



BRAY COHEN

BPharm, DipCouns, DipAdultEd
Pioneer of pharmacy and
complementary medicine
integration



DDS service success

DISCOUNT Drug Stores members achieved 40% more revenue from professional services in 2015 than the national average, with the company today highlighting its range of pharmacist and retailing support tools.

The offering includes health clinics and assessments, medication reviews, vitamin and drug packing, diabetes care & more - **see page 3**.

ASMI 2016 China focus

OPPORTUNITIES to capitalise on Chinese demand for Australian consumer health and personal care products will be a dominant theme at the 2016 conference of the Australian Self Medication Industry (ASMI) on 27 Oct 2016.

Austrade's Grame Barty and Benjamin Sun, an e-commerce specialist from Think China will

address delegates about the exciting opportunities for growth from overseas demand for Australian consumer healthcare products both now and for the future, ASMI has said.

ASMI marketing and business development director, Filomena Maiese, said, "The consumer healthcare products industry has been growing strongly in Australia, and exports have seen unprecedented growth in the last year, particularly to China."

"Asian consumers view Australian consumer healthcare products positively because of Australia's strict regulatory system for therapeutic goods.

"They are using digital technologies to purchase Australian consumer healthcare products online, which is one factor driving Australian export growth to the region," she explained.

Grame Barty from Austrade will outline the current export environment and channels and flag both the risks and opportunities that off shore demand has brought, along with potential health-related categories positioned well for export success in the future.

Benjamin Sun will outline Chinese consumer behaviour and insights, preferred Australian products and categories, with a focus on "a data-driven approach".

Today's issue of PD

Pharmacy Daily today has two pages of news, plus a page from **Discount Drug Stores**.

Be Medicinewise Wk

TAKE charge of your medicines is the theme of this year's Be Medicinewise Week (22-28 Aug), in its sixth year of reminding Australians about the importance of using medicines appropriately.

An online survey of 1,007 Australians this year revealed three in four are taking prescription, OTC or complementary medicines on a weekly basis.

Many respondents aged 50 and older are taking multiple medicines, with 28% taking five to nine medicines each week and 13% taking ten or more.

Some 80% purchased their medicines at pharmacies.

Pharmacists on the piste

LAST weekend Australia's fastest pharmacists on the snow competed in the annual Medici Capital Pharmacy Ski Race at Thredbo Ski resort in NSW.

The winner on the day was Peter Miller from Miller's Pharmacy in Yass with a time of 17.54 seconds down the challenging NASTAR course.

Basil Macreadie from Priceline Pharmacy Tewantin finished second, while the bronze was taken out by Peter Clinch from Clinch Long Woodbridge.

Less than 0.13 seconds separated the top three men, while the women's division was won by Renata Gielis from NSW, with pharmacists Cecile Atkins (NSW) and Renee Hall (ACT) coming in second and third respectively.



The race took part during the Medici Capital Snow Business Conference, which addressed a range of business management and improvement issues "in the light of the many challenges now facing business owners and managers," according to Medici Capital md Frank Sirianni of Medici Capital.

Pictured on the podium are Basil Macreadie, Peter Miller and Peter Clinch with Frank Sirianni.

HPS Pharmacies

2 x Regional Operations Manager

Hospital based Pharmacies - Melbourne

HPS are seeking 2 Regional Operations Managers for our Victorian operations that possess:

- Multi-site management experience
- Excellent interpersonal, communication and negotiation skills
- Thorough understanding of issues surrounding the PBS, budgets and operations
- Strong commercial and business focus
- Demonstrated innovative leadership and management practices

**To apply, visit www.hps.com.au/careers
by 9am Monday 29 August 2016**

Brenzys PBAC advice

FOLLOWING the Therapeutic Goods Administration's approval of the drug (**PD** 29 Jul), MSD's etanercept biosimilar Brenzys (originator brand Enbrel from Pfizer) has been recommended for Pharmaceutical Benefit Scheme funding by the Pharmaceutical Benefits Advisory Committee (PBAC) in their July meeting.

The product is endorsed for rheumatoid arthritis, psoriatic arthritis, plaque psoriasis and ankylosing spondylitis and is 'a' flagged for pharmacist substitution.

The PBAC noted that the pharmacist substitution process for the medication allows for patient and prescriber choice.



closer to
nature.

Bottle feeding should be a relaxed and happy experience for you and your baby but colic can make this difficult.

Our **advanced comfort system** can help in two ways:



1 AWARD WINNING TEAT mimics the real breast so your baby can latch on and feed easily

2 PATENTED AIR VENT sucks air through the wand to reduce air in your baby's milk

www.tommeetippee.com.au
Tommy's Tippee Customer Care Line
1800 096 938

Due to rapid expansion instigo is looking for professional services specialists to join our team of coaches.

Join an enthusiastic and experienced team in order to help community pharmacies reach their potential, whilst at the same time improving patient outcomes.

Send your resume to Shannon Kerr • shannon@instigo.com.au



Neutrogena stars

NEUTROGENA has announced Aussie actor Rachael Taylor as the face of a new *See What's Possible* campaign in Australia & NZ.

Other global ambassadors include Jennifer Garner, Kerry Washington, Julie Bowen & Kristen Bell.



Guild Update

Stay updated on the Review of Pharmacy

THE Pharmacy Review Panel Chair, Professor Stephen King will provide an update on the Review of Pharmacy Remuneration and Regulation on Saturday 10 September, at Pharmacy Connect in Sydney.

Professor Stephen King will highlight key themes arising from initial consultations on the Discussion Paper, as well as how pharmacists and the industry can contribute to the Review.

All members of the community pharmacy industry are encouraged to secure their place at Pharmacy Connect and ensure any concerns with this Review are raised with the panel.

Pharmacy Connect is hosted by The Pharmacy Guild of Australia, New South Wales Branch, and will be held in Sydney on 9-11 September at the Four Points by Sheraton Sydney, Darling Harbour. Full program and registrations are available online at: www.pharmacyconnect.com.au.

For exhibition opportunities, please contact the Pharmacy Guild of Australia's Queensland Branch Events Division on 07 3831 3788 or events@qldguild.org.au for more information.

Pfizer wins Medivation

PFIZER has confirmed an agreement to buy oncology-focused biopharmaceutical company Medivation for about US\$14 billion.

The latest in a long run of blockbuster deals in the drug and biotechnology industries, the deal ends months of bidding for the pipeline-rich San Francisco company.

Medivation, which identifies one of its strategic pillars as "partnering or selling successful programs to large pharmaceutical, biotechnology or medical device companies for late-stage clinical studies and commercialization" has found a matching relationship with the largest pharmaceutical company in the world.

The acquisition sees Pfizer gain the blockbuster prostate-cancer treatment Xtandi, that's already approved for sale in the U.S. and elsewhere, generating US\$2b in annual sales, with projections that this could more than double.

Pfizer ceo Ian Read said in May that he was more interested in acquiring late-stage assets because the company already had plenty of

early-stage drugs in the works.

The deal is the biggest Pfizer purchase since acquiring Hospira for about \$17 billion last year, although Xtandi sales profits will be split with Tokyo-based Astellas Pharma, which partnered with Medivation on the drug.

The Pfizer deal is the culmination of a bidding war for Medivation which was kicked off when Sanofi made an unsolicited US\$9 billion offer for the firm earlier this year.

Astral ventilator recall

RESMED, in consultation with the TGA, has initiated a recall for product correction in relation to its Astral 100 and Astral 150 ventilators due to an internal battery issue.

ResMed said it will replace the internal battery in affected ventilators as part of the routine maintenance service, in Sep 2016.

Some reports have said the ventilation machines have failed on occasions without alerting to the low battery situation.

Dispensary Corner



AS IF we hadn't heard enough about the Republican presidential nominee Donald Trump, now naked statues of the potential next leader of the free world have appeared in parks in the US cities of New York, Los Angeles, Seattle, San Francisco and Cleveland, *BBC News* reports.

The less-than-flattering, obese and severely under-endowed (perhaps in need of some medication) replicas (pictured) sport his golden hair and stern visage in a way that has spawned a significant storm of social media selfies taking mockery to enormous lengths.

The installations are the project of the INDECLINE activist collective, and were created by an artist from Cleveland.



New York City Parks staff removed the unauthorised installation, with parks spokesman Sam Biederman quipping, "NYC Parks stands firmly against any unpermitted erection in city parks, no matter how small."

KEEPING fit and healthy in pregnancy is important for elephants too - especially with their gestation period going for a lengthy 22 months.

Expectant elephant Thong Dee who lives at Taronga Western Plains Zoo in Dubbo is acting as a model elephant citizen with her high protein hay and fruit diet and special exercise program.

You can see a video of her doing her fitness regime [HERE](#) which involves stacking tyres, step ups, stretching, raising her legs up into the air and lying down.

Win with Dermal Therapy

This week Pharmacy Daily and Dermal Therapy are giving away each day a prize pack worth \$100.

Dermal Therapy is a clinically tested, therapeutic skincare range developed for people who suffer from common skin conditions such dry skin, Eczema, Psoriasis and Dermatitis. Dermal Therapy Platinum Heel Balm has been clinically tested to provide visible results in one day. Each product is formulated with high quality ingredients and has been developed with a concentrated, moisturising emollient base to provide optimum hydration.



To win, be the first pharmacist or pharmacy assistant from QLD to send the correct answer to the following question to comp@pharmacydaily.com.au

Fill in the blanks: Dermal Therapy is a therapeutic skin care range that is developed for people who suffer from common skin conditions such as _____, _____, Psoriasis and Dermatitis.

Congratulations to yesterday's winner, Emily Keleher from Good Price Pharmacy.

Pharmacy Daily is Australia's favourite pharmacy industry publication.

Sign up free at www.pharmacydaily.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia
P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Business Publishing Group.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Magda Herdzik, Sean Harrigan, Melanie Tchakmadjian

advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV

DISCOUNT DRUG STORES

more than just low prices

Are your Professional Services working for you and your customers?

SUPPORT & TOOLS CREATED BY PHARMACISTS, FOR PHARMACISTS



PROFFESIONAL SERVICES

- Team of dedicated pharmacists to provide support and help you to easily implement a wide range of services and prepare for 6CPA programs
- Strong focus on professional services and national health campaigns, including Lifestyle, Flu Vaccination, Hearing, and Diabetes Risk Assessment clinics
- Leading the charge with Pharmacist-led flu vaccinations, with 50% of our flu vaccinations in 2016 administered by pharmacists!
- We create workflow efficiencies, helping you spend more time with your customers
- Medication management program to improve patient compliance and health outcomes
- Online CPD training & help with QCPP compliance
- Tools and support building better relationships with your local GPs
- Our professional service offering includes health clinics & assessments, medication & vitamin packing, medication reviews, diabetes care, medical & carer's leave certificates, asthma management and much, much more!

Discount Drug Stores achieved over 40% more revenue from PPI in 2015 than the national average!*

SUPPORT & TOOLS CREATED BY RETAILERS, FOR RETAILERS



RETAILING & SUPPORT

- Leading retail & promotional strategies to help you achieve year-on-year growth
- Our comprehensive marketing programs are designed to attract and retain customers while increasing their spend
- Our dedicated Merchandise and Operations teams provide strategies, tools & training programs to equip your staff with the necessary tools to help achieve your business goals
- We monitor industry pricing to maximise your margin
- A dedicated team to support with every facet of your business, including Professional Services, Merchandising, Marketing & PR, Projects, and Operations
- Our business solutions are tailored to meet your unique business needs, so you can spend less time in the books and more time with your customers!

Discount Drug Stores continued to achieve year-on-year growth ahead of the market!

*Data from Guildlink - 30/4/2015 - 5/1/2016

Call us today for more information!
Adam Goss: 0458 065 928

[Click to Enquire](#)