

NSW PGA 2014 conf

The NSW branch of the Pharmacy Guild of Australia will be holding their annual National Convention and Exhibition 2014 at Australia Technology Park from 20 to 22 Jun.

With the theme *Inspiring pharmacy to adapt, change and future-proof*, the event will host a large number of display sponsors, packed high quality academic sessions and an exciting social program.

See **Page 4** for details.

RGH E-Bulletin

THIS week's RGH E-Bulletin focuses on the most well-known drug transporter protein, P-glycoprotein, and its interactions with other drugs via the cytochrome P450 metabolic pathway.

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6CPA focus on viability

MAXIMISING the potential from the 6th Community Pharmacy Agreement (6CPA) to ensure the viability of Australia's 5,300 strong community pharmacy network is to be the focus of the agreement, said George Tambassis, national president of the Pharmacy Guild of Australia.

Tambassis was delivering the Guild's 6CPA speech at the Australian Pharmacy Professional (APP) 2014 on the Gold Coast last week.

The six key points of his presentation were a focus on stability, certainty and viability for the network delivering PBS medicines, an economically viable remuneration model, expanding professional services including medication management, recognition of the crucial role of the full-line wholesalers, support for the rural and remote pharmacies and programs and in addition, retention of the location rules.

"Community pharmacy must be viable regardless of the Government's drug pricing policy and year to year Budget swings and roundabouts," said Tambassis.

"More than anything, the next Agreement must provide certainty

and stability so pharmacies can continue to invest, innovate and operate with confidence, meeting the needs of their patients."

Not only does the Guild want a bigger role for pharmacy in the areas of prevention, early intervention and primary health care, but as Minister of Health Peter Dutton indicated in his speech on Thursday, this is also the federal government's preference.

Other areas of increased pharmacy engagement to be proposed include medicine services for older people living in the community to reduce the burden on aged care facilities, a sustainable and transparent funding base for services such as Dose Administration Aids and increased funding for existing pharmacy based medication services.

PBS online \$'s to \$10k

PHARMACY Guild of Australia national president George Tambassis has announced that following strong representations from the Guild, the Department of Health has raised the PBS online claiming threshold for high cost items from \$5,000 to \$10,000.

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Diverse care models

ENGLISH pharmacies have more than 100 models of care reported by the Royal Pharmaceutical Society's Commission on future models of care.

Speaking at APP, Commission chair Dr Judith Smith said English pharmacy had a long record of considering a broader role.

One aspect of this was the recent campaign encouraging people to go to their pharmacist as a first point of contact, rather than a GP.

Some models included a pilot to provide, under National Health Service contract, a structured service for people with lung disease, including a COPD test, as well as support for aged care home residents to optimise medicine use.

Hospital pharmacies were also linking up with a patient's community pharmacy for follow up care, Smith said.



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Look like a pharmacy

AT APP 2014, JR Pharmacy Services partner Bruce Annabel said pharmacies need to look like a place of health, not a jumble shop, to be successful.

In the plenary 'Professional services and front of shop - maintaining the balance', Annabel gave a list of dos and don'ts for pharmacies for future success.

These included working out a financial target, finding extra income sources, reducing inefficiencies, attracting customers with initiatives that grew value via benefits, not price, and preparing for a service future.

To achieve this, pharmacists could selectively increase prices, starting with S2s and S3s and improve allocation of their space, stock and location.

The pharmacist's role must be to engage customers and deliver health solutions and this role should be expanded further, Annabel said.

He emphasised that the most important asset was the customer and their outcome should be maximised - not the transaction.

Congrats, Pearse!

THE winner of Reform Management Pty Ltd's \$20,000 prize towards a car of his choice is Ross Pearse from Priceline Woy Woy - congratulations, Ross!

Pearse can put the money towards a new car, with it being paid outright up to \$20,000, or as a deposit for any brand and make he chooses.

S3 investment pays off

THE average increase in gross profit year on year in the PainSmart Challenge was 22%.

Announced at the APP, the results of the Challenge, which involved four pharmacies, focussed on developing a business plan for S3 operations with community pharmacist Nick Logan.

Logan said the aim was to prove that supporting S3 brands could make a difference to customer loyalty and profitability.

He said pharmacies should position themselves as a Health Centre.

What people really wanted in a community pharmacy was a knowledgeable and accessible pharmacist and the pharmacy which did well had a forward position pharmacist in the first place, Logan said.

The results ranged from a 35% increase in year on year gross profit to an 18% increase.

The Challenge involved staff training including specific rostered

S3 training with evidence based information and role playing with pharmacy "pick up lines", to begin customer interaction, Logan said.

The latter proved popular on Twitter, with some APP attendees coming up with their version of a pharmacy pick up line, under the hashtag #pharmacypickuplines - see Dispensary Corner for more.

RUM audit findings

ASSISTANT Minister for Health senator the Honourable Fiona Nash will launch the key findings of an audit of medicine collections from Australian pharmacy on 27 Mar in Canberra.

The audit conducted in December by Monash University Institute of Pharmaceutical Services found that the National Return & Disposal of Unwanted Medicines Ltd (RUM) program was an important public health initiative.

Guild Rental Report

THE Pharmacy Guild of Australia has released its Rental Report for 2014, to assist community pharmacy owners and landlords in their analysis of the economic realities facing what the Guild has described as the "unique nature" of community pharmacies particularly with prices fixed under the PBS.

"With the challenges presented by PBS price disclosure, increased competition and a tough business environment, the Guild is focussed, more than ever, on ensuring that community pharmacies are able to continue their vital role as trusted and accessible health care providers," said Guild national president George Tambassis.

The report is intended as a guide to the commercial landscape currently facing community pharmacy in relation to their leasing and landlord relationships, and is available to guild members in the Member Publications section of the website at www.guild.org.au.

FreeStyle BGMs alert

THE UK Medicines and Healthcare Products Regulatory Agency (MHRA) has issued alerts related to Abbott Diabetes Care's FreeStyle Lite and FreeStyle blood glucose meters because they may give incorrect low blood glucose results.

Abbott has already alerted healthcare professionals and recalled the products.

Patients will have their BGMs replaced by Abbott.

Travel Daily is Australia's leading travel trade publisher, with a portfolio of publications also including **Business Events News**, **Cruise Weekly**, **TD Cruise Update** and **Pharmacy Daily**. Two exciting opportunities have arisen to join our fun friendly team based in Epping, NSW.

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Roma Cecere, General Manager - Strategic Business Performance for GuildLink.**



GuildSmart – New Pharmacy Business Tool

In last week's column I wrote about big data and the importance of investing into people, technologies and intuitive tools that provide you with information in order to gain a better understanding of your business, client base and potential opportunities.

One of GuildLink's core strategies is to enhance sustainability of pharmacy and over the weekend GuildLink launched an exciting new business tool that will allow pharmacies to maximise professional services and front of shop in real-time.

The software provides pharmacies with live insights that assist in increasing sales, maximising profit, improving staff engagement, visualising data in real-time and monitoring GuildCare performance. The most complex data presented in simple easy to use dashboards demonstrating the sales opportunities available to the pharmacy as they occur.

Until now pharmacies have not had the visibility on the number of patients that may require assistance with their medication adherence and may have missed the opportunity to an additional consultation service with the pharmacist. With the intelligence of GuildSmart, the pharmacy has visibility via the GuildCare Performance dashboard which demonstrates the value of these services.

Visit www.guildsmart.com.au for more information and subscription details.

Screening ongoing opp

SPEAKING at APP 2014, University of Sydney Professor Peter Carroll said bowel cancer screening should be seen as an ongoing and long term opportunity for pharmacists.

Pharmacists were uniquely placed to help reduce the number of Australians dying from bowel cancer - one every two hours - given the evidence of the effectiveness of faecal immunochemical tests in detecting bowel cancer.

"It is recommended that people over the age of 50 should have a bowel cancer screening test at least every two years, and the current Commonwealth program cannot possibly cover all these people."

Carroll said it wasn't just about supporting a campaign annually and that early detection was key to increased survival rates.

"There are campaigns all year round now, so it's about seeing it as a major opportunity that is entirely consistent with the professional counselling role played by community pharmacy.

CVD PhD scholarship

THE University of Technology Sydney is inviting applications for PhD research focussed on the development, evaluation and optimisation of a service for patients at cardiovascular risk in the community pharmacy setting.

\$24,653 per annum is available and applications close on 26 Mar.

For more information, **CLICK HERE.**

NHMRC seeks input

THE National Health and Medical Research Council (NHMRC) has opened public consultation on the clinical practice section (Part B) of the *Ethical Guidelines on the Use of Assisted Reproductive Technology in Clinical Practice and Research, 2007* (ART guidelines).

The deadline for submissions to the public consultation is 30 Apr.

For more information, **CLICK HERE.**

Actemra on AusPAR

ROCHE Products' Actemra (tocilizumab) has been granted an extension of indication to include polyarticular and systemic juvenile idiopathic arthritis.

For full details and the supporting documentation, **CLICK HERE.**



DISPENSARY CORNER

APP cough-frence

If you heard hacking and spluttering during APP, you may have been sitting close to **Pharmacy Daily** editor, Alex Walls.

One previous interviewee sitting in the next seat, to whom I'd only spoken to over the phone, said "Alex? I recognise the cough!"

We enjoyed interacting with Twitter readers, in particular the #pharmacypickuplines hash tag spawned from Nick Logan's presentation.

@cowen_85 came up with "Do you come here often?" and "Are you a pulmonary embolism? Because you took my breath away" while @A_Tass1 offered "Do you have something for tired legs? You've been running through my mind all day."

WORD association - rats/beer?

Working out how to engage students in a project to rid Wellington of rats, New Zealand businessman Gareth Morgan used word association with his team.

"We thought: "How do we appeal to students?", so we sat down and said: "What do students like? Beer", and when you do word association - students/ beer, student flats/rats - got it," Morgan told *Orange News*.

Morgan supplies rat traps and gives a beer for every rat the students bring in, dead or alive.

RESURRECTION morning.

A 78 year old Mississipi man awoke to find himself in a body bag and being prepared for embalming.

His breathing and kicking were noticed by funeral home staff and he was released with the medical staff saying his pacemaker must have started up again after no pulse being detectable in the hospice where he was finishing his days with end-stage cardiovascular disease.

Unfortunately he did actually die just two weeks later *Yahoo News* reports.

WIN A MOOGOO MINI MOO PRIZE PACK

We're looking for Pharmacy Daily's Happiest Baby!

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **MooGoo Mini Moo** prize pack valued at \$50.35. MooGoo's popular baby range has natural and healthy creams



and therapeutic products that help soothe common baby skin conditions.

The range uses edible oils as babies love to eat everything within arm's reach. It includes a cream for eczema, nappy rash and cradle cap, a gentle moisturiser, breast feeding balm and bubble bath.

For your chance to win, email us a picture of the Happiest Baby you know by COB this Friday to: comp@pharmacydaily.com.au.

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