

Boutique retail pharmacy consulting company to be launched at APP17



Pharmacium General Manager, Marta Stybowski

A global leader in pharmacy dispensary solutions has launched a new consulting company, drawing on the wisdom gained working globally with retail pharmacies over the past 15 years.

Willach communications manager and former consulting pharmacist, Marta Stybowski, will head the new division as general manager. With nine years' experience as a community pharmacist and more than seven years working with Willach in Australia, Ms Stybowski brings with her significant knowledge of the pharmaceutical industry.

Marta described the company, Pharmacium, as a boutique pharmacy consulting company with expertise in retail pharmacy.

"We specialise in four key areas – design, benchmarking, training and coaching as well as marketing – but what makes our offering unique is that we're willing to take on any challenge," Ms Stybowski said.

"One size doesn't fit all in the retail pharmacy industry, which is why we always tailor our offering to suit the individual needs of our clients. No matter what you're after, we'll find a way to help.

"We're different to the larger programs currently on the market, which can be expensive and are often designed to overhaul every element of your business rather than identifying the specific areas that need work."

Ms Stybowski has worked closely with hundreds of pharmacies on process improvement, design, training and marketing and is particularly passionate about the pharmacy consumer experience and health consumer marketing.

"With years of industry specific experience behind us, we really do understand the daily operational challenges faced by pharmacies and know how to combat them," Ms Stybowski said.

"We're looking forward to contributing to a sustainable future for pharmacies across Australia no matter their size, shape or budget."

For a free, no obligation, confidential consultation contact Pharmacium on (03) 9429 9244 or visit www.pharmacium.com.au



Pharmacium is a boutique pharmacy consulting company with particular expertise in retail pharmacy. Backed by an international pharmacy solutions market leader, and with a decade of design and change management experience, Pharmacium partners with retail pharmacies to identify their challenges, come up with solutions and implement improvements.

For further media information please contact:

Phil Martin, Michels Warren on 08 8267 6888 or pmartin@micwar.com.au



Today's issue of PD

Pharmacy Daily today has two pages of news, our regular health & beauty feature plus a front full page wrap from **Pharmacium** & full pages from:

- Surefit special **PD** offer
- Discount Drug Stores
- Pharmacy 4 Less

Orthotic thong deal

PHARMACY Daily readers are being offered special discounts on the Lorella range of orthotic thongs.

Sixty pairs of thongs and a display stand normally priced at \$1,607.40 are available for just \$980.55 (plus GST) - see **page four** for the offer.

Health minister to open APP

FEDERAL health minister Greg Hunt was yesterday confirmed as a keynote speaker at next week's APP2017 conference on the Gold Coast, with APP chairman Kos Sclavos saying the minister will present a keynote address at a specially arranged session at 8.30am on Thu 09 Mar.

The appearance has necessitated a revamp of the APP program, with Sclavos saying the reworked agenda would see Hunt open the conference and also present the Pharmacy of the Year Award.

Guild President George Tambassis said it was an honour to have the minister attend APP.

"There are many important issues faced by community pharmacy at the moment. We are pleased with the level of engagement from the new health minister, and we look forward to hearing from him."

Conference organisers will open the APP registration desk

from 2-6pm on Wed 08 Mar and from 7am on the Thu morning to accommodate peak registration periods, with delegates encouraged to collect their registration to ensure a place at the opening session with the minister.

Sclavos said: "We are proud to continue our tradition of having the federal minister for health speak at our conference".

Hunt's predecessor Sussan Ley, who resigned in Jan after scrutiny of her travel expenses, appeared at APP last year, with her visit later revealed to have involved a VIP jet chartered at a cost of more than \$12,000 (**PD** 03 Jan 2017).

New Willach venture

WILLACH is today unveiling details of a newly formed business which specialises in retail pharmacy.

Dubbed Pharmacium, it's a consulting company leveraging Willach's long-time expertise, and will be led by community pharmacist Marta Stybowski who has been with Willach for seven years working with pharmacies to improve their processes, design, training and marketing.

For details see the **cover page**.

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GuildCare NG

APP 2017



Meet Feras at APP

PHARMACY4LESS is inviting APP attendees to meet up with Feras Karem for a confidential discussion about the Pharmacy4Less model.

See **page six** for more info.

medAdvisor + **healthnotes**
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New GuildLink patient app

GUILDLINK has announced a new GuildCare-compatible patient medication management and services reporting app.

Titled myPharmacyLink, the app has been created to provide GuildCare partner pharmacies with

an integrated solution which is tailored to and branded for their specific pharmacy - with the cost of branding and customisation included in the annual subscription.

GuildLink said myPharmacyLink gave patients direct access to their local pharmacy, allowing them to manage their scripts, find information about their medications and view in-pharmacy professional services reports.

Part of the new GuildCare NG pharmacy professional services platform, myPharmacyLink "closes the gap between the patient and pharmacy, ensuring healthier results for the patient and the business," GuildLink said.

It provides patients with access to their GuildCare NG Professional Services reports and test results, which may include blood pressure monitoring, blood glucose monitoring, inhaler technique checks and vaccinations.

Currently being trialled at several GuildLink partner pharmacies, the new app will be showcased to a wider audience at APP2017.

Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the Acne Control Cleansing Mousse.

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 for more.

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



Which oil is in the ingredients of the SkinB5 Acne Control Moisturiser?

Congratulations to yesterday's winner, Nancy Yang from Good Price Pharmacy Warehouse.

NPS COPD course

NPS MedicineWise has launched a new educational program on chronic obstructive pulmonary disease (COPD).

The program targets pharmacists, nurses and GPs, recognising the complexity and challenges of diagnosing and managing COPD.

It also addresses the "plethora" of new inhalers for COPD launched in Australia in recent years - for details see nps.org.au/copd.

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Cert II in pharmacy

THE Queensland branch of the Pharmacy Guild is inviting enrolments for the fourth intake of the government-subsidised Certificate II in Community Pharmacy (SIR20112) training.

Available under the Queensland Government's Community Work Skills Initiative, the six week full-time program runs from Guild House in Brisbane to provide the skills necessary to succeed in an entry level pharmacy role.

The next group will commence their training on 24 Apr - for more information call 07 3144 3638.

Priceline in fashion

TWENTY lucky Priceline Pharmacy Beauty Advisors will work backstage this month at the Virgin Australia Melbourne Fashion Festival, having been selected from over 650 across the country.

Priceline's participation, including providing all products used to create the runway hair and beauty looks, is part of the brand's wider Festival of Beauty campaign.

Healthy Futures

A NEW 'Healthy Futures' research report commissioned by Amneal Pharmaceuticals will be presented on Fri 10 Mar at APP, with the study conducted by McCrindle Research.

Topics covered include the purchase of codeine-based products, consumer attitudes to medicinal cannabis and more.

MPS 50k milestone

MPS has signed a new agreement with a Victorian Aged Care group, with the move taking the DAA medication management specialists to a "landmark" 50,000 contracted customers, the company said.

MPS is continuing to meet a 28% annual growth target, with ceo Luke Fitzgerald saying "through our trusted pharmacy partners, together we are helping Australians better manage their medication."

"MPS will continue to invest in product development and deliver on its promise to help improve quality of life by eliminating preventable medication incidents," Fitzgerald added.

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Dispensary Corner

OH BABY! British mum Emma Power has proved to be spectacularly fertile, giving birth to two sets of twins despite being on contraception.

The 30-year-old from York gave birth to twin boys 10 years ago even though she was on the pill, the *Daily Mail* reports.

In response, she changed contraception methods and had a birth control implant placed in her arm, but went on to conceive a second set of twins, both girls - at odds of one in three billion.

Mrs Power and her husband have since opted for sterilisation and a vasectomy.



ALMOST a hundred health workers at a hospital in Naples, Italy, are under investigation by police after allegedly skipping work on a phenomenal scale.

One supervisor was found to be working as a hotel chef despite being paid by the hospital, while a doctor was spotted playing tennis and going shopping when supposedly on duty.

Reuters reports that two health workers at the Loreto Mare hospital were caught clocking on for 20 of their colleagues each day to make it look like all of them were working.

Police said 55 suspects had been placed under house arrest as a result of their investigations, under new Italian laws introduced to tackle the public sector's notorious inefficiency.

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

Inner Health care just got easier

As our lives get busier, remembering to take our vitamins and probiotic supplements is becoming more and more challenging. That's why Ethical Nutrients has developed a truly fridge-free probiotic, that remains live and effective at full strength, without requiring refrigeration. Each capsule of **Inner Health ON the GO** contains a clinically tested validated dose of 12 billion live LGG which is one of the world's most researched probiotics.



Stockist: 07 3117 3300
RRP: \$28.95
Website: www.ethicalnutrients.com.au

DU'IT Baby Facial Serum



Baby Facial Serum by DU'IT restores and soothes the complexion and is enriched with a natural plant based olive oil emulsion system. It contains pure organic oils of aloe vera, calming calendula and pomegranate to gently moisturise, soothe and nurture quick recovery. Natural fruit acids and papaya based enzymes promote gentle smoothing of rough skin caused by milk residues on a baby's face. Australian made Baby Facial Serum is both mineral oil-free and petrolatum-free making it ideal for sensitive skin.

Stockist: 02 9965 9600
RRP: \$12.95
Website: www.duit.com.au

Everything Balm by Trilogy

This multi-tasking cream has been designed to cut a daily beauty routine in half. Formulated from sustainable natural sources from around the world, Trilogy's **Everything Balm** hydrates dry skin, nourishes and protects the body, strengthens nails and cuticles, conditions lips, soothes nappy rash, may be used as a massage oil and is an effective all-over moisturiser. Rich in omega 3 and 6, it utilises natural emollients, vitamins and antioxidants, all of which are chosen for effectiveness and environmental sustainability.



Stockist: 1800 651 146
RRP: from \$20.95
Website: www.trilogyproducts.com

Hypoallergenic Leave-In Treatment



Activance **Hypoallergenic Leave-In Treatment** is a fragrance-free hair shampoo formula that combines the full potential of vital hair nutrients rhodanide and MSM with a unique vitamin B12 amino acid complex to naturally nurture and soothe the hair and scalp. The anti-inflammatory and calming properties of Activance Hypoallergenic can help with psoriasis, eczema and allergies, the company states. It is recommended for those with fine

or thinning hair, slow-growing hair, dandruff or dry scalp, as well as sensitive or irritated scalp.

Stockist: 03 9326 8844
RRP: \$65.00
Website: www.activance.com.au

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Street address: Level 2, Suite 1 64 Talavera Rd, Macquarie Park NSW 2113 Australia
P: 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Part of the Business Publishing Group.

Publisher/Editor in chief: Bruce Piper

Managing Editor: Jon Murrie

Reporter: Mal Smith

Contributors: Matt Bell, Rebecca Le Bas, Jasmine O'Donoghue

Advertising and Marketing: Sean Harrigan and Melanie Tchakmadjian advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Editorial: info@pharmacydaily.com.au

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Discover Discount Drug Stores

**We are pleased to invite you to attend the
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to be held at Jupiters Hotel during APP.**

DATE: Saturday 11th March 2017

TIME: 7:15am for 7:30am to 8:30am - breakfast and presentation

VENUE: Broadbeach 1 Room, Jupiters Hotel and Casino,
Broadbeach Island, Broadbeach 4218 QLD

RSVP: By Friday 3rd March to adamg@discountdrugstores.com.au

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The objective is to provide a better understanding of the Discount Drug Stores business – and what we can offer you and your pharmacy.

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