



Your one stop pharmacy shop

## Murine support

**PHARMACIES** are urged to be ready for an influx of customers asking about Murine, with the product to be heavily advertised to the public over the next few months.

The campaign, promoting Murine Eye Mist and Murine Clear Eyes, will include TV, radio, print, outdoor, digital and in-store components - see the **last page** for details.

## New Vic public hols

**THE** Victorian government has announced that Grand Final Friday and Easter Sunday will become public holidays.

The Australian Retailers Association says the move will see many outlets forced to close their doors as a result of two extra days of penalty rates.

### Today's issue of PD

**Pharmacy Daily** today has 3 pages of news, plus a full page from **Care Pharmaceuticals**.

## Pharmacy trust key - NAB

**PHARMACY'S** "position of trust within the community" will continue to hold the sector in good stead despite the changes brought by the evolving health landscape in Australia, according to Paul Littleton, manager of the Pharmacy division of NAB Health.

NAB Health has produced a "Health Insights" paper with a particular focus on the impact of the Sixth Community Pharmacy Agreement on the pharmaceutical industry.

Littleton said pharmacy has a unique place in the community and in the provision of primary care.

"But pharmacists need to transition their business models from heavy dependence on government support to a model that can still be reliant on government but equally able to take on more services," he said.

While the \$1.26 billion in professional services funding provided via the 6CPA has been widely seen as a win for

the pharmacy sector, "in 2015 governments don't double handouts without wanting something in return," Littleton said, pointing out that the money is expected to drive change.

NAB Health has partnered with the Pharmaceutical Society of Australia in the development of its Health Destination Pharmacy initiative (**PD 03 Aug**) which aims to help pharmacists focus more strongly on self-care and chronic conditions.

However Littleton warned that "it's no magic bullet" and is likely to prove a steep learning curve for some pharmacists, changing the culture of businesses from being behind the counter dispensing scripts to interacting with patients out in the front of the store.

He highlighted data as a key factor in changing business behaviour, urging pharmacies to measure customer numbers, average sale dollars and dollars per script - view the paper at [business.nab.com.au](http://business.nab.com.au).

## Sigma ambassadors

**SIGMA** Pharmaceuticals this morning confirmed that Dr Cindy Pan will continue her role as Guardian Pharmacies Professional Services ambassador for another twelve months, with her role expanding to also cover the Amcal brand.

Pan has been the Guardian Health Ambassador for the last three years, with Sigma saying that as a medical practitioner, mother and media commentator she "embodies and provides a very clear connection to the company's values, and what Australians feel are important when it comes to professional advice and genuine care".

Sigma has also announced the extension of the role of Rachael Finch as Beauty Ambassador across the Guardian and Amcal networks for another year.

Finch will "continue to help build the company's private and exclusive brands such as its successful Colour Theory range," Sigma said in a statement this morning.

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## NICE antibiotic guide

**WHILE** the ongoing fight against resistant organisms rages, UK's National Institute of Health and Care Excellence (NICE) has entered the fray with its first official guideline to address the matter.

The new publication, *Antimicrobial stewardship: systems and processes for effective antimicrobial medicine use*, recommends that GPs, nurses, pharmacists and dentists promote and monitor the sensible use of antimicrobials, including antibiotics.

Additional tools and information for the public are also available from the NICE site both for the public directly and for use by healthcare professionals counselling.

Download at [www.nice.org.uk](http://www.nice.org.uk).

## 29,014 pharmacists

**THERE** were more than 29,000 pharmacists across Australia at the end of June 2015, according to quarterly registration data released today by the Pharmacy Board of Australia.

Of those, 26,179 had general registration and a further 1,815 were provisionally registered.

In the previous three months a total of 95 pharmacists moved from provisional to general registration, with a further 59 pharmacists also gaining general registration.

17,616 of Australia's pharmacists are female, with women accounting for over 60% of the workforce.

## Zumbo comp closing

**RECKITT** Benckiser's competition to win the opportunity to "cook up a storm" with celebrity chef Adriano Zumbo is closing at the end of August - to enter, pharmacists need to complete their Nuromol with Synchro-Tech training module on RB HealthHub.

Zumbo appears in a new Nuromol video available by **CLICKING HERE**.

## PHARMAC underfund

**A CONTROVERSY** has erupted in New Zealand over the funding of the PHARMAC scheme, which opposition politicians warn could see Kiwis "potentially missing out on life-saving medicines".

District Health Boards in New Zealand supported a \$5 million increase to PHARMAC's budget for 2015-16, whereas PHARMAC had requested a NZ\$10m increase from NZ\$795m to \$806m to "meet previous ministerial expectations for new investments of \$10m in each year" said the *Dominion Post*.

PHARMAC chief executive Steffan Crausaz said the agency would continue to invest in new medications from within its current budget.

"The budget level is only one part of the equation," he said.

"Every year PHARMAC secures between NZ\$40m to \$60m of new price concessions and these savings can also be used to meet expectations," he said.

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## Pharmacy role in co-ordinated care

**BEING** a highly accessible and frequently accessed element of the primary healthcare system in Australia, pharmacies have a key role to play throughout the continuum of care for patients with chronic conditions, the Pharmacy Guild of Australia has said in its submission to the Primary Health Care Advisory Group (PHCAG).

The traditional "set in stone" concept of health practitioners "owning" patients should be displaced with patients being empowered and given maximum choice about where and how they will receive their individual health care, the Guild said.

This would be achieved by a co-ordinated care model with pharmacies as the first point of contact: the place of triage, advice and referral, health literacy, risk assessment, point of care testing, lifestyle management and monitoring of chronic conditions.

An e-health patient record system is critical to the provision of a coordinated, collaborative team-based approach to the care of patients with chronic health conditions, the submission argued.

The Guild also highlighted the need to measure and report patient outcomes in a way that is available to the patient care team and patients themselves, all of which will help support the concept of self-care, where pharmacists can take a lead supporting role.

The submission emphasised the central role of quality use of medicine principles and linked it to remuneration, adding that the private health insurers should focus on preventing and managing chronic health conditions to reduce hospitalisations.

See [www.guild.org.au](http://www.guild.org.au).

## Corum in the cloud

**CORUM** Health Services has launched its new Corum Hub cloud-based pharmacy solution, which hosts POS and Dispense systems along with other critical software.

The company says Corum Hub allows web and mobile access to pharmacy software and data, but also allows pharmacies to continue operating even when offline.

Last month East Killara Pharmacy in Sydney's northern suburbs became the first site to deploy Corum Hub and the enhanced LOTS ONE platform, which is powered by Microsoft SQL Server rather than the previous Access system.

Corum has also just relocated its national headquarters to 347 Kent Street Sydney, with the NSW state office previously in Silverwater also merging with the city operation.

## Blackmores forum

**FOLLOWING** the success of the 2014 seminars, Blackmores Institute is offering earlybird registration until the end of August for its 2015 symposium, 23-24 Oct.

The event will feature research 'speed updates' - **CLICK HERE**.

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To win, be the first person from WA to answer the question correctly. Send your answers to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What is the name of HOYTS' ultimate cinema experience?

Congratulations to yesterday's winner, Leah Hague from Symbion.





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## Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy.

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



### PAINmate for fast, targeted pain relief by Evomed

PAINmate is a portable, affordable, discreet, wire-free TENS device that provides fast, targeted relief. It is only about the size of your hand and fits comfortably under clothes. The PAINmate is applied to the pain point, the device is turned on and the intensity can be increased to a level that provides pain relief. The PAINmate is ideal for: back, shoulder, neck and knee pain, and the management of musculoskeletal pain, Evomed says.

Stockist: 1300 892 806

RRP: \$49.95

Website: [www.painmate.com.au](http://www.painmate.com.au)

### GAIA made for men range - Father's Day in mind: 06 September

The GAIA made for men range features a face & body wash, scrub, shave gel, shave cream and face crème. This GAIA selection can cleanse face and body, slough off the top layer of skin to reveal a smooth finish with the scrub, lubricate your shave experience with the gel and desensitise and moisturise with the aftershave balm.

Stockist: 03 9703 1707

RRP: \$11.95 ea

Website: [www.gaiaskinnaturals.com](http://www.gaiaskinnaturals.com)



### New Brow Palette by Eylure

Eylure Brow Palette is a waterproof brow trio collection that sculpts, shapes and defines brows. It includes a firm hold wax for sculpting, an intensely pigmented vitamin-rich powder for colour and a matte highlighter for definition. The palette is available in dark brown, mid brown and blonde: on shelf 01 Sep.

Stockist: 1800 651 146

RRP: \$19.99

Website: [www.eylure.com](http://www.eylure.com)

### Almost Powder Makeup SPF 15 from Clinique

Clinique Almost Powder Makeup SPF 15 offers lightweight and comfortable coverage while maintaining moisture balance in the skin. Suitable for most skin types, it is non-drying, reduces oil and leaves skin with a natural-looking finish while helping to eliminate blemishes and redness. It is sweat and high-humidity resistant. Almost powder is now available in fair, neutral fair, light, neutral, medium and deep.

Stockist: 1800 556 948

RRP: \$50.00

Website: [www.clinique.com.au](http://www.clinique.com.au)



## DISPENSARY CORNER

**DIRTY** buildings can actually contribute further to pollution, according to findings presented at the recent American Chemical Society conference.

The grime which "clings to urban surfaces" actually emits noxious gases when hit by sunlight, the BBC reports.

Canadian and German scientists conducted rooftop experiments comparing grime in sun and shade, with the sunlit surfaces giving off nitrous acid and the toxic pollutant NO<sub>2</sub>.

"Rather than being a permanent sink for nitrogen oxide gases, grime exposed to sunlight can re-release some of these gases back into the urban atmosphere," said James Donaldson from the University of Toronto.

**AUTHORITIES** in the US state of Idaho have replaced one of their highway mile markers in an attempt to thwart a spate of marijuana-loving would-be thieves.

Cannabis has long been associated with the code term 420, 4:20 or 4/20 - meaning smokers sometimes like to purloin souvenirs with the same number.

Idaho transportation officials have foiled the problem by replacing the 420 sign along U.S. Highway 95, just south of the town of Couer d'Alene, with one labelled 419.9 (below).

Other states such as Washington and Colorado have also been forced to update some of their signs, but it's not an issue for many US jurisdictions, with most highways in the country being shorter than 400 miles.



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