/06.

Over 80% of our customers and roughly the same proportion of Boots people are women, so there's a compelling case for us throwing our energy and healthcare expertise into the battle against a disease that claims 12,300 female lives in the UK each year.

Through our 'be up front' campaign in September and October, we continued to raise awareness of the importance of regular breast-checking. And through a wide variety of fund-raising, as well as by donating a proportion of the profits on a special selection of pink products, we also raised a further £463,529 for this very good cause, bringing the total we have donated so far to over £2m.

**To do:**

Building on our success in 2005/06, we plan to continue reinforcing our role as trusted healthcare advisers to the nation. Specific priorities include:

- > Continuing to improve our speed and efficiency in dispensing;
- > Improving access to our dispensing services through Midnight Pharmacy and pharmacy.com and National Prescription Home Delivery;
- > Earning even greater customer loyalty, through our Prescription Collection Service and the introduction of a new Health Club, with valuable benefits for members;
- > Continuing to develop the role of our pharmacists, in line with government policy.

**This is Jane our pharmacist in the Long Row store in the centre of Nottingham doing what she does best, helping nearly 2,000 customers a week with their healthcare.**

