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### See Red at APP

A MYSTERY company will feature a special guest at APP, in the person of “international man of mystery” Mr Red who will be roaming the hall on Saturday offering attendees the chance to win one of five \$100 pre-paid Visa cards.

Simply take a selfie with Mr Red who apparently will be easy to spot - he's the one in Red.

More mystery on **page three**.

## Monash “highly cited”

MONASH University's Institute of Pharmaceutical Sciences (MIPS) has been highlighted as one of the world's leading centres of pharmaceutical research, according to the 2015 HiCi (Highly Cited) list released by Thomson Reuters.

The HiCi list is a measure of research impact, identifying scientists whose work has had the

greatest influence on their peers.

More researchers from MIPS were included in the HiCi list for Pharmacology and Toxicology than from any other university or institute in the world.

Overall Monash University's HiCi inclusions totalled 11 researchers, with six of them from MIPS including Professor Chris Porter, Professor Arthur Christopoulos, Professor Colin Pouton, Professor Roger Nation, Professor Jian Lie and Professor Bill Charman.

Work currently being undertaken by the MIPS team includes addressing the poor oral absorption of new drug candidates, the development of new drug delivery systems, developing more selective medicines to treat schizophrenia and diabetes, addressing the problem of drug-resistant “superbug” bacteria, drugs to treat neurodegenerative diseases and systems microbiology.

### On a Friendlies roll

WESTERN Australia's Friendlies Pharmacy Group is now “going from strength to strength” after its 2013 acquisition by health insurer HBF Health.

The transition to a new health service model saw some natural attrition, with store numbers drop down to just 12, but this is now recovering with 60% growth in the financial year to date, with 24 pharmacies now delivering.

The model includes a comprehensive Type 2 diabetes program, with benefits payable by HBF Health, added to the suite of health services.

Other successes include Friendlies High Wycombe being named as one of the five finalists in the Guild Pharmacy of the Year competition, as well as a strong performance at the PSA WA awards last weekend.

That saw Teresa De Franco from Friendlies East Victoria Park named as young pharmacist of the year, Noel Fosbery of Friendlies High Wycombe as Pharmacist of the Year.

The PSA WA lifetime achievement award went to Jeff Leach from Friendlies Claremont, who was cited for 50 years service to the industry and his foresight in engaging HBF to instigate the unique health insurer/pharmacy model.

## Guildcare pharmacy of the month

MIAMI Amcal Chempro Chemist in Queensland has been named as the Guildcare Pharmacy of the Month for Feb.

The team of Jennifer, Carly, Sarah and Margaret is pictured celebrating the win, with proprietor Carly Clifford saying the store had set achievable goals, focusing on targeting patients who would benefit most from the programs available via the system.

These included Spiriva



Compliance & New to Therapy, Bretaris Genuair New to Therapy and Champix My Time to Quit.

### Today's issue of PD

Pharmacy Daily today has two pages of news, plus full pages from (**click**):

- Paint it Red
- Amcal/Guardian



Specialists in:

- Pharmacy Insurance
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Tony Carollo & Susan Carollo - VIC/NSW/TAS/SA

Natasha Lawrance - WA

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## A New Revolution in Connected Health Platforms

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guildcare

Join Us at APP

STAND 329

APP



## MPS partnership

**AUTOMATION** specialist MPS has announced a partnership with Guildlink which help pharmacies identify DAA opportunities, automate their DAA business and "provide other services to improve efficiencies in store".

According to MPS ceo Luke Fitzgerald the new relationship will see the integration of GuildCare software into MPS' Healthstream and Quantum systems.

## Guild Update

### APP week!

**WE ARE** now in the final hours leading up to this year's Australian Pharmacy Professional (APP) conference - the most significant event on the Australian pharmacy calendar.

APP attracts several thousand delegates to the Gold Coast Convention and Exhibition Centre each year, including community pharmacists, pharmacy staff, and all the senior figures from the broader pharmaceutical industry including manufacturers and wholesalers.

And APP 2016 is shaping up as the best yet. The array of international and local speakers promises to provide something of interest for everyone. From the kick-off with the Industry Symposium on Thursday, to the presentation of the Guild Pharmacy of the Year Awards, and a wide range of clinical, professional and business topics covered in dozens of "Clinical Bites" sessions and workshops outside the main conference hall.

Over the years, APP has been a favoured location for Guild Members and all in the pharmacy sector to meet and exchange ideas, experiences and fellowship. We look forward to seeing you there.

## Evidence-based concern

**THE ABC** has highlighted issues around pharmacy sales of complementary medicines, in a *Background Briefing* radio investigation broadcast last Sunday.

The exposé collated interviews in about a dozen pharmacies in which the pharmacy employees showed a lack of understanding of CMs.

Interviewees also included long-time CM critic Ken Harvey and Geoff March, pharmacy practice lecturer at the University of SA and president of union group Professional Pharmacists Australia.

The report, titled "Should you trust your pharmacist" asks why trusted health professionals are "giving credibility to these supplements with little or no proven health benefit".

Products highlighted include green-lipped mussel, prickly pear, bilberry, chlorophyll, multivitamins, eye health products and more, from a range of suppliers including Blackmores and Swisse.

The report includes examples of advertising from Chemist Warehouse, as well as Priceline's in-store "Health Heros" who are hired to recommend vitamins and

supplements without qualifications, the report claims.

It also raises the infamous "fries and Coke" CM companion sale deal proposed by the Guild and Blackmores some years ago (*PD* 04 Oct 2011), and the Sansom Review of Medicines which recommends a new category of approvals with a higher level of evidence.

The report is live at [abc.net.au](http://abc.net.au).

## Sunscreen survey

**HAMILTON** sunscreen came out on top of 11 brands compared in a survey by website Canstar Blue.

Almost 1,600 adults were surveyed on the sunscreen products they purchased over the last 12 months resulting in Hamilton, Aldi Ombra and Cancer Council products winning top marks for texture, consistency and ease of absorption.

For overall satisfaction, Aldi Ombra and Hamilton both earned five-star ratings, replacing SunSense at the top of the rankings.

Hamilton pipped every brand on ease of absorption while Aldi Ombra had the best smell or scent.



## DISPENSARY CORNER

**SUCK** it up princess!?

Nitrous oxide - more commonly known as laughing gas - can help avoid post traumatic stress, according to a study recently conducted by the University College London.

The research saw 50 volunteers exposed to distressing scenes from a movie, with half of them spending the next half hour inhaling the happy gas.

Over the next week those who had sucked on the N<sub>2</sub>O reported significantly less recurring memories of the traumatic content compared to those who didn't take the nitrous, according to the write-up in the *Psychological Medicine* journal.

Lead researcher Ravi Das postulated that the laughing gas disrupts a process that helps permanent memories to form.

Apparently the brain requires N-methyl-D-aspartate (NMDA) receptors to tag information during the day which is then filed for long-term storage at night, with nitrous oxide blocking NMDA receptors and therefore possibly interfering with tagging.

**AND** speaking of tagging, a special jewellery item for children is helping keep track of infant immunisation in India.

Authorities in rural Rajasthan have implemented the system which contains a child's vaccination records in a computer chip on a simple necklace.

Titled "Khushi Baby" (happy baby) the device also stores the mother's health records and communicates with a smartphone allowing health care workers to access real-time data, according to a *BBC* report.

Data is uploaded to the "cloud" so health workers know what supplies they need on their subsequent field visits.

## Win with i Incrediwear™

This week Pharmacy Daily and Key Sun Laboratories are giving readers the chance to win an Incrediwear Knee Brace each day.

Incrediwear garments are designed to provide effective relief from acute and chronic pain and inflammation without restricting mobility, whilst increasing circulation and offering incredible comfort. The garments utilise revolutionary therapeutic fabric which is infused with circulation enhancing natural elements of Germanium and Carbon. By increasing blood flow to the affected area, the healing process is accelerated and the body still gets the benefits of compression without the squeeze!

Visit [www.keysun.com.au](http://www.keysun.com.au)

To win, be the first from QLD to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

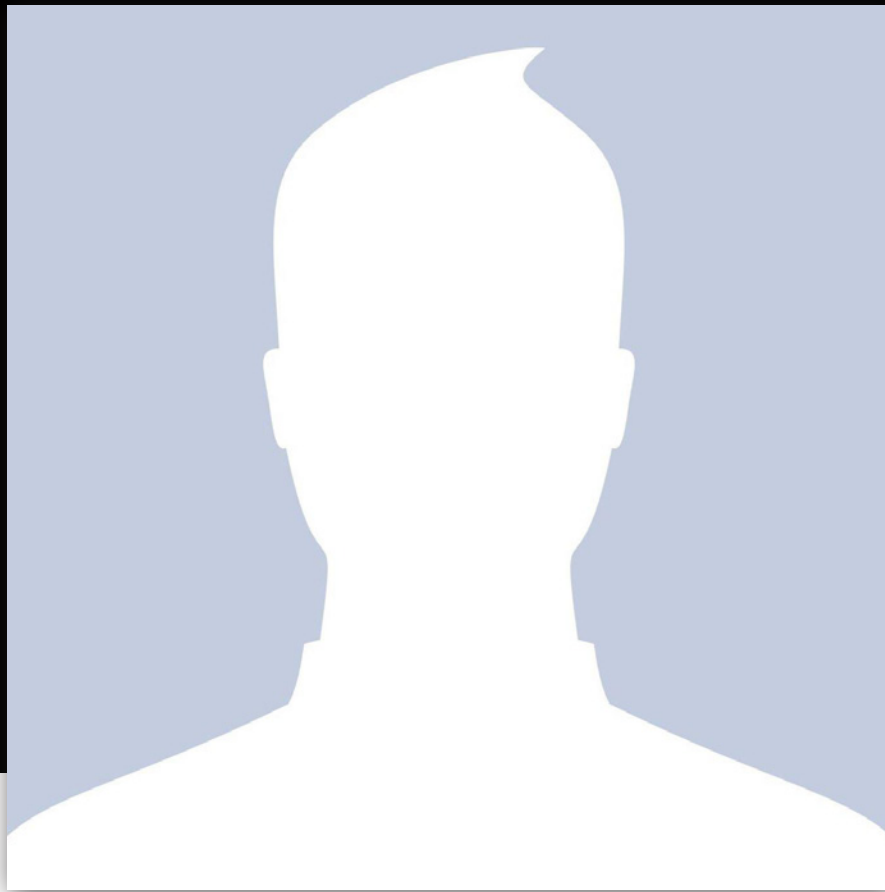
What is the longest period of time you can wear Incrediwear for?  
*Need a hint? CLICK HERE*

Congratulations to yesterday's winner, Erin Adeleye from Cooma District Hospital.



Red says:

**“Australian Pharmacy  
is changing.  
Are you ready?”**



Meet Red @ APP  
2016

**CLICK HERE**

# The 2016 Amcal & Guardian Retail Conference kicked off on Monday 14 March at Jupiters Hotel on the Gold Coast



## RAISING THE BAR

2015 has seen Sigma continue to invest significant resources in striving to help our members, customers and Sigma reach our collective personal best.

This year's Retail Conference will reflect on our current track record, and see the announcement of a number of new initiatives to continue to position our members and Sigma ahead of the chasing peloton.



★★ The Conference is exclusively for Amcal & Guardian members who over 3 days receive valuable industry insights while engaging with fellow pharmacists, suppliers and industry experts from across Australia all in the one place

★★ Brand Ambassadors Rachael Finch and Dr Cindy Pan will be in attendance along with some very special guest speakers

★★ The Conference closes on Wednesday 16 March with a Gala and Awards Dinner celebrating the achievements of store teams nationally

### Conference Overview

- Acquire actionable insights for your retail business in a changed and consumer led world
- Gain exposure to new strategic concepts
- Network with fellow pharmacists and suppliers all in the one place
- Insightful, productive fun environment
- Determine they are ahead in retail

### Optional sessions

- Driving your Pharmacy & Improving your Profit
- Retail Plan - Bootcamp
- The Impact of the Current Economy and the 6CPA on Pharmacy
- Private Label
- Diabetes
- Respiratory
- Sleep
- Cardiovascular

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To find out more about Sigma's Retail brands please call 1300 660 439 or visit us at [sigmaco.com.au](http://sigmaco.com.au)