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PHARMACYDAILY.COM.AU

Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from Pharmacy 4 Less.

Phcy4Less talks China

AUSTRALIAN discount chemist Pharmacy 4 Less has announced the launch of its new e-commerce platform to support its expansion into China's booming healthcare market.



With over 40 discount chemist stores throughout NSW, QLD, WA and VIC, the chain is marketing its services and products via an online store with both English and Chinese product names, but AU\$ price tags.

The highly animated site (pictured) capitalises on the trust granted to Australian brands with the Australian flag and even the Sydney Opera House prominently displayed, as well as of course a strong emphasis on baby formulas.

QR Codes also direct customers to special Chinese Pharmacy4Less promotions and social media connections.

MedAdvisor glaucoma pact

LISTED medication adherence company MedAdvisor has announced a new partnership with Glaucoma Australia, which will see the peak patient support group promote the MedAdvisor platform to the over 300,000 Australians estimated to have glaucoma.

The collaboration will see Glaucoma Australia become a MedAdvisor Health Association Partner, with the company also to collaborate on a series of patient education messages to be delivered via the MedAdvisor platform to improve compliance and understanding of the condition.

"Working collaboratively with key health associations, such as Glaucoma Australia, is one of the most effective ways that we can expand the reach of the MedAdvisor platform to help more Australians improve their health through medication adherence," said MedAdvisor ceo Robert Read.

"We know that improvement in medication adherence can lead to better health outcomes, such as delaying the onset of vision loss".

Glaucoma is the leading cause of irreversible blindness worldwide, and affects one in eight Australians over the age of 80.

MedAdvisor's Glaucoma Australia partnership sees the organisation join other members of the Health Partner Network including Bupa, Epilepsy Queensland and Painaustralia, with the network "an important source of registrations for MedAdvisor as it provides third party validation from recognised and credible organisations".

Pregnant paracetamol

RESEARCHERS in the UK have released a study claiming using paracetamol in pregnancy is associated with increased risk for behavioural problems in children, but Australian health authorities have urged caution about dramatic unproven conclusions.

The report in the *JAMA Pediatrics* journal found prenatal use of paracetamol by mothers at 18 and 32 weeks of pregnancy was associated with increased risk of conduct problems and hyperactivity symptoms in children.

The authors said the findings could have important implications on public health advice, but also cautioned about weighing the risks of not treating fever or pain during pregnancy.

Professor Norman Saunders from the University of Melbourne described the authors' claims as "bold", pointing out that such a causal relationship is not established by this sort of data.

All that can be claimed, Saunders emphasised, is that an association has been uncovered, which could warrant further investigation.

PSA scores peak \$s

THE Pharmaceutical Society of Australia has been awarded a three year grant of \$1.24 million under the Health Department's 'Health Peak & Advisory Bodies' program, as revealed by the department's Grants Report.

Other peak and advisory bodies receiving grants include lobby groups and foundations supporting different disease states, rural and disadvantaged groups, university and some research groups.

The National Return and Disposal of Unwanted Medicines program (NatRUM) has a three year grant of just over \$13 million, while grants to NPS MedicineWise for "Quality Use of Medicines Education" amount to over \$130 million.

See www.health.gov.au.

HPS wins St Vincent's

PHARMACY services provider HPS has won the contract to supply the St Vincent's Health Australia group of private hospitals across the eastern states.

The major win, combined with the extension of a national contract with Healthscope Hospitals and other recent wins means the South Australian-based company has increased its contract revenue pipeline by over \$980 million over the next ten years.

HPS ceo Tony Wyatt said a key factor was the company's commitment to technological innovation which helps HPS meet the unique needs of its clients.

Examples include dispensary automation and the HPS proprietary ClinPod reporting tool.

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Qld PATY winner

NATANYA McLenaghan from Aspley Discount Drug Store has been chosen to represent Queensland at the national finals of the 2016 Pharmacy Guild of Australia Pharmacy Assistant of the Year Award.



Guild Update

Pharmacies and pharmacy staff - take a bow

IT is great to see fresh confirmation that Australian consumers overwhelmingly trust their community pharmacists and choose to buy their medicines from a pharmacy rather than from a supermarket.

Recent research by customer satisfaction and ratings agency Canstar Blue, found 94 per cent of shoppers trusted the advice of their pharmacists and 83 per cent preferred to buy their medicines from a pharmacy rather than from a supermarket.

"Pharmacies set themselves apart from other retailers by their reputation for knowledge and service," Canstar Blue's report said.

This latest research reinforces previous studies that consistently ranked pharmacists among the most trusted health professionals.

Community pharmacists are the go-to health professionals for consumers seeking health advice and a wide range of health services. Their accessibility means people can walk in off the street and be able to consult with a highly trained and dedicated health professional they trust and in whom they have confidence.

Pharmacy Choice raps with King

HEAD of the Review of Pharmacy Remuneration and Regulation panel, Stephen King, was in Adelaide last week to discuss the issues with Pharmacy Choice members.

At the Member Network Event, King had an open discussion with members (pictured) about what they want the industry to look like in the future and what it would take to get there.

"Among community pharmacies there is a huge divergence of opinion as to the best way forward for the industry," King said.

"Large pharmacy chains have the ability to develop significant submissions which push their cases, and many independent pharmacies don't have the time or the resources to match that."

Pharmacy Choice national manager Luke McKinnon said the event was the ideal opportunity to delve into an important, highly relevant topic.

"The purpose of these events is not only to provide members with



an update on our tools, processes and strategy, but to give them an opportunity to voice their opinions," he said.

Willach Australia md John Koot also presented at the event.

Wizard franchise

WIZARD Pharmacy group will today officially launch its Wizard Franchise model at the Guild's Pharmacy WA Forum.

The group has 18 pharmacies in Perth, Bunbury, Kalgoorlie and Mandurah plus a roadmap of 20 new Wizards opening across Qld in the next year, with the franchise model set to further accelerate the growth - more info via email on jointhefamily@wizardps.com.au.

Win with A'kin

This week Pharmacy Daily and A'kin are giving away each day a pack including A'kin Pure Radiance Rosehip Oil and A'kin Brightening Rosehip Oil with Vitamin C.

Discover skin that feels soft, smooth and deeply hydrated. This award winning Rosehip oil helps to restore moisture and reduce the visible signs of ageing. The result is vibrant, glowing and radiant looking skin. Or try A'kin Brightening Rosehip Oil with a collagen boosting formula and the addition of powerful antioxidant Vitamin C to neutralise free radicals, this oil helps to brighten overall skin tone and texture, while reducing the appearance of sun damage and pigmentation.

To win, be the first from QLD to send the correct answer to the question to comp@pharmacydaily.com.au

What is one benefit of Rosehip oil to the skin?

Congratulations to yesterday's winner, Annie from Balmoral St Pharmacy.



Dispensary Corner

BETTER late than never?

A young aspiring surgeon in West Virginia, USA, took out a library book from Kanawha County Library to inspire his ambition: "You want to be a doctor?" the title read.

Well, that was back in the '70s - and now as a successful plastic surgeon in Miami, he considered it was time to return the book - with interest.

Dr. Michael Kelly told a local news station that he recently found the book in a bookshelf at his home and is "extremely embarrassed" that it has been checked out for so long.

Kelly donated \$500 to express his gratitude, saying he hoped his story would inspire other young people to follow their dreams.



SOME days it's better to stay in bed, as two weary robbers found out.

After stealing what they could from a house in California, USA, two teenage thieves celebrated with some marijuana tokes inside their getaway car before taking off, reports *Fairfax Media*.

The drug had its effect on the tired youngsters putting them soundly to sleep until woken by a patrolling officer who was alerted by the hazy malodorous smell.

"There was a strong odour of marijuana coming from the vehicle," said Undersheriff for the Merced County Sheriff's Department, Jason Goins, who found the car full of stolen goods, including a loaded gun.

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