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Friday's Comp winner

FRIDAY'S winner of the Thursday Plantation Pack is **Rebecca Bak** from ToLife Technologies.

This week **Pharmacy Daily** is giving five lucky readers the chance to win Designer Brands' latest foundation range.

See **Page 2** for details.

Consumer in research

THE National Health and Medical Research Council (NHMRC) and the Consumers Health Forum have updated a statement emphasising the value of consumer involvement in health and medical research, which is open for consultation.

The draft 'Statement on Consumer Involvement in Health and Medical Research' said consumer involvement was about research being carried out with or by consumers rather than to, about or for them.

Submissions must be made by 19 Sep - **CLICK HERE** to submit.

Aspirin prophylaxis

UK researchers from the Queen Mary University of London have said that daily aspirin "cuts bowel and stomach cancer deaths."

Reported first by *BBC News*, Dr Julie Sharp at Cancer Research UK said aspirin was showing promise in preventing certain types of cancer, but it was vital that this was balanced with complications it could cause.

The study suggested 122,000 lives could be saved if everyone in the UK aged 50-64 took the drug, but this was balanced against the estimated 18,000 deaths from side-effects, especially gastric bleeding.

The anti-inflammatory action might be part of the answer or the effect of cyclooxygenase inhibition 2 on tumour blood supply, said the authors.

Payment EOLs cut red tape

THE Health Minister has said the call for Expressions of Interest (EOIs) for provision of claims and payment services for Medicare and the Pharmaceutical Benefits Scheme (**PD** 08 Aug) from the private sector sought to simplify and streamline systems, with the Government committed to cutting red tape in the health system.

The payments covered by the EOLs are handled by the Department of Human Services, involving \$10b for pharmaceutical claims annually, and the Department of Veterans' Affairs, including \$425m for pharmaceutical claims.

In a statement sent to **PD**, the Minister said funding for this was allocated in the Budget.

Health innovators

GLAXOSMITHKLINE (GSK) is inviting Australian and New Zealand 'health innovators' to apply for a partnership with the company to commercialise health-related ideas with a focus in the areas of nutrition, wellness, oral health or skin health.

Successful entrants were "potentially provided" with the resources and support needed to commercialise their ideas, with GSK citing the creation of Sensodyne Repair and Protect toothpaste, an idea by two Florida dentists, commercialised in partnership with GSK.

For more, **CLICK HERE**.

BC Nurses competition

WITH a prize of \$5,000, Alpha Keri and the McGrath Foundation is raising awareness and funds for the McGrath Foundation Breast Care Nurses and to celebrate the happy moments between mothers and their children - **CLICK HERE**.

"The current IT systems that manage the claims and payments processes are dated and in need of a substantial upgrade.

"In these circumstances it is good process to review and test existing and alternative systems."

The market test would determine private sector interest and capability and did not include face to face services provided by Medicare, Dutton said.

This market test would determine whether the commercial sector could deliver greater "efficiency, flexibility and agility" for the claims processes, with commercial organisations already providing services involving "large amounts of data and transactions.

"The commercial sector may be able to provide a better service to Australians at a lower cost to the taxpayer, if so patients, doctors and the Government will reap the benefits and savings."

To read more, **CLICK HERE**.

\$200m dementia plan

THE National Health and Medical Research Council (NHMRC) has unveiled its plan for delivery of the Government's \$200m budget measure to boost dementia research.

The scheme was expected to fund up to five teams for up to \$6.5m each over five years, a total of \$32.5m, NHMRC said.

Another \$62.5m would be used to support large scale research projects, with \$46m for capacity building grants to attract researchers from other fields into dementia research and \$50m to target, coordinate and translate dementia research through the new National Institute for Dementia Research, the plans for which were well under way, NHMRC said.

PSA services survey

THE Pharmaceutical Society of Australia (PSA) is conducting a survey to help inform the provision of more evidence-based services in the future.

The survey would look at the role of professional services in the Sixth Community Pharmacy Agreement and at areas such as pharmacists working in GP practices, a model for which the PSA and the Australian Medical Association are currently working on (**PD** 23 Jul), PSA ceo Dr Lance Emerson said.

The organisation would develop a sustainable, 10 year blueprint for the future of pharmacist professional services, he said.

The Community Pharmacy Agreements were important in driving practice change, but the sector needed to look beyond them to see more evidence based professional services delivered by pharmacists in a range of areas, he said.

The PSA would be looking to find and secure remuneration for such services that had been shown to improve health outcomes, he said.

The PSA saw pharmacists' roles extending to services delivered in community, clinical and other settings, Emerson said, and the first step was the survey.

CLICK HERE to fill it out.

Automatic dispensing

AUTODOSE Australia has released Aquadose, an automated antibiotic suspension dilution system for community pharmacy.

Autodose gm Jim Jones said it met a need in pharmacy to speed up the reconstitution of antibiotics, but ensured accuracy and safety was paramount.

The system "virtually eliminated" common dispensing errors such as the wrong product selected, he said.

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Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is **Catherine Cervasio, Dip.**

Aromatherapy, Infant Massage Instructor, Founder - Aromababy Natural Skincare



Baby Massage and the Pharmacy Assistant

IN AUSTRALIA we have two professional infant massage associations; Infant Massage Australia (IMA) and International Association of Infant Massage (IAIM) both of which recommend unscented/essential oil-free massage oils for young babies. This is very much in line with UK-based research that suggests unscented products in general are best for new babies, for at least the first four to six weeks. Later, if parents wish to change to a massage oil with added aromatherapy benefits, this oil should be alternated with unscented oil if they intend to massage daily.

Massage – what to suggest to parents

Organic, bland oils, preferably jojoba, which is actually a liquid wax (and most closely resembles our skin's sebum) sunflower or almond are best. A pre-blended product that is aroma-free (no essential oils or added fragrance) containing a simple mix of cold pressed, naturally nourishing oils such as natural vitamin E or evening primrose oils, may benefit dry and sensitive skin types. These oils are rich in natural fatty acids and vitamins and can help to moisturise the skin whilst providing a medium for gentle, fluid movement. The natural vitamin E also helps to prolong a product's shelf life, ensuring the oil remains fresh.

Darwin pharmacy wins

COUNTRY Wellness Pharmacy of Winnellie, Darwin, has won the Start Up Award at the 22nd Telstra Australian Business Awards, following its win of the state award in June (**PD** 24 Jun).

Managing director Boon Wai Lim (**pictured**) said the overall strategy of the pharmacy, established in 2012 as Save Mart Pharmacy, involved being a niche market player, including specialised services such as marine and mining supplies as well as offering a 24/7 on-call pharmacist and online medication management service for an aged care facility.

Lim said the pharmacy's model was an example of one way the sector could diversify.



The community pharmacy sector was facing many challenges, from Pharmaceutical Benefits Scheme reforms to supermarket entry, and needed to change the way quality use of medicines was provided to the community; the sector could not afford to procrastinate, he said.

The Start Up award also showed the younger generation of pharmacists that "we can do it," he said - **CLICK HERE** for his speech.

Letter to the Editor

THE Pharmacy Guild of Australia's suggestion of a paid, pharmacy-led, personalised medication concierge service for older Australians (**PD** 07 Aug) has prompted this response:

"A community pharmacy would take responsibility for an elderly patient's medicine requirements including dose administration aids, home deliveries and the taking and monitoring of vital signs, as well as liaising with GPs, carers and relatives, he said."

Well, that's what we've been

doing for many years in our country town, and I don't doubt most rural pharmacies would say the same.

Furthermore, apart from a charge for packing DAAs, we don't charge for any of these services.

- Mulhall & Close Narrandera Pharmacy staff

We welcome any comments. If you would like to weigh in on this or other subjects, you can email us at info@pharmacydaily.com.au.

DISPENSARY CORNER

KEVIN flies the flag high.

When an ailing **PD** news reporter visited the Epping Chemist Warehouse last week to buy cough and cold products, he was surprised and delighted with the highly professional communication skills and knowledge of the young intern pharmacist who gave him his meds.

Dispensing a cough and cold capsule containing paracetamol, Kevin noticed that the reporter was already holding in his hand a pack of Lemsip, also containing paracetamol, and proceeded to counsel around not having both at once.

The reporter clarified that he had the weaker strength Lemsip because he knew about the limit of paracetamol to avoid liver damage, but how good is our pharmacist training - congratulations to the course trainers, and in particular how good was Kevin on the day?!

Talking to his doctor later in the day, the reporter couldn't stop himself from telling the story.

Incidentally, as a person of taste, Kevin reads **Pharmacy Daily**.

INTERNATIONAL pharmacy.

On the good pharmacy vibe, **PD** also experienced the kindness of a pharmacist when travelling in Bordeaux; the only way to dry the reporter's already-washed clothes involved using coins - and a long suffering nearby pharmacien kindly provided some change.

DOWNLOAD the FREE *Pharmacy Daily* iOS App, **CLICK BELOW**.



WIN WITH DESIGNER BRANDS

This week **Pharmacy Daily** is giving five readers the chance to win **Designer Brands'** latest foundation range.

Each pack includes each of the new Designer Brands Flawless Finish Foundations: Lightweight Oil-Free Foundation - The secret to a radiant complexion, this oil-free foundation boasts light-to-medium coverage. Longwear 24 Hour Foundation - Make-up that goes the distance, this full coverage foundation boasts full coverage. Firming Age Revive Foundation - If you're looking for younger looking skin, this buildable coverage foundation will help reduce the signs of ageing.

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To win, be the first to send in the correct answer and your foundation shade to: comp@pharmacydaily.com.au.



How many variants are there in the new Designer Brands Flawless Foundation range?