

Summary of Non-price benefits (Alphapharm) Reporting Period: 2011 Member Non-price benefits in AUD*

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Manufacturing & Human Relations

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 Customer Support
 1800 APHARM

 t 1800 274 276
 f 1800 106 214

 Medical Information t 1800 028 365

Product Ordering (API Customer Service) t 1300 557 718 www.alphapharm.com.au

Member	Non-price benefits in AUD*	Types of non-price benefits provided
Alphapharm	\$1,018,720	Pharmacy aids e.g. prescription holders, patient information sheets etc.
		Co-operative merchandising e.g. signage, calendars, mail outs, T-shirts
		Sales material e.g. script stuffers, generic conversion aids, shelf talkers etc.

