

Training Circuit April 2016

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Today's issue of PD

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

- Paint it Red
- Sigma

Sussan Ley at APP

TIMING for the Minister for Health keynote address to APP2016 has moved to 1.30 pm tomorrow, with the Alan Russell Oration, presented by Chairman of the UK's National Pharmacy Association, Ian Strachan, now scheduled for 12.00pm to 1.00pm.

The conference has been accredited for Group 1 and Group 2 CPD credits suitable for inclusion in an individual pharmacist's CPD plan.

Refer to the summary table for the accreditation codes and CPD credits for each session.

POTY category winners

THE Pharmacy Guild has revealed the category winners in the 2016 Guild Pharmacy of the Year Awards, with the overall winner to be named tomorrow during the APP conference on the Gold Coast.

Mt Hawthorn Community Pharmacy from Western Australia took out the Business Management category; Queensland's **Samford Chemmart Pharmacy** won in the Community Engagement category; and WA-based **Pharmacy 777 Nollamarra** won for Professional Innovation.

Tomorrow's award presentation will showcase the three pharmacies as well as highly commended entries, with one of the judges of the awards, pharmacist Bill Scott, saying the section winners had displayed excellence in their respective categories.

"The judges were very impressed by these pharmacies and their innovative approach to providing

the best possible health services to patients while also building the viability of their businesses.

"All are involved in their communities, they know their people, they know what they need or want and in solving these needs they create great business opportunities for themselves".

Guild National President, George Tambassis, said the winners had also recognised that the future of pharmacy lies in looking to new sources of revenue in addition to government income.

"All three are shining examples of pharmacies of the future," he said.

Devices consultation

THE Therapeutic Goods Administration is seeking comments from interested parties on draft Medical Devices Clinical Evidence Guidelines.

Documents were released yesterday and interested parties have until Fri 10 June to respond.

See www.tga.gov.au.

Choosing Wisely

THE Choosing Wisely Australia campaign this morning formally released 61 recommendations about tests, treatments and procedures that may not be necessary and could even cause harm to Australian patients.

14 Australian organisations - including the SHPA - have joined the initiative which is facilitated by NPS MedicineWise - see www.choosingwisely.org.au.

Win a GoPro camera!

PHARMACY Daily is giving APP attendees the opportunity to win a new GoPro video camera - and at the same time enjoy taking a selfie.

Look for the **Pharmacy Daily** photo booth on the show floor, and on Saturday provide a business card or complete the entry form to be in with a chance to win.

Jelly bean birthday

GLUCOJEL turns 75 this year and to mark the occasion, a series of events including a Glucojel discount parcel deal pre-sale will be launched at the Gold Cross stand during APP2016.

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

To win, be the first from WA to send the correct answer to the question to

comp@pharmacydaily.com.au

Will Incrediwear relieve pain?

Need a hint? **CLICK HERE**

Congratulations to yesterday's winner, Annette Mathewson from Sanofi.

WA intern of the year

JOSEPH Foster was last weekend named the PSA MIMS Western Australia Intern of the Year, alongside other winners from Friendlies Pharmacy Group who took out the young pharmacist of the year, pharmacist of the year and the lifetime achievement award categories (**PD** yesterday).

Foster will compete with other state and territory finalists for the national Intern of the Year Award which will be announced at the PSA16 conference in Sydney taking place 29-31 July.

FOR SALE

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Ovarian cancer Rx

A **NEW** oral therapy, for women living with BRCA-mutated high-grade serous ovarian cancer (HGSOC) has been registered by the Therapeutic Goods Administration.

AstraZeneca has announced that its Lynparza (olaparib) will be made available to eligible women under a co-payment scheme.

Patients will be required to pay for one month of Lynparza at months 3 and 6 - \$6,180 each time totalling \$13,620.

All other months of Lynparza will be provided to patients at no cost (months 1, 2, 4, 5, and 7 onwards), but where a dispensing fee applies, that will not be covered in the AstraZeneca scheme.

New enrolments to the assisted patient access program are available now and will close "on or around 31 Dec 2016", the company said, adding that all patients will continue to receive the drug as long as deemed medically beneficial or the drug is made available through the Pharmaceutical Benefits Scheme.

Sigma relaunches Guardian

A **NEW** Guardian Pharmacy model was unveiled during the Sigma 2016 Retail Conference on the Gold Coast yesterday, with the aim of making it "easier for independent or rival pharmacies" to join the brand.

Advantage pharmacy

AMONG a host of launches at APP2016 will be a new Advantage Business Partner Program and Chemist Discount Centre from the Advantage Group.

The group says it offers a range of flexible membership models "that recognise the need for pharmacies to maximise all profit generating opportunities while maintaining independence".

Benefits of the Partner Program include marketing and professional support services, while the addition of the new Chemist Discount Centre brand is described as providing the "ultimate multi-strength business formula".

A simpler fee structure and a compliance model relevant to the Guardian brand has been introduced, including a new "fresh and cleaner look and feel format that provides a strong professional services offer" - with in-store changes to roll out during 2016.

Delegates at the Sigma conference heard that since the new model and fee structure was soft launched there have been 22 new pharmacies that have accepted the offer.

"Our members love the new format, new fee structure and are enthusiastic about the brand's direction, evidenced by 10% growth in new store numbers achieved in the first six months alone," said Sigma chief operating officer Gary Dunne at the conference.

"Sigma are investing heavily in the Guardian brand, and after 50 years it's having a strong renaissance... it will now play an even more important role as a trusted brand in the community in the future."

DDS targets 160

DISCOUNT Drug Stores is aiming to reach a total of 160 stores by the end of 2016 as the brand celebrates its 15th anniversary this year.

The model is working well, according to DDS National Manager of Strategic Business, Adam Goss, who said like-for-like retail sales grew 19.2% in 2015, five percentage points above the market average.

"The industry is continually adapting and changing to meet the demands of the consumer, meaning innovation within the pharmacy business model is essential to success and sustained future growth," he said.

DDS executive general manager Doug Kuskopf-Dallas also highlighted a "host of strategic business and marketing developments" under way, such as a new customer loyalty scheme, a trial program to link pharmacies and GPs in rural and remote areas and work to improve dispensary workflow, with the aim of attracting franchise partners to the brand.

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*Hardware requirement: within the last 5 years depending on specifications

Pharmacy DAILY

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Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy.

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Wound Care Product of the Year - Nexcare Blister Waterproof Bandages

Nexcare **Blister Waterproof Bandages** has taken the top spot for the Product of the Year award in the Wound Care category for 2016, in a consumer survey of 14,422 consumers by Nielsen Australia. The blister bandage features a cushioned hydrocolloid gel pad which provides added protection to minimise discomfort, and absorbs moisture from the blister, helping the wound to heal quickly. Ultra-thin, waterproof and latex free, this clear, breathable bandage's shape minimises edge lift, safeguarding against water, dirt and germs.

Stockist: 02 9211 4322

RRP: \$10.80

Website: www.nexcare.com.au



New Beauty Elixir powder from Qsilica

New from hair, skin and nails category company Qsilica, **Beauty Elixir** powder complements a daily beauty routine from within. This powder contains antioxidants resveratrol and green tea formulated with vitamins, minerals and plant phytonutrients, to protect against the free radical damage that leads to premature ageing. Qsilica states that the product is free from dairy, gluten, artificial flavours or sweeteners and is vegan friendly.

Stockist: 1800 001 055

RRP: from \$39.95

Website: www.qsilica.com

New Blooms Performance & Recovery Formula

New Blooms **Performance & Recovery Formula** contains premium organic coconut water powder rich in hydrating electrolytes and branched chain amino acids (BCAAs) to boost exercise performance and assist muscle recovery, the company says. Glucose and fructose free and low calorie (naturally sweetened with Stevia), this product occupies a unique niche in a busy marketplace.

Stockist: 02 9700 8850

RRP: \$44.95 for 200g (40 serves)

Website: www.bloomshealth.com.au



Beat the bleeding edge with TePe Interdental Brushes

Only available through pharmacies, TePe **Interdental Brushes** are easy-to-use tiny rounded brushes like very soft bottle-brushes that can reach and clean between the teeth. This is the moist and miry haven where bacteria breed and is responsible for bad breath, tooth decay and gum inflammation which can lead to bleeding, infection, tooth loss and diseases that affect the entire body.

Stockist: 1300 322 200

RRP: from \$8.95

Website: www.ozdent.com



DISPENSARY CORNER

ADVENTUROUS ageing?

A 92-year-old man has been picked up by police in the UK after motorists spotted him riding his mobility scooter on a motorway.

According to officers the "very confused" pensioner (**below**) found himself on the A2011 near Crawley in West Sussex after taking a wrong turn.



WHAT are the odds of this?

A couple in Michigan, USA welcomed a daughter into the world on 29 February, with baby Evelyn Joy now their second child to be born on a leap day.

Evelyn was born ten days after her due date, at 3.09am, and now shares her birthday with sister Eliana Adaya who was born exactly four years earlier, on 29 February 2012.

Neither baby was induced and both were natural births, with mother Melissa saying "it's kind of like winning the lottery... the baby lottery".

OVERCROWDING at a hospital in Iceland has become so bad that authorities have refitted one of its garages as a makeshift emergency department.

The new "garage ward" at the National University Hospital in Reykjavik can house six patients and is complete with beds and privacy screens in front of the deactivated automatic doors.

Spokesman Hilmar Kjartansson said "you might think this is some kind of joke, but it's about as far from a joke as it could be.

"We are just trying to adapt to a ridiculous situation".

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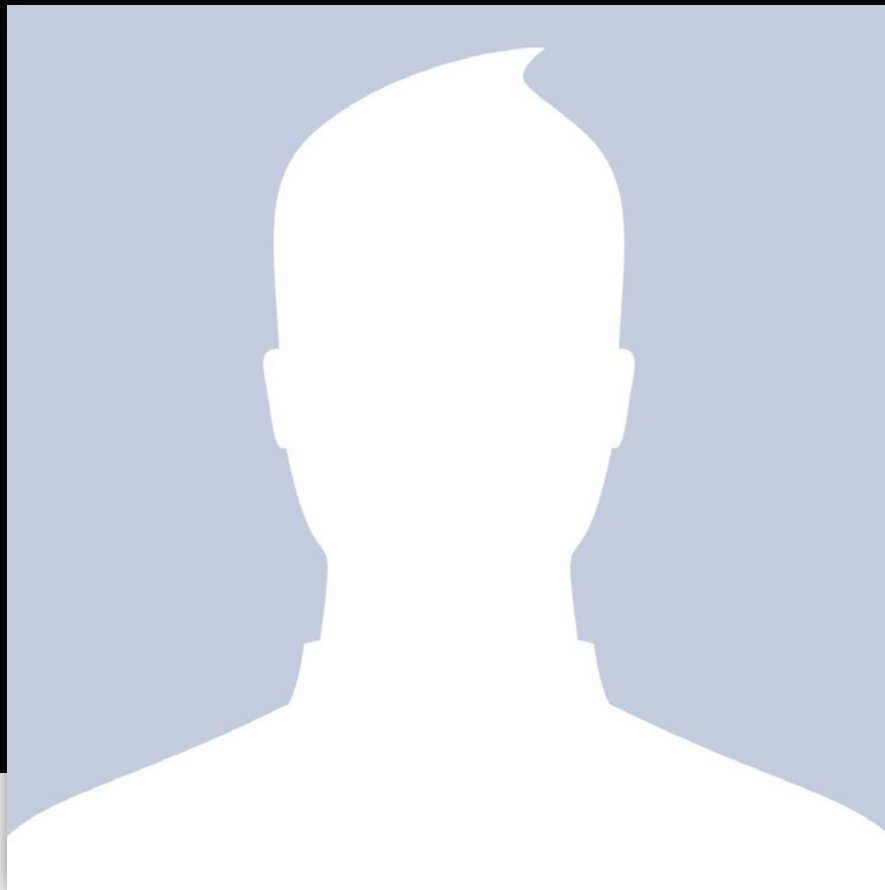
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Red says:

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



Meet Red @ APP
2016

CLICK HERE



Sigma's Retail 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!

Industry Welcomes New Guardian Membership Structure

Guardian, Australia's most trusted community pharmacy brand has been relaunched to the industry to make it easier for independent or rival pharmacies to join this heritage brand of more than 50 years. The announcement at this year's Retail Conference on the Gold Coast allows for a simpler fee structure and a compliance model relevant to the brand.

Since launching the new Guardian model and fee structure there have been 22 new pharmacies who have accepted the offer. The offer consists of a new fresh and cleaner look and feel format that provides a strong professional services offer. Sigma is proud to relaunch the brand and our members are extremely excited.

The 2016 Retail Conference also heard that the consumer will see some changes inside Guardian pharmacies in 2016. The Guardian logo which is illustrated by the use of a mortar and pestle underpins the brand's focus on highest levels of pharmacy service and community focus.

"Taking a 50 year brand and revitalising it is not easy, but our members love the new format, new fee structure and are enthusiastic about the brand's direction evidenced by 10% growth in new store numbers achieved in the first 6 months alone," said Gary Dunne, Sigma's Chief Operating Officer.

"Sigma are heavily investing in the Guardian brand and after 50 years it's having a strong renaissance and it will now play an even more important role as a trusted brand in the community in the future," Mr. Dunne said.



L-R: **Mark Hooper** (Sigma's CEO & MD) & **Gary Dunne** (Sigma's Chief Operating Officer)



L-R: Reigning Olympic Champion for the 100m Hurdles, **Sally Pearson** with MC **Zara Swindells-Grose**



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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