



As seen
on TV

for the
love of life

blooms
HEALTH PRODUCTS

1800 181 323
info@bloomshealth.com.au

Diabeteswontstopme

DIABETES Victoria has launched a new website at diabeteswontstopme.org.au highlighting the organisation's programs and services and coinciding with National Diabetes Week 10 to 16 Jul.

The site uses case studies to encourage those living with diabetes on ways to help manage their situation through life and mitigate comorbidities.

Education, support groups and other information are provided.



2016 Blackmores Institute Symposium

Integrating complementary
medicine into pharmacy practice

EARN UP
TO 10.75
CPD
CREDITS

13 August, 2016
Sheraton on the Park, Sydney

Full program available at:
Blackmoresinstitute.org

IBISWorld pharmacy report

ONGOING reforms to the Pharmaceutical Benefits Scheme and continued debate about how to meet the health requirements of an ageing population are forcing pharmacy to focus business growth in non-PBS sectors, according to a recently updated industry report titled *Pharmacies in Australia* from analyst firm IBISWorld.

The industry is expected to generate revenue of \$15.8b in 2016-17 and record a less than exciting annualised growth of 0.3% over the five years through 2012-2017, the report reveals.

IBISWorld anticipates the Australian pharmacy industry to grow by an annualised 0.8% in the five years through 2021-22 to reach revenue of over \$16 billion.

With further price disclosure changes due to cut in from 01 Oct, the price of generic drugs is expected to fall further, following originator brand versions being removed from weighted average

'Healthy' foods rort

UNILEVER Australia and The Smith's Snackfood Company have been fined \$10,800 as a result of infringement notices issued by the Australian Competition and Consumer Commission for misleading 'healthy food' representations.

Both companies were found to have made false or misleading representation on the packaging of popular products they supply suggesting they had been approved or were suitable as healthy options for school canteens.

Both companies have also agreed to stop using 'healthy' logos on their packaging associating their products with a tick symbol or a sandwich and apple and reference to school canteen approval.

disclosed price calculations.

The result of this price-deflation is that pharmacists will inevitably be forced into alternative revenue sources such as scheduled non-prescription medicines, cosmetics, beauty products, baby products, skin and hair-care products, sun-care products and other general health items, the report said.

In addition, pharmacies will also focus on preventative and primary health care programs as they seek to cement their role in community primary health care.

"Over the past decade, traditional community pharmacies have undergone significant changes," said author Arna Richardson.

"Intensifying retail competition from new internal and external operators, such as discount pharmacies and supermarkets, have altered the industry's operating landscape, particularly as a growing number of operators rely on promotional discounting."

The report also discusses the increasing impact of consumers gravitation toward supermarkets stocking a range of widely used non-scheduled medicines reducing demand for traditional pharmacies.

CLICK HERE to access the report.

GSK Olympic vaccines

GLAXOSMITHKLINE has continued its vaccination program for the Australian Olympic team, under a long term agreement which sees all potential Olympians immunised "to help ensure our athletes are fighting fit for competition at the Rio 2016 Olympics".

For travel to Brazil vaccinations for hepatitis A and B, rabies & typhoid are recommended, while those entering Australia from Brazil must be vaccinated against yellow fever.

Hosp pressure ulcers

REDUCING the risk of hospital acquired pressure ulcers (HAPUs) is a significant achievement for any hospital care team and has been recorded by the adult intensive care unit at Eskenazi Health, Indianapolis, Indiana, US, between 2012 and 2013, and published in the *American Journal of Critical Care Nurses*.

Sponsored by medical technology and wound dressing specialist company Smith & Nephew, the study was able to demonstrate a 69% reduction in HAPUs with a potential cost saving of almost \$1m, using Allevyn Life, a silicone foam dressing.

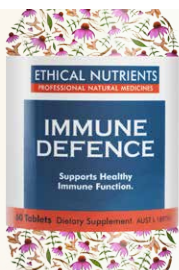
Worried about membership costs and PBS reform?

Improve the health of your pharmacy with SmarterPharm

- ✓ Excellent PBS and OTC wholesale trading terms
- ✓ Negotiated generic supplier deals
- ✓ OTC buying guide
- ✓ Vaccine supply deal
- ✓ Professional Services Support Program
- ✓ Retail Management Solutions

www.smarterpharm.com.au
office@smarterpharm.com.au
P: 0438 402 713 or 0466 711 702

SmarterPharm



The right defence against colds and flu with high strength androgens

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES



Guild Update

MedsASSIST – informing medicine decisions

MedsASSIST is increasingly helping to identify patients at risk of inappropriate use of over-the-counter medicines containing codeine and I urge all pharmacies to be part of this very worthwhile and efficient program. With MedsASSIST we aim to ensure that patients who need these medicines still have access to them in a timely, safe and accessible manner.

The ultimate success of the program in supporting our case against the up-scheduling of these medicines to prescription only lies in its maximum possible uptake by pharmacies across the whole country. We need to have every pharmacy in the country using MedsASSIST to monitor the use of these products. So far we have more than 60 per cent of the community pharmacies in Australia using the MedsASSIST program and the number is growing.

The program – which is delivered free of charge to all pharmacies via GuildLink – is in its early stages and is evolving in response to member and consumer feedback which recently has been focused on two main areas.

The Guild urges all pharmacists who have encountered any difficulties with MedsASSIST – or have heard of other pharmacies or colleagues who may have concerns with the program – to contact the Guild. Do not hesitate to contact the [Guild at MedsASSIST@guild.org.au](mailto:Guild@MedsASSIST@guild.org.au) or 02 6270 1888. Or contact us via the MedsASSIST [feedback form](#).

NatRUM audit launched

THE Return and Disposal of Unwanted Medicines Project (NatRUM) has appointed a research team from Queensland's Griffith University, to undertake an audit of unwanted medicines returned from all states and territories.

The researchers will also conduct a general population awareness survey, with the move following a previous survey in 2013 which

concluded that the NatRUM program is a "critically important and highly valuable public health initiative, safeguarding the health of consumers in Australia and the environment".

The 2016 audit will build on this previous body of evidence, also providing an extrapolation of the value of wastage to the PBS by comparison with available PBS dispensing data, as well as providing further information for consideration and use in the broader post-market monitoring program of medicine use.

A detailed analysis of the types and amounts of medicines being disposed of will be undertaken, while a consumer household survey will be undertaken to estimate the numbers of Australian households who are using the NatRUM service.

For those who are not utilising the service the researchers will also look at how awareness of the program may be increased.

NatRUM Limited is a national not-for-profit company overseen by project manager Toni Riley, with the program fully funded by the Australian govt through to Jun 2018.

CM evidence graphic

INDEPENDENT data journalist and information designer David McCandless has developed an infographic summarising the evidence base behind some popular health supplements which are promoted as having benefit for humans when taken orally.

The evidence is classified as strong, good, promising or otherwise below the "worth it" line.

Caffeine, coconut oil, iron, St John's Wort and vitamin D feature strongly as supported by the evidence, while vitamin K2, turmeric and egg-shell membrane are among the 'promising'.

CLICK HERE for the graphic.



Dispensary Corner

BEIERSDORF, the maker of Nivea sunscreen, has launched a new video commercial which showcases an intriguing use of drone technology.

The ad features a robotic seagull, which soars over a beach crowded with holidaymakers including a bunch of kids who don't really want to have sunscreen rubbed into them.

As the excited children watch on the battery-powered gull (pictured) "drops its load" - a whitish splodge of creamy stuff which exudes from the creature's artificial backside all over a little boy - who has been targeted by a UV-sensitive camera because he was unprotected.

The gooey substance is, of course, some protective Nivea sunscreen - to view it see pharmacydaily.com.au/videos.



AND while we're on the subject of aerial antics, a Canadian man has discovered another new use for drones - he's using his to wax his leg hair.

David Freiheit has recorded himself applying a Nair wax strip to his leg, attached to a wire which in turn was linked via a long slack rope to a drone.

After the aerial device gets a good run-up the wax strip is ripped off - along with a goodly chunk of his leg hair.

"For the first time in the history of humankind, someone has used a drone to wax their legs.

"I only did one strip, but the venture was a smashing success," he enthused.

Win with Bosisto's

This week Pharmacy Daily and Bosisto's are giving away each day a Bosisto's EucoSteam Inhaler combo and EucoSteam Inhalant 200mL.

Bosisto's EucoSteam Inhaler is a portable and easy way to use warm steam inhalation for colds & flu. Just fill the lightweight inhaler with hot water (adding Bosisto's Inhalant for soothing eucalyptus vapours) and inhale the steam to help clear nose and chest congestion. Naturally soothing relief, anytime, anywhere.

More info at www.bosistos.com.au

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

Describe how to use the Bosisto's EucoSteam Inhaler.

Congratulations to yesterday's winner, Jim Brown from MedicalDirector.

