



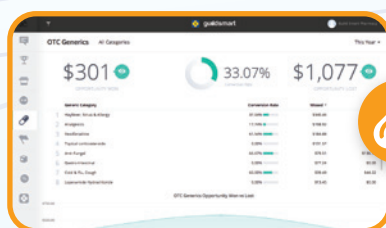
guild**smart**

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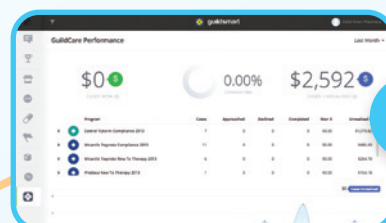
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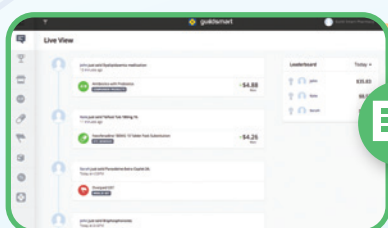
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## GuildLink gets Smart

**GUILDLINK** ceo Ross Gallagher has unveiled a major innovation for pharmacies which can help identify opportunities for Over the Counter Generic conversion and potential additional sales in real time.

Dubbed GuildSmart, the "pharmacy business tool" has been specially designed to assist pharmacies to optimise front of shop and professional services and "capture missed opportunities with real-time insights".

GuildSmart has been launched in partnership with a group called PharmaData comprising experts including data analysts, software developers and user experience architects who create a platform allowing organisations to turn their data into a profit centre.

"One of GuildLink's core strategies is to enhance sustainability of pharmacy by providing business tools to improve the reporting intelligence, highlighting untapped opportunities," Gallagher said.

"GuildSmart will revolutionise the way pharmacies pursue their business goals," he added, with the system providing interactive dashboards which integrate with pharmacy point of sale systems to identify such areas as dead stock, low margin items, invalid GST items and more, providing live insights to maximise profit, improve staff engagement and monitor GuildCare performance.

GuildSmart helps pharmacies focus on professional services and optimise front of shop to counteract the ongoing threats to the sector's viability, Gallagher said.

For details see the **front page** of today's *Pharmacy Daily*.

## Supermarkets locked out

**MINISTER** of Health Peter Dutton has re-committed to the government's pre-election undertaking that retail giants will not be allowed into pharmacy.

Speaking at APP 2014, the Minister said the government could not commit to various cases argued by pharmacists to him in recent years, such as regulating rents or paying a subsidy to staff, but that the government would not allow supermarkets into pharmacy, a statement which was greeted with pleasure by Guild national president George Tambassis.

Dutton said pharmacists' investment should be supported through fair remuneration for work undertaken on behalf of the government but in a transparent way, and pharmacists should receive "fair and proper return" on capital investments.

"I'm open to discussions about an agreement which pays for tangible services and interventions that will provide better patient outcomes."

The time was right to start a discussion about the future of pharmacy, which Dutton said he saw as a cornerstone to deliver not just medications but patient care on a daily basis.

The workforce was professional, tertiary trained and had significant professional development and post graduate studies making pharmacists qualified and trusted in the delivery of patient care, and the agreement provided the opportunity to look at innovative ways of funding and continuing to help pharmacy develop.

Australian government spending

on healthcare had more than doubled in the past decade to \$62 billion annually which would increase by another \$13b in the next four years, Dutton said.

With the nation spending \$120 million every week on healthcare, a key issue is rate of growth, which was why more "outcome focus" was needed within the system, the health minister added.

Pharmacies were the most visited healthcare destination in the country, and pharmacists were central to any of the discussions that the government had.

"Our objective is your objective: to deliver better and more cost effective health outcomes for all Australians," Dutton said.

## E-scan incentive

**PHARMACY** Guild president George Tambassis says the new electronic prescription scanning incentive (**PD** 13 Feb) was "money well spent" to drive uptake on rates of scanning.

If pharmacists scan 15% of original scripts this month, they will receive \$2000, with a further \$1200 payable should pharmacists meet the 30% target across September.

Tambassis said the targets were very achievable and it was good that there was an actual incentive for pharmacists to get on board with the "very beneficial" transition to electronic scripts.

Fred IT Group ceo Paul Naismith said there had been a significant improvement in pharmacists downloading eRx original scripts, with about 5m downloaded to date.

**Pharmacy DAILY**  
on location at APP

Today's issue of **PD** is coming to you from the Gold Coast Convention Centre.

**APP2014** continues today with a full program of plenary sessions, starting with a PDL-sponsored panel about pharmacy viability featuring Rhonda White, George Tambassis, Peter Saccasan and other industry leaders.

The Royal Pharmaceutical Society Commission on future models of care in the UK - and its implications for Australia - will be examined this afternoon, while QUT Adjunct Professor of Pharmacy Management, Bruce Annabel will present on keeping the balance between pharmacy services and front of shop.

The day will wrap up with a Swisse-sponsored inspirational talk by 1983 America's Cup skipper John Bertrand - and then the APP trade exhibition will open with a welcome reception.

## Golden Staph alert

**NPS** Medicinewise ceo Lynn Weekes says new data released yesterday on the prevalence of 'Golden Staph' infections in Australian hospitals reinforces the urgent need for health professionals to take responsibility to help stop the spread of antibiotic-resistant bacteria.

1724 cases of the potentially deadly infection were acquired via public hospitals in 2012-13.

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## Fred Nxt uses cloud

**THE** next generation of Fred Dispense has been unveiled, and it is powered by the cloud.

"Fred Nxt" was announced at APP 2014 yesterday by Fred IT Group ceo Paul Naismith as the next generation of the dispense software, which aimed to simplify the more than 20 major services that Fred Dispense connected to.

Utilisation of cloud computing - remote servers deploying applications via the internet - allowed adaptation to rapid change, Naismith said, and the software would be highly versatile offering mouse or touch interfaces, in-store or remote, and run from a single secure system using private cloud infrastructure.

The company envisaged Fred Nxt as a tablet based solution, with functionality including consultation timelines, full health record availability, and secure messaging with GPs and the consumer, Naismith said.

Pharmacy wanted to deliver new services but existing IT systems would struggle to do so and to match consumer expectations, but using cloud services would solve this, he said.

In-store trials would begin in May with roll out from the second half of this year, Naismith added.

## 63% HMRs by non-pharm

**SIXTY** three percent of Home Medicines Reviews (HMRs) are currently delivered by business entities other than community pharmacy.

That's according to the most recent figures quoted by Pharmacy Guild of Australia national president George Tambassis, speaking at APP 2014 yesterday about the changes to the Fifth Agreement programs, including the controversial service caps for HMRs and MedsCheck programs (**PD** 13 Feb).

Tambassis said from the most recent figures, the provision of HMRs was currently dominated by non-pharmacy entities; this comes in the wake of the Guild's call for an audit of the MedsCheck program, following reports that Chemist Warehouse had been heavily promoting the service within its pharmacies (**PD** 06 Mar).

He described the caps as a "tough decision" brought about by government fiscal pressure, but stressed that the budget for such programs had not been cut, and that HMRs would receive double the original funding by the end of the Fifth Community Pharmacy Agreement, because of overspend and the budget increase agreed to 12 months ago (**PD** 26 Mar 13).

"The caps are intended to ensure the services can continue to be provided, albeit with those necessary restrictions."

The Guild estimated that a small number of service providers, around 97, were performing more than 20 HMRs per month and regretted the impact this would have on some pharmacists' incomes.

Tambassis said figures showed the vast majority of pharmacies were performing fewer than 10 MedsChecks a month, and so the majority would not be affected by the cap, although he emphasised that the Guild strongly supported the transition to remunerate professional programs.

**MEANWHILE** Tambassis said the availability of online registration and claiming for the professional service had proven popular, with 3000 pharmacists having already registered online giving them real time data to better manage their budgets, and with more certainty.

## Novartis vax tick

**NOVARTIS** has welcomed a recommendation by the Australian Technical Advisory Group on Immunisation that its Bexsero meningitis B vaccine be used to help protect young Australians, with an emphasis on infants under 2 years of age and adolescents aged between 15 and 19.

According to a statement issued late yesterday inclusion of Bexsero in the National Immunisation Program is under consideration.

## Otago looking at five year BPharm

**OTAGO** University in Dunedin, NZ has launched a public consultation into a possible five year integrated pharmacy program for New Zealand that incorporates the current intern year into the BPharm.

An interim feasibility study has now been released for public consultation, with submissions closing on 11 April 2014.

The university is seeking feedback on a range of issues including how the proposal aligns with the future of pharmacy in New Zealand and how it could contribute to potentially improving healthcare in the community.

For more details **CLICK HERE**.

## Opioid controversy

**THE** US Food and Drug Administration (FDA) has generated a storm around an opioid approval in the face of misuse, abuse and overdose deaths.

According to *Medscape*, the agency earlier announced tighter safety labelling on extended-release/long-acting (ER/LA) opioids, and just a month later, announced plans to change the scheduling for hydrocodone combination medications such as Vicodin (AbbieVie) from Schedule III to Schedule II, increasing the security measures to prevent misuse.

However, a controversy rages over the FDA's February decision to approve a single-entity ER hydrocodone product (Zohydro ER, Zogenix Inc), a product without abuse-deterrent technology.

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The logo for Raven's recruitment, featuring a stylized 'R' made of two human figures and the text 'Raven's recruitment'.

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## NZ pharmacy vaccines

**NEW** Zealand pharmacists have begun administering vaccines for two serious and highly contagious diseases.

Pharmacists gave the vaccines from 17 Feb to people over 18 for whooping cough and people over 16 for meningococcal disease, having undergone training to do so, the *Australian Medical Association* reported.

The New Zealand Ministry of Health approved some pharmacists to deliver influenza immunisations before and during the winter influenza season in 2012.

## Events Calendar

**WELCOME** to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points. If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**22-23 Mar:** The Goodfellow Symposium, Auckland - see [goodfellowsymposium.org](http://goodfellowsymposium.org).

**4-6 Apr:** Australian Fitness & Health Expo; Melbourne; see: [www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)

**11-12 Apr:** 2nd BioCeuticals Research Symposium; Sofitel Sydney Wentworth; see: [www.bioceuticals.com.au](http://www.bioceuticals.com.au)

**12-14 Apr:** FIP Fifth Pharmaceutical Sciences World Congress, Melbourne - for details **CLICK HERE**.

**3-4 May:** 4th International Conference on the Science of Nutrition in Medicine and Healthcare; Gold Coast - [www.nutritionmedicine.org.au](http://www.nutritionmedicine.org.au)

**30 May-1 Jun:** PSA Clinical and Practice Expo, Sydney - [www.psa.org.au/cpexpo](http://www.psa.org.au/cpexpo).

**1-3 Jun:** ConPharm 2014; Port Douglas; for more info go to: [www.conpharm14.com.au](http://www.conpharm14.com.au)

**1-3 Jun:** 20th International AIDS Conference (AIDS 2014); Melbourne; see more at: [www.aids2014.org](http://www.aids2014.org)

**20-22 Jun:** NSW Pharmacy - National Convention & Exhibition; Sydney; details [nswpharmacy-nce.com.au](http://nswpharmacy-nce.com.au)

## 2014 Pharmacy of the Year

**CHARNWOOD** Capital Chemist in the ACT took out the overall Quality Care Pharmacy Program Pharmacy of the Year award at APP 2014 (*PD* breaking news), with the winners named yesterday by federal health minister Peter Dutton.

The overall winner of the award's three categories, owner Samantha Kourtis (pictured right accepting the award) said any pharmacists who thought their pharmacy might have something to showcase should consider entering next year.

Charnwood Capital Chemist was also named the winner of the Innovation in Professional Services category, with Priceline Pharmacy Springwood, NSW, taking out the Excellence in Business Management category, and Outback Pharmacies Broken Hill NSW coming up trumps in the Excellence in Community Engagement category.

Bill Scott, one of the award judges, said the ten finalists provided pharmaceutical services in care, most in disadvantaged areas, providing "sensational" service with

almost no focus on price.

"Like many of the pharmacies this year, Samantha saw that there were needs in the community that weren't being dealt with."

Pharmacy Guild of Australia national president George Tambassis said there was no better showcase of the individual and collective achievements of the industry than the rigorously judged and highly respected award.

The winners will share a cash prize, receive a trophy and an in-pharmacy photo shoot.



## WIN WITH BIOSPORT

This week *Pharmacy Daily* is giving five lucky readers the chance to win the **BioSport's Reflex Soles**.

BioSport has recently over-hauled their Reflex Soles, the new design includes Polymer Gel technology that is embedded with six therapeutic magnets. This allows the individual wearing the insoles to get the benefits of a Reflexology treatment without even being aware of the magnets that are formed into the polymer gel.

The polymer gel technology also offers optimum cushioning and absorption of damaging foot shock. The flexible gel gives a longer lasting durability allowing you more value for your money. And with the 28-Day-Money-Back-Policy you really have nothing to lose but your pain.

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).

**How many nerve endings can be found in the bottom of your feet?**

Congratulations to yesterday's lucky winner **Noelene Morris** from **Marlin Coast Amcal Pharmacy**.



## 6CPA "tough" climate

**GUILD** president George Tambassis says negotiations over the sixth Community Pharmacy Agreement will be conducted in a difficult environment.

Speaking at APP yesterday he said: "in many respects we'll be banking on the fact that the government, indeed both sides of politics, recognise the need to keep the pharmacy network viable"

The Guild was determined that pharmacy viability would be enhanced by any new agreement, not diminished, he said.



## DISPENSARY CORNER

**WE** are (not) amused.

If you have an acute sense of humour, there are certain jobs that probably don't suit you: funeral director, tragic news-reader and especially Queen's guard outside Buckingham Palace.

Queen's guards are trained to stand to attention motionless and expressionless - but recently history was made and posted online when a young guard cracked under the influence of a comedian one minute into his routine.

**ROBO** ping pong.

First it was computer Deep Blue beating a world chess champion, now a robot has challenged German Sportsman of the Year Timo Boll, a world champion ping pong player.

The competition was part of opening celebrations of a new robotics firm Kuka factory in China, reports *The Mirror*.

**YOU'VE** heard of a fat lip - how about a fat ear?

British doctors have announced research in which they hope to reconstruct people's faces with stem cells taken from their fat.

The *BBC* says the team has managed to grow cartilage in the laboratory, and believe that it could be used to recreate ears and eventually noses.

The procedure involves an implantable ear-shaped "scaffold" to guide cell growth.