

APP photo page

PHARMACY Daily was onsite at APP 2015 amongst all the action and you can take a look too by heading to **page three** or to our Facebook page and website for more photos.

New name for dispensing fee?

THE Pharmacy Guild has proposed some new names for the dispensing fee in the Sixth Community Pharmacy Agreement (6CPA), national president George Tambassis has said.

An audience question at APP queried whether the dispensing fee should be called a counselling fee and patients informed it was for advice and expertise.

Tambassis said naming of remuneration over and above cost of goods would be looked at in the Agreement.

This was a major issue, he said.

MEANWHILE Tambassis said the Guild was working very closely with the Australian Competition and Consumer Commission (ACCC) to work within its guidelines on how pharmacies could price, and display prices, for professional services (**PD** 28 Aug 14).

Tambassis said he had suggested to the audience at APP waiting until the ACCC provided clear messaging on how to word it.

Members might be able to list the time it took to perform the service, and where these services could be provided, and this would be covered in the direction given by the ACCC, Tambassis said.

Pharmacy fear limiting

THE pharmacy sector is its own "rate limiting step" when it comes to new opportunities, community pharmacists have said.

Speaking at APP, QCPP Pharmacy of the Year 2014 winner Samantha Kourtis (**PD** 30 Oc 14) said from what she had heard, and questions she had been asked repeatedly, pharmacists were over thinking and over strategising when it came to new opportunities.

Fears included the GP's opinion, how much it would cost, training staff and then having them leave, and fear of failure, she said.

"Automate your pharmacy, put in MedAdvisor, put in a new pharmacy only vitamin range.

"I just feel whenever we're faced with a new opportunity that requires change, people get paralysed."

Pharmacies should take the leap or hire a "champion" who could, Kourtis said.

While it was not as simple as 'just doing it' when it came to expanding professional services or seizing opportunities, Kourtis said pharmacists should not become paralysed by complexity.

It did not cost much to implement changes and pharmacies could start small, she said.

"Start with the easy stuff, start with the patient fee for service for blood pressure checks."

Kourtis' patient funded fee for service, of which wound care was a part, saw \$10,000 in gross profit

It's time to 'get mad'

THE time "for politeness, for understanding and restrained debate has passed," SA Senator Nick Xenophon has said.

Speaking at APP 2015, the senator said pharmacists were being undervalued as they filled the gap between no care and a GP or hospital visit.

Instead of seeing savings they brought to Medicare, governments only saw increased costs to the PBS, he said, adding there was an opportunity for the profession to step out of its silo and advocate for savings in other parts of the system.

dollars in the last calendar year.

Pharmacies needed to link these services with front of shop, she said.

Guid Queensland branch committee member Louise Malouf agreed pharmacists were their own rate limiting step, and said pharmacy was blinkered with the current environment, with pharmacists unsure where the sector was headed.

Malouf said her personal experience included opening a medical centre pharmacy and inviting GPs in to see what was on offer, as well as information mornings with physios.

"We're just trying to get out and get allied health professionals all working together and if that means a weekly meeting or a monthly meeting with them, getting doctors in, showing them what we do, then that's what we have to do."

Pharmacies needed to spend time with patients to get to know them and their medication history, she said.

CLICK HERE to view a video of Kourtis' advice for pharmacists looking to expand into services.

Support for expansion of services

PHARMACEUTICAL Society of Australia national president Grant Kardachi said he thought the Minister for Health's speech (**PD** 13 Mar) had alluded to greater support for expansion of services.

CLICK HERE to view a video.

Guilds sign MoU

THE Pharmacy Guilds of Australia and New Zealand have renewed a memorandum of understanding (MoU) to share resources and information first signed in 2012.

The Australia/New Zealand Joint Planning Committee signed the MoU on Saturday and agreed on the need to co-operate to achieve shared goals, particularly given the renewal of pharmacy Agreements in both countries, the Pharmacy Guild of Australia said.

Competition winner

FRIDAY'S competition winner was **Julia Onsmann** from the Pharmacy Guild of Australia - congratulations!

This week, **PD** and Airtsential are giving readers a chance to win, starting with NSW and ACT.

See **page two** for more details.

NAPSA: Harness student optimism

SOME pharmacies are not harnessing the optimism of students regarding the future role of pharmacy, the National Australian Pharmacy Students' Association (NAPSA) has said.

Speaking at APP, president Sam Turner said pharmacy owners needed to utilise the optimism of interns and students as much as they could.

It would be better for their business to use this drive from the students to develop their business, a drive which was probably non-existent in a lot of pharmacies, Turner said.

"When you've got students ready to work within pharmacy, work more clinically, that's only going to be a beneficial thing for the business and the feel for students is that they want that right now."

Continually being negative about the profession was "shooting ourselves in the foot," Turner said, and to change this, individuals who were sending this message needed to change.


CLICK HERE to view a video of Turner speaking about optimism in pharmacy students and clinical community pharmacy.

MIMS Intern of the Year

LUKE Vrankovich was named the inaugural MIMS Pharmacy Guild Intern of the Year, announced at APP last week.

As an intern at CHC Pharmacy in Coffs Harbour, Vrankovich had demonstrated "patient-centred and innovative pharmacy practice", the Guild said.

He wins a \$4,000 educational and travel grant to enable him to pursue his career here or overseas, it said.



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Weekly Comment

Welcome to *PD*'s weekly comment feature. This week's contributor is **Trent Ruprecht, Business Services Manager at PKF Sydney and Newcastle.**



Are you clear on your strategy?

HAVING a clear strategy and direction is incredibly important to ensure success in business. Whether you're a sole practitioner or operating with business partners, most pharmacy owners lack a clear strategy and long term plan.

When there is one owner this can be relatively simple to define and document. However, with multiple owners disagreements can exist and compromise can be required.

There are a number of risks to not having a defined, agreed, consistent strategy, such as:

- Below par business performance – you might get lucky and do well regardless but why take that risk? Every decision made in a business should be with the view to achieving the ultimate goals and strategy, which is impossible without clear direction.

- Conflict in the case of multiple owners – do all agree with the decisions being made and executed?

Once in place – using external advisers to facilitate this process can be effective – make sure you come back to it regularly to confirm it is still valid and track progress against the objectives.

Don't run your business blind – make sure you know where you're heading – and, if you have business partners, avoid trouble by making sure you're all on the same page.

Millionaire pharmacists 'fantasy'

A REPORT that the Community Pharmacy Agreements are turning one in six pharmacies into "million dollar businesses" is a "malicious fantasy", the Pharmacy Guild has said.

The News Limited report published on the weekend said on average, Australian pharmacies earned \$650,000 a year dispensing Pharmaceutical Benefits Scheme medicines and that the Australian National Audit Office report on the administration of the Fifth Agreement (*PD* 06 Mar) had found 941 pharmacy businesses received more than \$1m in remuneration.

The Guild said the report was based on "erroneous" economics which confused turnover, gross profit and net profit.

The report said the audit had found the number of prescriptions dispensed had grown by an average of 3.6% a year over the past 10 years, but payments to pharmacies had grown by 7.9%.

The Guild said the audit report relied on in the story made no adverse findings against the Pharmacy Guild, and all recommendations had been "accepted by the Department of Health and welcomed by the Guild".

CLICK HERE for the report.

PBAC stalls nitisinone

FOLLOWING a stakeholder meeting held to consider the Pharmaceutical Benefits Scheme (PBS) funding of A.Menarini's Orfadin (nitisinone), the Pharmaceutical Benefits Advisory Committee (PBAC) deferred making a recommendation regarding the Authority listing under Section 100.

The PBAC said it needed more clarity around current and future screening practices for detecting HT-1 and the potential impact on survival advantage and adverse effects of treatment.

A Public Summary Document will be published on 20 Mar.

CLICK HERE to read more.

Pharmacy schools link

MONASH University, the University of North Carolina at Chapel Hill and University College London have announced they are collaborating to advance and transform research, education and practice in pharmacy and pharmaceutical sciences in a five year Memorandum of Understanding.

Titled PharmAlliance, the group will work together on curricular development, pursue "transformative research initiatives" and enhance professional practice.



DISPENSARY CORNER

FRUIT flies suffer jet lag, for us.

Next time you attend that overseas pharmacy conference and wake up in another time zone, spare a thought for the humble fruitfly which has now been put to work to solve our jet lag problems.

Researchers at the University of California have used disembodied fruit fly brains kept alive in a dish, to document how the circadian clock is reset by light, according to a *New Zealand Herald* report.

The study, published in the *Current Biology* and funded by the US government, marks the first time that scientists have seen in real time how specific neurons in intact brain systems react to light cues, mimicking the effect of moving to different time zones.

"Broad features of this pattern of circadian circuit response to light may be applied to humans and other mammals," the authors said.

Perhaps at future conventions we can walk up to a jet lag booth and, with a series of pulsed light bursts, have our circadian clock reset to local time - sounds dreamy.

QUICK, what's two times four?

If you ever failed any of your pharmacy papers, don't tell your intended.

A bride to be has walked away from her wedding after her groom failed to solve an addition problem, the *BBC* reported.

Apparently, at the wedding, held in Rasoolabad in India, the bride asked her groom to add 15 and six.

When he replied 17, she called the wedding off, saying he was illiterate, the publication reported.

Apparently, the groom's family had kept the bride's in the dark about his lack of education, the *BBC* reported.

Police mediated between the families and all gifts from the wedding were returned, which we're sure is what everyone was most worried about.

WIN A LIFETEMP RADIANT THERMOMETER



This week *Pharmacy Daily* and *Airssential Home Health Care Solutions* are giving away five LifeTemp Radiant Non-Contact Thermometers (RRP \$79.95).

The new LifeTemp Radiant Thermometer integrates simplicity of use, advanced infrared technology and ergonomic design, the company says. According to Airssential, the LifeTemp Radiant Thermometer has been clinically validated for accuracy and provides precise temperature readings instantly: it is perfect for professional use or for domestic use at home, with no need to replace probe covers, which means no ongoing costs. The company suggests that LifeTemp Radiant can also measure room temperature, and other surfaces including bath water or even the temperature of babies' milk. Learn more at Airssential.com.au.

To win, be the first person from **NSW** or **ACT** to send the correct answer to the following question to: comp@pharmacydaily.com.au

What are the two modes of operation of the LifeTemp Radiant Thermometer?

Need a hint? [Click here.](#)

Check here tomorrow for the name of today's winner!

Getting social @ #APP2015!

PHARMACY suppliers were out in force at the Guild's 25th Australian Pharmacy Professional Conference and Trade Exhibition on the Gold Coast last weekend, with delegates wowed by the latest new products and industry innovations - with a little dash of celebrity too.

Pharmacy Daily was on location at APP and took these photos, plus lots more on our website and at facebook.com/pharmacydaily.

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LEFT: Pharmacists Robert Denny of Mooloolaba Beach Pharmacy, Mary-Anne Nguyen-Pham from Inala Amcal Chempro Chemist and Soyoon Chin of Pharmajoe Chemist getting their Instagram on accompanied by salsa dancers.

RIGHT: Melissa Drakos and Rachael Runner from GuildLink.

BELOW: Spinning the wheel of fortune at APP are Melanie Toutounji and Denise Goodwin from Care Pharmaceuticals.



LEFT: Craig Loy, Sally Dickinson and Jason Cooney of FRED IT Group.

RIGHT: These pharmacists are enjoying some delicious cocktails courtesy of Stirling Fildes.



ABOVE: Grabbing a quick Glucogel sugar rush from Karen Ross of Gold Cross Products is Ian Andrews, Amcal Chemist Warners Bay.

LEFT: The force was definitely with pharmacy at APP - as evidenced by this storm trooper who caught up with Marilyn Monroe.

RIGHT: Celebrity chef Adriano Zumbo cooked up a storm for Reckitt Benckiser.



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