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## Health Care Homes trial announced

FEDERAL health minister Sussan Ley yesterday unveiled plans for a voluntary trial of its Health Care Homes initiative to take place from Jul 2017.

The cornerstone of the government's plan to deal with the rising tide of chronic disease, Ley made the announcement as doctor's group United General Practice called for a three to six month delay of the program.

Ley noted that it is voluntary for medical practices and patients to participate in the scheme.

"It will not start until mid-2017 and will be fully evaluated before any future roll-out to the wider community," she said.

More than \$100m has been allocated to support the rollout of the first stage of the program, with the aim of enrolling up to 65,000 patients in 200 medical practices in ten regions across Australia.

The deadline for responses to Health Care Homes trial round is 15 Dec 2016 - the same day that pharmacy stakeholders are required to lodge tenders for the second stage of the Pharmacy Trial Program (PD 25 Oct).

For details see [health.gov.au](http://health.gov.au).

## MedAdvisor asthma link

LISTED medication adherence specialist MedAdvisor yesterday announced a new 12 month pact with Asthma Australia, with the aim of improving health outcomes for the estimated 2.4 million Australians living with asthma.

The company said it already has more than 45,000 users with asthma using the platform to manage their regular prescriptions.

"MedAdvisor data shows patients living with asthma and utilising MedAdvisor are up to 30% more adherent to their preventer

medication than those not using the platform," the company said.

"MedAdvisor and Asthma Australia have a shared vision to reduce the health, social and economic impacts of chronic diseases," said MedAdvisor ceo Robert Read.

"Asthma Australia will help MedAdvisor bring awareness that world leading medication management programs exist," he added, with the partnership an "important part of the company's user acquisition strategy".

The asthma partnership complements similar arrangements with other groups including Epilepsy Queensland, Diabetes Australia, Painaustralia, Glaucoma Australia & Osteoporosis Australia.

Industry companies on board include BUPA, Bristol-Myers Squibb Australia, AstraZeneca, Novartis, GlaxoSmithKline Australia, UCB, Arrow Pharmaceuticals and Apotex.

## Vic crisis response

VICTORIA'S Inspector-General of Emergency Management will lead a review of the emergency response during last week's "thunderstorm asthma event" (PD 23 Nov).

Pharmacies in Melbourne were inundated with patients referred from hospital emergency departments seeking inhaler medication to deal with the crisis.

Vic health minister Jill Hennessy said it was a "health emergency of an unprecedented scale, and we have an obligation to ensure that we learn every lesson there is to learn from this event".

## "Blue Book" review

NSW Health has invited comments from parents, carers and health professionals about its 'Blue Book' personal health record system.

The Blue Book is a key resource for parents of newborn babies in the state, and has been produced since 1988 as a support for NSW families as they raise their children.

About 100,000 Blue Books are issued annually.

Feedback is being sought via an online survey which can be accessed through until 15 Dec - for details [CLICK HERE](#).

## Connect in 2017

THE Pharmacy Guild is inviting the industry to save the date for Pharmacy Connect 2017, which will take place at Sydney's Hilton Hotel from 01-03 Sep - for more details see [pharmacyconnect.com.au](http://pharmacyconnect.com.au).

## Win with australis

This week *Pharmacy Daily* and *australis* are giving readers each day the chance to win both shades of Australis Match maker Shade Adjusting Drops.

Transform a 'Nearly Right' foundation into 'Mr Right' to create your perfect foundation match with new Australis Match Maker Shade Adjusting Drops. They're your secret weapon to flawless coverage. Perfect your foundation colour and match your skin tone with these lightening and darkening foundation drops. The drops can be used with your normal foundation to create the exact shade, whether lighter in winter or darker in summer.

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 price?

Congratulations to yesterday's winner, Karla McClelland from Integria Health Care.



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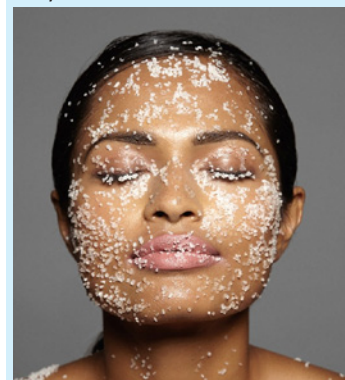
## Dispensary Corner

**SUGAR** can be used for good and not evil when it's put on your face as opposed to inside your belly.

Beauty experts are now suggesting making a sugar mask at home from raw sugar ground into a fine powder mixed with olive oil and raw honey.

Apparently it promotes a natural process called 'glycation' which is vital for youthful skin.

While you make look like you've just fallen into the sugar bowl (key exhibit pictured below) you'll supposedly receive a brighter, more radiant facial complexion for your efforts. Sweet!



**A VEGAN** woman who drinks a sperm-infused smoothie every morning swears by it for boosting her energy levels.

The *Metro* is reporting that the woman uses the sperm of a male friend which she keeps in a tub in her fridge.

According to associate professor of urology at Harvard Medical School Abraham Morgentaler sperm isn't regarded as a superfood in the health world - even though it does contain protein.

Come to think of it, is sperm even classified as a vegan food?

## 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](mailto:newproducts@pharmacydaily.com.au)

### Sebizole Shampoo dandruff relief

**Sebizole Shampoo** is a medicated shampoo used for the treatment of dandruff, including severe dandruff, and seborrheic dermatitis in adults. Sebizole has a potent antifungal action that treats the cause of dandruff and seborrheic dermatitis, rather than just treating the symptoms. It contains ketoconazole, a powerful antifungal agent that inhibits the growth of various fungi and yeast, controlling itching, scaling and flaking of the scalp caused by dandruff. Sebizole is the only 2% formulation available in 200ml in Australia. Stock is available through all major wholesalers now.



**Stockist:** 1300 729 661  
**RRP:** \$19.90  
**Website:** [www.amneal.com.au](http://www.amneal.com.au)

### Mater Products Display Now Available

Mater Mothers' Hospitals has launched a new display unit in response to calls from pharmacies seeking to display Mater's award-winning skin care and nappies. The unit educates Mums and Dads on the unique selling points of the Mater range and is an excellent flag for customers looking for unique Australian-brand products or large special orders. Initial trials have seen up to 179% sales growth in existing retail outlets. The **Starter Display Offer** includes the stand free of charge when ordered before 12 Dec 2016.



**Stockist:** 1300 162 837 or [products@mater.org.au](mailto:products@mater.org.au)  
**RRP:** \$7.99-\$13.99  
**Website:** [www.matermothers.org.au](http://www.matermothers.org.au)

### The Big Bronzer from ulta3

ulta3 does it again with a mighty addition to your summer image management program. They have created the **Big Bronzer**, an oversized compact to bring out your inner glow as broadly as you wish. This pearly bronzer will deliver the ultimate sunkissed radiance on every part of the face or body. With such an affordable instant effect, you can control your level of bronzing effortlessly.



**Stockist:** 1800 181 040  
**RRP:** \$9.95  
**Website:** [www.ulta3.com.au](http://www.ulta3.com.au)

### Radiance & Recovery gift set with Glycblend by Trilogy



Trilogy invites you to nourish and renew your skin texture for restored radiance with the just-in-time-for-Christmas **Radiance and Recovery** gift set with Glycblend. Supercharge your skincare with Trilogy's latest innovation, Glycblend, a powerful plant oil blend formulated to boost skin radiance. The superstar performer CoQ10 Booster Oil (full-size), nourishes and renews skin texture and minimises lines for amazingly smooth and silky skin at any age.

**Stockist:** 1800 651 146  
**RRP:** \$54.95  
**Website:** [www.trilogyproducts.com](http://www.trilogyproducts.com)

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