

Sponsor Spotlight Questions

-What is your role at your organisation and how do you support practitioners /or the industry?

My role at BioCeuticals (Blackmores Group) is Practitioner Education Manager ANZ where my role is to ensure our team is armed with technical information on conditions, ingredients and products which they are able to educate practitioners in clinic and retail settings to improve patient health.

-How did you get into your area of expertise and why do you stay?

In my first role at BioCeuticals was based on knowledge sharing through the naturopathic advisory line. This evolved into delivering product trainings to our allied healthcare practitioners (in clinic and retail) which I loved doing. I then moved into taking care of the Clinical Services DNA Testing product which taught me various aspects of managing a business unit (like a business in a business), budgets, stakeholder management and liaising with industry KOL's. Fast forward to today I no longer deliver presentations so much but enjoy helping our team understand their education goals and to deliver education material to the best of their ability. Seeing that practitioners really love interactive learning has helped me understand how various tools work to get important messages across which helps to increase practitioner knowledge and prescribing skills.

-What has been the main focus or outcomes of your brands' work over the past year?

In a world where there is a lot of change our goal is to continue to support practitioners with readily accessible and valuable up-to-date education. Not only have we focused on delivering excellent digital education but going back to face to face education has more recently been a focus where quality education material can be created to support our practicing clinicians.

-How has your field changed in the past 5 years? What new areas are emerging?

The most significant change has been the impact COVID had on all of our ways of working. Online has never been so significant but seeing this swing back is also interesting as we emerge into a world that's much more digitally capable yet we still appreciate physical, human connections.

The natural healthcare industry seems to be better well recognized both by consumers and companies as pharmaceutical giants begin to embrace natural ingredients and implementing them into their ranges.

- What do you predict will happen in the next 5 to 10 years in your brand's particular field(s) of expertise?

There will be interesting developments in terms of novel ingredients that Blackmores Group will be able to bring to market that can help us target specific conditions even more effectively than before. We will be able to move faster to emerging health concerns due to the newer and better technologies that will become accessible in 5 years time.

- What is the one-way you believe natural medicine practitioners, can make a difference for their clients?

Practitioners make the time to listen to their patients and this is where I think a large aspect of the therapeutic benefit lies. To be heard is huge especially where patients may feel that going through their traditional treatments has failed them or where they keep hearing the same thing over and over again, from Dr. to Dr. and not getting any better. Listening is very powerful.

- Fun fact for the readers: Tell us who inspires you/or who your professional idol is and why?

This would have to be ALL of my mentors throughout my years in the Blackmores Group. From my first manager in my naturopathic advisory role who has helped opened doors for my professional development, our expert senior educators who helped develop my presentation skills, to my current manager who has helped not only develop my education delivery skills but has also significantly supported by growth and development in a corporate business environment. All of whom I lovingly call my work wives.