

### Friday's comp winner

**FRIDAY'S** competition winner of the Plunketts Vita E prize pack was Julie Hughes from Bristol-Myers Squibb.

This week **Pharmacy Daily** and Designer Brands are giving readers a chance to win, starting today with NSW and ACT readers.

See **page two** for details.

### Phmcy services could transform access

**CONSUMERS** Health Forum ceo Leanne Wells has said expanding services in pharmacies could transform Australians' access to healthcare.

Writing in an *OurHealth* post, Wells said healthcare workers should take a patient-centred approach to care, and a healthcare team which had an "open flow of information" between members worked best when it came to achieving this.

Healthcare workers needed to meet the consumer where it was convenient for them, and move away from thinking that hospitals or clinics were the only care settings.

"For primary care, expanding services in pharmacies, having better after hours services, coming into consumers' homes and offices, in supported accommodation and crisis homelessness services – these could transform Australians' access to health care."

Australia needed clinicians open to working across traditional clinical boundaries, Wells said.

**CLICK HERE** to read more.

## E-health system revamp

**TOMORROW'S** federal budget will include \$485 million for a "rebooted personalised myHealth Record system," Health Minister Sussan Ley has confirmed.

She said the government would "redevelop the significantly underperforming Personally Controlled Electronic Health Record system," which currently covers less than 10% of the population.

The revamp will include a trial of switching the system to an 'opt-out' rather than 'opt-in' basis to increase uptake.

"A functioning national electronic medical records system is essential to ensure doctors, nurses and pharmacists across the country have instant access to the information needed to treat

patients safely and efficiently," Ley said, with the "rescue package" to see the replacement of the National E-Health transition Authority by a new Australian Commission for eHealth.

The PCEHR will be replaced by the myHealth Record, which Ley said would be more user friendly and better reflect the needs of health professionals.

Additional information to be included in the myHealth Record would include a list of current medications being taken by patients, as well as known adverse drug reactions.

Ley said that in addition to improving patient health outcomes, a fully functioning national e-health system had the potential to save \$2.5 billion a year through reduced inefficiencies, with an additional \$1.6 billion in annual savings also delivered to the states.

### NZ consultation on diclofenac

**NEW** Zealand's Medsafe is consulting on proposed warning and advisory statements for over the counter diclofenac medicines.

Medsafe said concerns had been raised recently over the cardiovascular safety of non-steroidal anti-inflammatory drugs (NSAIDs), particularly diclofenac.

The Therapeutic Goods Administration is conducting its own NSAIDs label consultation (**PD** 05 Feb) and has said it is already in the process of making changes to labels of diclofenac-containing medicines (**PD** 16 Jan).

**CLICK HERE** to read more about Medsafe's consultation.

### APAC psoriasis Rx to double by 2021

**THE** market for psoriasis treatments through Asia-Pacific is set to almost double by 2021, reflecting a compound annual growth rate of 8.4%, according to business intelligence company GBI Research.

Drivers were expected to be the increase in treatment pool and the advent of new drugs, especially biologics, which tended to be expensive, while biosimilars arriving would slow growth, GBI said.

### VPA on S8 breaches

**THE** Victorian Pharmacy Authority (VPA) has highlighted that Controlled Substances (Schedule 8) drugs are still being found to not be stored and recorded according to regulations in some pharmacies.

Such breaches might be heard in a Magistrate Court and could attract severe monetary penalties and possible referral to the Pharmacy Board of Australia, the VPA said in its latest circular.

Safes for S8 drugs needed to meet the specifications in the Drugs, Poisons and Controlled Substances Regulations 2006, the circular said.

VPA also used the circular to remind pharmacists of the regulations around alcohol supply, clarifying that pharmacists could obtain concessional spirits for the preparation of medicines and other "in-house" purposes such as swabbing surfaces for disinfection.

### PSA15 highlights

**THE** peak event on The Pharmaceutical Society of Australia (PSA) calendar is PSA15, this year set for 31 Jul-02 Aug at the Sofitel Sydney Wentworth, and some highlights are listed below.

The 'Great Gatsby' Gala Dinner at NSW Parliament House will be orchestrated in a 1920's style, PSA15 has said, with registrations closing 12 June.

Special offers exist for those who 'like' PSA15 on Facebook and discounted accommodation is available for delegates booking before the end of June, available by **CLICKING HERE**.

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## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **David Shaw, Recruitment Consultant at Raven's Recruitment.**



### SWOT your staff.

#### Wait, what?

A **SWOT** analysis is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business venture. It might sound strange for me to be suggesting it be applied to your staff, but if you consider that in the context of effectively building and managing a team and then utilising that team fully to achieve goals, it remains a useful tool.

Start by looking at each staff member as an individual. What are their:

- Strengths - what have they been particularly good at; knowledgeable of; or effective doing?
- Weaknesses - what do you think they should have been able to do better; know more about; or be capable of?
- Opportunities - are you able to offer in-house or external training; are they being underutilised; or do they have skills you don't know about?
- Threats - are they receiving job satisfaction; are their needs being met; or are they at risk of being headhunted by a competitor?

Now what duties or responsibilities should you reassign? Could you reduce your own workload to tackle new challenges for the pharmacy like creating an implementation plan for the provision of additional professional services? I look forward to finding out, don't you?

## Asthma control failure

**ALMOST** half (45%) of Australian adults living with asthma had poor symptom control and nearly one third (29%) required urgent medical attention in the past year, according to new work published in the *Medical Journal of Australia (MJA)*.

Researchers from the Woolcock Institute of Medical Research at the University of Sydney surveyed 2,686 adults with asthma about their disease control, use of healthcare services and their use of medications.

Adherence was described as "poor," with 43% of prophylactic medication users taking their medication less than five days a week and 31% using it less than weekly.

The study follows findings from the Australian Centre for Airways Disease Monitoring, which showed while one or more respiratory medications were dispensed to more than two million people in 2013, most people only used them occasionally (**PD** 05 May).

The Woolcock Institute has previously run a project which adapted an educational program for GPs to community pharmacy around counselling paediatric asthma patients (**PD** 25 Aug 14).

NPS MedicineWise has earlier highlighted that while 97% of adults were confident they were using their medicine correctly, the Asthma Handbook indicated up to 90% of Australians did not use their inhaler properly (**PD** 18 Jul 14).

**CLICK HERE** for the *MJA* paper.

## First Diabetes Expo

**WITH** 300,000 Victorians living with diabetes, Diabetes Victoria has announced it is hosting the first diabetes expo in Australia.

Diabetes Expo 2015 will be held on 23 May as an all day event at the Melbourne Convention and Exhibition Centre, aiming to connect people with all types of diabetes with health professionals, experts, product suppliers and service providers.

See [diabetesvic.org.au/expo2015](http://diabetesvic.org.au/expo2015).

## PHARMAC retains 'stat' dispensing rule

**THE** New Zealand Pharmaceutical Management Agency (PHARMAC) has announced that a plan to remove the 'stat' dispensing rule (in which three months product is able to be dispensed 'all at once' for various pharmaceuticals), is not now proceeding.

**CLICK HERE** for details.

## WIN WITH DESIGNER BRANDS

This week **Pharmacy Daily** and **Designer Brands** are giving readers the chance to win DB's new Blur Primer (RRP \$14.99), new DB BB Lips (\$6.99) and CC Concealer Pen (RRP \$12.99).

Blur products or 'photoshop finish' products are the hottest trend right now, with women looking to get the airbrushed finish we see on red carpets and glamorous events. Designer Brands has all the hottest Blur products at the lowest prices. As well as the Blur Primer, Designer Brands is also giving away the new BB Lip Balm and the simple to use, multi-functional CC Concealer Pen (RRP \$12.99).

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

Name two benefits of the BB Primer.

For more info **CLICK HERE**.

Check here tomorrow for today's winner.



## DISPENSARY CORNER

**NOT** as thunk as you drink.

You may now be selling less vitamin B (thiamine) for alcohol recovery than in years past, if data from the Australian Bureau of Statistics (ABS) is an indicator.

In what amounts to good news for Australian brain and liver cells everywhere, the ABS has revealed that there appears to be a reduction in the amount of alcohol Australians are consuming, down to a 50-year low.

The average Aussie is down to 9.7 litres of pure alcohol per person aged 15 years and older in 2013-14, and drinking patterns have changed as well, the ABS reported.

While beer used to make up around 75% of all alcohol consumed, that figure is down to 41%, wine has increased from 12% to 38% in the same period and spirits including pre-mixed drinks and "alcopops" increased from 13% to 19%.

Alcoholic cider accounted for the remaining 2%, the report said.

**CLICK HERE** for the report.

### RUNNING around the lab.

A team of researchers from the Monash Institute of Pharmaceutical Sciences yesterday ran in the Mother's Day Classic, a fun run and walk which raises funds and awareness for breast cancer research.

The team, whom the University said would be "hanging up the lab coats and putting on their running shoes", were all working to find a cure for breast cancer, funded by the National Breast Cancer Foundation, so the event resonated, Dr Erica Sloan said.

The team is looking to raise \$1,000 for the Foundation, and you can support them **HERE** and watch a video of your average running training montage.

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