

## Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Terry White Chemmart.

## FIP congress reports

THE latest issue of *IPJ*, the official organ of the International Pharmaceutical Federation (FIP) has been released with a series of reports from the FIP 76th World Congress of Pharmacy and Pharmaceutical Sciences held this year in Buenos Aires.

Included in the issue is news about the first non-addictive opioid receptor agonist, medicines waste solutions, emerging diseases and dementia along with congress snapshots, FIP award winners, UN Commission health recommendations and much more.

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## More hours before exam

INTERN pharmacists wishing to sit the Intern Written Examination will need to have completed 40% of their required approved supervised practice hours by the date of the examination, under new requirements confirmed by the Pharmacy Board of Australia on Fri.

The latest Board communiqué details the changes, which follow discussions with the Australian Pharmacy Council (APC) and will become effective 01 Jan 2018.

The current eligibility requirement is completion of 30% of approved supervised practice hours, and this will be maintained for exams conducted in 2016 and 2017.

"The change in eligibility criteria will ensure interns have had sufficient time and experience in their supervised practice in order to demonstrate their competence, and also have the best possible chance to be successful at the examination," the Board said.

The decision was based on a recommendation from the Australian Pharmacy Council

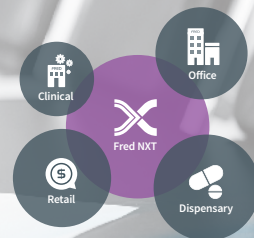
## Ezetimibe forum

THE reference group of the Post-market Review of ezetimibe has scheduled a targeted Stakeholder Forum, which will take place in Canberra for pharmaceutical sponsors who either have a current PBS listing for ezetimibe or propose to have one in the near future.

Prospective participants should submit expressions of interest to the secretariat by 04 Nov by email to [pbspostmarket@health.gov.au](mailto:pbspostmarket@health.gov.au).

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regarding the optimum time for candidates to sit the written examination during the intern year, and is based on a five year collection of APC data.

"With written examinations scheduled on a regular basis, the change in eligibility criteria is expected to have little or no impact on interns," the Board said.

The communiqué also revealed the latest quarterly registration data, with a total of 29,717 registered pharmacists in Australia as at Jun 2016 - including 26,948 with general registration, 1,727 with provisional registration, 1,035 with non-practising registration and seven with limited registration.

The board encouraged pharmacists to renew their registration online by 30 Nov.

## Banned drugs school

MINISTER for Health, Sussan Ley, has launched a suite of lesson plans to help high school students learn about sports integrity topics like doping, match-fixing and illicit drug use.

Rio Olympic gold medallist Chloe Esposito accompanied Ley on her visit to Strathfield Girls High School in Sydney to launch the plans, targeting students in years 9 to 12.

The lesson plans were jointly developed by the Australian Sports Anti-Doping Authority (ASADA) and the National Integrity of Sport Unit (NISU) in response to recent changes to the national Health and Physical Education curriculum made earlier this year.

## Soul Patts satisfies

SOUL Pattinson has moved into equal first place with My Chemist in the monthly Roy Morgan Customer Satisfaction rankings for pharmacies during Sep.

The results also saw Chemist Warehouse move down, from second to fourth place, with Priceline Pharmacy in third spot and Terry White in fifth.

## ACP elects new pres

GEORGINA Twomey, formerly vice president of the Australian College of Pharmacy, has been unanimously elected to the presidency following the resignation of Patrick Reid.

A 2005 Uni Tas graduate, Twomey brings 14 years of experience as a community pharmacist, compounding pharmacist and pharmacy owner to the role.

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## Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Angelo Di Sapia**, head of sales & innovation at Lipa Pharmaceuticals.



### New product innovation – complementary medicines

**HAVE** you ever seen a great new product that you think is a genius concept only to later find out it has performed poorly in the market place? It happens a lot – in fact there are numerous statistics on new product failure rates and the percentages are high. Why is that you ask? Well, Australian consumers are clever. If they are happy with what they are using they won't change, especially if the price of the new innovation is somewhat higher and doesn't offer any real tangible advantage – if it ain't broke don't fix it, right? Fortunately, in the area of health there is a lot we need to fix, creating many opportunities for new product innovation.

At Lipa we see and help develop hundreds of new concepts and products every year. So what's the secret to success?

Innovators often get caught up in the romance of the idea and often forget that consumers need to understand the benefit and the price needs to be right. Consumers won't pay more for something they are happy with or are already getting (why use a stylus pen when you own a finger, 10 actually). Fads will come and go. However, the Australian complementary medicine industry continues to grow, and you would be surprised at which simple concepts are often the most successful!

For more information on new product development for complementary medicines contact [npd@lipa.com.au](mailto:npd@lipa.com.au).

## Alliance pharmacist guarantee

**INDEPENDENT** pharmacy group Pharmacy Alliance has announced the next stage of their consumer strategy at Members Meetings held across the nation this month.

The new customer strategy centres on a pharmacist-led and smarter-retailing proposition with the primary aspiration to help customers have "the best quality of life, at every stage of life".

Pharmacy Alliance CEO Darren Dye said, "We have been rolling out Alliance Pharmacy co-brand signage through our membership for the last 18 months and now have more than 75 pharmacies with external signage and reaching 500,000 consumers with our Alliance Pharmacy catalogue program every month."

"The symbol of our pharmacist-led component of the strategy is our 'Medi-Man' and provides a guarantee for customers of quality-time with the pharmacist."

"We will draw attention to zones

in the pharmacy where customers will receive undivided attention with their pharmacist and other professionally trained staff who will provide health solutions rather than just products or services."

Given the increasingly competitive market, the "Our member pharmacists" approach



focuses on the pride in their profession, and "we want to make sure that this drives how we differentiate our members to customers", Dye explained.

The Alliance also brings a national identity together with an integrated marketing strategy without the pressure of franchise fees, he said.

## Dispensary Corner

**FIRST** they shared a liver, and now they will be sharing a life together.

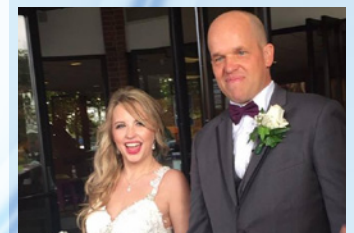
It all began when US man Chris Dempsey became deeply affected by the story of a co-worker whose cousin, Heather Krueger, would die in a matter of months if she didn't find a liver donor match.

"I put myself in Heather's position and thought what it would be like to not know if you're going to make it," he told *The Huffington Post*.

Dempsey decided to get tested and found he was a match.

In the lead up to the surgery where he would donate 25% of his liver, the pair got to know each other rather well, realising it wasn't just their livers that were a perfect match.

After a successful surgery and two-month recovery process the couple (**pictured** below) declared their feelings for each other and now, a year on the happy couple has tied the knot.



**THINGS** got spookier than planned for a young girl who was carving pumpkins with her family for Halloween.

On realising how large the pumpkin was once she scraped the insides out she commented: "Isn't it so cute? I could like fit my head in it."

And yes, she could indeed fit her head inside but there was one small problem, she couldn't get it out.

**CLICK HERE** to watch a video of the scenario unfolding.

## Win with SkinB5

This week **Pharmacy Daily** and **SkinB5** are giving away each day a prize pack including Acne Control Extra Strength Tablets, Caplets, Cleansing Mousse, Moisturiser, and 5 Minute Mask.

SkinB5 is an all-natural acne supplement that works from within to eliminate and stop acne on the face and all over the body. The SkinB5 acne treatment system is based on a potent dosage of vitamin B5, which is proven to increase skin health and reduce acne by regulating the skin's production of sebum, or skin oil. See [www.skinb5.com](http://www.skinb5.com) for more.

To win, be the first person from NSW or ACT to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

How long do you need to have the Skin Purifying Mask on?

Check here tomorrow for today's winner.



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