

# Your local pharmacy

**UNDER THREAT**

**SAVE MY  
LOCAL  
PHARMACY**

**We are in this together! LET'S GET ACTIVE!**  
**PLEASE ASK PATIENTS TO SIGN THE PETITION TODAY!**



\* these are some of the pharmacy providers that support this campaign

[www.guild.com.au](http://www.guild.com.au)

### Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Robert Allen**, CEO of Think Pharmacy.



Pharmacy is now in the middle of a perfect storm. We have cuts to the PBS, Price Disclosure, plus competition for the "customer" is tougher than ever. Most of my colleagues are switching into survival mode, believing, as I do, that professional services are the key to retaining margins into the future. The challenge they face is how to do this efficiently. You can employ an additional resource to beef up your services offering, increasing your staffing costs at the same time. Personally, I chose to automate my dispensary, and free my existing staff to implement my service offering. I've seen significant benefits already and achieved better results than if I'd employed additional resources. Benefits such as:

- Professional development opportunities for my current staff, allowing them to develop their skills
- Positive and consistent customer experience by automating the dispensary
- Available time for my pharmacists to consult, and recommend additional treatment options for customers
- Increase in sales and services from my existing sized premises, even creating space to install a separate consultation room
- Extra value-add services can now be offered by my pharmacists who visit local retirement villages and offer activities such as dose packing services.

Automating your dispensary can give your existing team the ability to raise the bar, and allow your business to survive into the future.

## SHPA releases standards

THE Society of Hospital Pharmacists of Australia has released new clinical pharmacy standards, which address national safety and quality initiatives for pharmacists working in a range of practice settings.

The *SHPA Standards of Practice for Clinical Pharmacy Services* have been compiled by the SHPA Committee of Specialty Practice, and "describe the activities delivered by pharmacists to patients to minimise the risks associated with the use of medicines and to optimise the use of medicines".

The 2013 Practice Standards are applicable to the delivery of clinical pharmacy services across all care settings, including community-based professional pharmacy services as well as in both private and public hospitals for inpatients, outpatients and patients in emergency departments.

SHPA says they are also relevant for home medicines reviews, residential medication management reviews and MedsChecks.

"The new Practice Standards have a focus on facilitating the continuity

of medication management when patients transition between care settings: on presentation to hospital, when moving between areas in the hospital and on discharge," an SHPA statement said.

The standards also include recommendations on pharmacy services for non-admitted patients including hospital outreach services.

"The activities described in these Practice Standards are recognised as key components of medication safety and the quality use of medicines," said George Taylor, chair of the SHPA committee which put the standards together.

"Clinical pharmacy services for individual patients support the objectives of many safety and quality initiatives," he added, with practice-based evidence from both Australia and overseas confirming that "the pharmacist activities described in these Practice Standards support an individual patient's medication management plan and overall reduce morbidity and mortality and the cost of care".

The *SHPA Standards of Practice for Clinical Pharmacy Services* can be viewed by **CLICKING HERE**.

## Pharmacy petition

PHARMACY staff from across the country are being urged to join the campaign against the government's move to accelerate price disclosure.

A huge array of pharmacy stakeholders are supporting the "save my local pharmacy" campaign - see the **front full page** of today's *Pharmacy Daily*.

## PSA Awards deadline

NOMINATIONS for the Pharmaceutical Society of Australia prestigious Awards for Excellence close this Friday 23 August.

The three categories are: Lifetime Achievement, Pharmacist of the Year and Young Pharmacist of the Year, with each winner receiving prizes including a Symbion Education Grant worth \$9,000.

Nomination forms are available for download at [www.psa.org.au](http://www.psa.org.au).

## Are you Ready?

Be part of the bigger picture...

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## Quercetin dihydrate

**THE** Therapeutic Goods Administration has issued a response to the proposed revision of the draft compositional guideline for Quercetin dihydrate.

Submissions to a consultation which closed on 20 June have also been published on the TGA website, with the TGA revising several parameters in the guideline in response to industry requests.

## EMA nanomedicines

**THE** European Medicines Agency has published a new "reflection paper" covering issues around the parenteral administration of coated nanomedicines - in particular the effect of the coating on the stability, pharmacokinetics and the biodistribution of the medicine.

The paper also looks at the potential interaction of the coating with other molecules - **CLICK HERE**.

## Sydney pharmacy rally

**THE** Sydney University Pharmacy Association (SUPA) and the Pharmacy Guild of Australia will take to the streets this week, with a march from the university to the office of Health Minister Tanya Plibersek to protest against the government's acceleration of price disclosure.

Members of the public are invited to participate, with pharmacy students, interns, pharmacists and pharmacy assistants particularly urged to take part.

Pharmacists and students are being asked to wear their white coats as a sign of unity, with the rally taking place on Wed 21 Aug from 1pm to 2pm.

Before the march, the group

will assemble outside the Faculty of Pharmacy at the University of Sydney before heading to Plibersek's office nearby on Broadway, with the rally promoted via posters (above) erected around the university.

The Sydney University Pharmacy Association and The Pharmacy Guild of Australia

### RALLY TO SAVE PHARMACY

SYDNEY PHARMACY STUDENTS AND PHARMACISTS UNITE TO PROTECT THE FUTURE OF PHARMACY

THE FEDERAL GOVERNMENT'S ACCELERATION OF PRICE DISCLOSURE ARRANGEMENTS WILL FORCE PHARMACIES TO CUT ESSENTIAL SERVICES TO PATIENTS, CUT UP TO 5000 PHARMACY JOBS INCLUDING STUDENTS AND EVEN CLOSE DOWN.

WEDNESDAY 21 AUGUST - 1PM-2PM

MEETING OUTSIDE FACULTY OF PHARMACY, MARCH TO BROADWAY AND RALLY OUTSIDE HEALTH MINISTER'S OFFICE

PROTECT OUR JOBS. PROTECT OUR PATIENTS.

**Your Business. Your Name.**

It's your business, built on your hard work and investment - so why shouldn't your name be over the door? **Pharmacy Choice** - a retail program for independent pharmacies.

Call 1800 036 367 or visit [pharmacychoice.com.au](http://pharmacychoice.com.au)

**Pharmacy Choice**  
Building healthier pharmacies

## SMS advertising concern

**THE** Pharmacy Board of Australia has highlighted reports that some pharmacists have been sending "text message advertisements" to consumers, saying that these may breach the National Law and its Guidelines for Advertising of Regulated Health Services.

A communiqué issued on Fri from the Board's meeting in July says the messages in question advised recipients that:

- due to reforms to the PBS, most suppliers would be out of stock of medications during that month; or
- due to government price reforms, there would be a shortage of medication supplies in subsequent weeks.

"Persons that advertise regulated health services, including individual practitioners, are responsible for ensuring that their advertisements comply with the National Law and other laws," the Board said.

In particular the content of the

SMS advertisements "may be false, misleading or deceptive and may directly or indirectly encourage the indiscriminate or unnecessary use of regulated health services," the Board said.

**MEANWHILE** in the communiqué pharmacists were also reminded that advertising of delisted products could result in prosecution.

"The Board has received reports that despite announcements by the Therapeutic Goods Administration of the cancellation from the Australian Register of Therapeutic Goods of products such as Sensaslim Solution and Reducta Fatblaster Tablets, some pharmacists have continued to advertise these products".

Pharmacists were reminded of their obligation to comply with their responsibilities under all legislation regarding advertising of regulated health products and services.

## LiveLife PHARMACY

### Pharmacist Vacancy

#### Sunshine Coast - Noosaville

3 days/week - Sun, Mon & Tues

Permanent Part Time

Work with a team of pharmacists.

Position starts early to mid-September

Email queries or resume to:

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\* Terms and conditions apply.



- Cost Effective
- Targeted
- Easy

## PharmacyLIVE 2013

**THE** Pharmaceutical Society of Australia has announced that Jocelyn Bussing, a leading expert in pharmacy management and professional services implementation from the University of Sydney, will be presenting at its PharmacyLIVE 2013 conference next month.

Bussing will deliver the Professional Services Development module, drawing from her extensive career experience which includes more than two decades as a community pharmacist.

The module will outline the critical stages in the development of professional services and how to integrate them into a pharmacy's business plan.

Bussing will also outline the application of marketing methods to promote and sell professional services, as well as covering the formulation of staff training processes to help facilitate professional service delivery.

PharmacyLIVE 2013, which offers up to 22 CPD credits for participants, is taking place at the Novotel Hotel at Sydney Olympic Park 14-15 September.

**CLICK HERE** for event details.

## Germany wholesale push

**COULD** pharmacy distribution be a new avenue for Australia Post?

The Germany pharmacy market is set for a significant shake-up, with the launch of a new venture by called Apotheken-Einkaufs-Partner Direct (AEP direkt).

Austrian mail group Austria Post is behind the move, which aims to drive parcel volumes to help build its presence in the "strongly growing" healthcare segment.

The operation will offer next day delivery from a full range of products which will be delivered to German pharmacies from a central logistics facility in Alzenau.

Pharmacies will be able to both

order and return items via the service which will also offer full cold chain integrity for perishables.

One delivery per day will be offered, via a 2500 strong courier network, and because it's based on existing infrastructure "the logistic structures are lean and can thus permanently pass on cost advantages to all pharmacies".

"The pharmaceutical wholesale market in Germany along with its discount system has become confusing and complex for pharmacists and lacks transparency," said Austria Post ceo Georg Polzl.

"AEP direkt offers a maximum level of simplicity and transparency with respect to defining terms and conditions and invoicing," he said.

This means lower costs and higher discounts, which will be passed on to all pharmacies in Germany regardless of their size, Polzl added.

## NZ training move

**NEW** Zealand's Pharmacy Industry Training Organisation (PITO) will merge with the Pharmaceutical Society of New Zealand (PSNZ), after the move was approved by the PITO board last week.

The merger will see the PSNZ take responsibility for the maintenance and future development of any pharmacy technician and assistant qualifications from 2014.

## GF threshold change

### GASTROENTEROLOGIST

Geoffrey Forbes from the Royal Perth Hospital in WA has expressed concern about new proposed standards for the threshold of gluten in gluten-free foods.

A recent ruling by the US Food and Drug Administration (FDA) has set the standard for food to be described as "gluten free" at less than 20 parts per million.

And in Australia the Australian Food and Grocery Council together with Coeliac Australia are lobbying to increase the gluten threshold for GF foods to the same level.

However in a letter to the *Medical Journal of Australia*, Forbes said the situation in Australia is that there must be "no detectable gluten" in foods labelled "gluten free".

The proposed new standard is required because testing has become more sensitive so fewer foods are considered as gluten free.

Forbes says the <20ppm proposal will increase overall gluten ingestion in a GF diet, adding: "for an undetermined proportion of patients with Coeliac Disease this will lead to adverse health outcomes".



## DISPENSARY CORNER

**FACEBOOK** can be a mental health hazard, according to a study published in the *PLOS One* journal last week.

According to the authors from the University of Michigan, using the online social network was found to reduce young adults' satisfaction with life and sense of well being.

The research studied about 80 participants over a two week period, correlating their feelings over that time with their usage of Facebook, with those who were on the site more often found to feel worse.

"On the surface, Facebook provides an invaluable resource for fulfilling the basic human need for social connection," the authors wrote.

"Rather than enhancing well-being, however, these findings suggest that Facebook may undermine it," they added.

**OCCUPATIONAL** health and safety has gone mad at a library in the UK, where a knitting group has been banned because their knitting needles are "dangerous instruments".

The "Knit 'n' Natter" club has met weekly for the past three years, making thousands of items for premature babies.

Interestingly, they've also knitted around 1500 pairs of woollen breasts and uteruses for use in training midwives.

**PERSONAL** grooming has led to a Singapore bus driver losing his job, after a video of him trimming his nails while driving along a freeway was posted on Facebook.

The video, taken by one of the passengers, showed him resting his left hand on the steering wheel while using a nail clipper in the other hand.

A statement from the transport authority said "we have investigated the incident and have taken appropriate disciplinary action against the bus captain."

"He was dismissed immediately".

## Win a MeMeMe Cosmetics Pack



This week **Pharmacy Daily** is giving five lucky readers the chance to win a **MeMeMe BlushMe! Blush Box & Lip Cream Duo** in a luxury satin-finish cosmetics bag, valued at over \$65 each.

Look pretty in pink with the MeMeMe BlushMe! Blush Box & Lip Cream Duo. Sweep on the Blush

above the apples of your cheeks for a lifting effect. The compact box comes with mirror and brush for on-the-go application. For a subtle and beautiful finish to your make-up, don the lightly scented China Doll Lip Cream, with hints of Shea Butter and Vitamin E, for luxuriously soft and alluring lips. The MeMeMe BlushMe! Blush Box & Lip Cream Duo comprises of always trending shades and is suitable for all skin tones.

To win, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**Can MeMeMe's Eye Inspire Catwalk Quad Collection eye quads be applied wet or dry?**