

## Today's issue of PD

Pharmacy Daily today has two pages of news, our regular health & beauty feature plus a full page from Sigma.

## Rural pharmacy future

**THE** Rural Pharmacy Forum at the Australian Pharmacy Professional Conference (APP2017) this year will focus on the future of rural pharmacy and how the changing landscape of health and pharmacy practice in Australia, combined with technological developments, has led to many pharmacists questioning just what lies ahead for this sector of the profession.

The Pharmacy Guild of Australia has announced the forum focus naming Justin Mohamed, chief executive officer of Reconciliation Australia and Amanda Baron, director of Digital Health, Northern Queensland Primary Health Care Network as key expert speakers.

The Forum intends to explore culturally responsive practices to meet the needs of Aboriginal and Torres Strait Islander patients of rural and remote pharmacies, as well as challenges and opportunities for rural pharmacies.

The forum will take place at APP tomorrow, 09 Mar from 3.30pm.

## Sigma unveils new name

**SIGMA** Pharmaceuticals has today announced plans to change its name to Sigma Healthcare Ltd, "to better reflect its broader healthcare focus".

A new logo has been unveiled (pictured) and a change of ASX code from SIP back to its original designation SIG will accompany the change of name.

Shareholders will vote on the changes at the company's annual general meeting on 03 May.

Sigma ceo and md Mark Hooper explained, "This is more than a symbolic change.

"It is an important and exciting change that better represents Sigma's evolution and vision to be a more holistic healthcare company."

"Sigma is in a fantastic position in the healthcare space to connect products, services and data to provide greater benefit for our customers, our partners and ultimately growth for our members and Sigma," said Hooper.

"Along with the name change, we will be going to market with a new logo and tagline that we believe better captures Sigma's role in the healthcare industry – 'Connecting Health Solutions'.



"It defines what we do." With more than 1200 branded

and independent pharmacies in its network, including Amcal+, Chemist King, Discount Drug Stores, Guardian, and Pharmasave the company lays claim to the largest pharmacy-led network in Australia.

## NDSS clarity at APP

**TYPE II** diabetes patients who are mostly (76%) not on insulin therapy to manage their diabetes, have been impacted by new access arrangements to Blood Glucose Test Strips (BGTS) from 01 Jul 2016 via the National Diabetes Supply Scheme (NDSS).

Given that these patients can only receive six months' supply through the system before being re-evaluated, many patients will start to flow into pharmacies seeking their strip supplies and pharmacists will need to be aware of their responsibilities.

**Kos Sclavos** will present more details in 'Stepping up diabetes services in your pharmacy' on Thursday 09 Mar at APP.



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## WIN WITH DESIGNER BRANDS

This week Pharmacy Daily & Designer Brands are giving away the entire Brilliant Skin Duo range every day.

Instantly add warmth and dewiness to your complexion with the all NEW Brilliant Skin Duos from Designer Brands. There are two types of Duos in the range: Bronzer & Illuminator and Blush & Illuminator - including two stunning limited edition shades. The highly pigmented and blendable formulas are perfect for creating a naturally glowing complexion, and you get double the value with a 2-in-1 product. With an included mirror, they are the ultimate handbag hero. **CLICK HERE** to see more.

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

Name the two types of duos.

Congratulations to yesterday's winner, Felicity Huxhagen from Rural View Chemmart.

## Keytruda approval

**THE** Therapeutic Goods Administration has approved MSD's anti-PD1 immunotherapy Keytruda (pembrolizumab) for the treatment of both metastatic first-line and advanced second-line non-small-cell lung cancer (NSCLC).

The approval means Australians with metastatic lung cancer can receive the drug without having first failed chemotherapy treatment.

## Qld Bauxite buys into medical cannabis

**VETERAN** gold fossicker and Queensland Bauxite Ltd (QBL) executive chairwoman Pnina "Diamond Rose" Feldman has disclosed in an ASX announcement that Queensland Bauxite would buy 55% of unlisted public company Nimbin-based Medical Cannabis Limited (MCL).

MCL founding director and pioneering hemp researcher Andrew Kavasilas will remain a key technical director of MCL.

## SA/NT pharmacists honoured



**THE** Pharmaceutical Society of Australia honoured South Australian and Northern Territory pharmacy achievers earlier this year, with Dr Natalie Soulsby named SA/NT Pharmacist of the Year.

Other honours went to Sanikt Lalseta from the Star Discount Chemist Pasadena, announced as 2016 PSA MIMS Intern Pharmacist of the Year, while Sam Keitaanpaa received the SA/NT Early Career

Pharmacist Development Award.

The PSA Gold Medal went to Nora Lam for top achievement in the Bachelor of Pharmacy at the University of SA, while the Life Fellow Award for over 50 years' contribution to PSA went to Kym Laslett.

**Pictured** above from left are Nora Lam, Sanikt Lalseta, PSA SA/NT president Sue Edwards, Natalie Soulsby & Sam Keitaanpaa.

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## Dispensary Corner

**THERE'S** even an app for that...

Technology appears to have gone to a fairly ridiculous extreme, in the form of a new 'smart condom' which tracks, among other things, the calories burned during a sexual encounter.

The "i.Con" from British Condoms is actually a ring that goes over a normal condom and interfaces via Bluetooth to download statistics such as the speed and total number of thrusts, frequency and total duration of love-making sessions, plus average skin temperature.

The company says the details gathered are kept anonymous, "but users will have the option to share their recent data with friends, or indeed the world".

There's no firm release date for the product, but British Condoms is taking pre-orders with the aim of a general public launch this year.

**ALSO** in Britain, a man with no legs has successfully appealed after having had his government disability benefits cut "because he could climb stairs with his arms".

Julius Holgate from Hackney in North London lost the payments after an Employment and Support Allowance which found he was fit to work because of his ability to drag himself up stairs.

The local Community Law Centre intervened on his behalf, with the UK Department for Work and Pensions eventually apologising, saying the decision was due to a "clerical error".



## 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)

### Aromababy Moisture Cream

Use this extra gentle moisture cream to care for the delicate skin of newborns and premature babies. Research in UK has found that simply water or aroma-free product may be best for newborns for at least the first several weeks of life. Therefore **Aromababy Moisture Cream** is completely aroma-free with no essential oils; only pure rosehip oil has been added to help combat dryness and protect the skin from head to toe. This cream is also suitable for children and adults with sensitive skin conditions as it contains no additives commonly linked to skin irritation.



**Stockist:** 03 9464 0888

**RRP:** \$15.95

**Website:** [www.aromababy.com](http://www.aromababy.com)

### DU'IT Baby Liquid Powder



This Australian made and owned product is a liquid lotion application which transfers onto the skin as a smooth, velvety powder. Because it is applied as a liquid lotion, there are no issues with ingestion of loose, dry powder. Using natural tapioca starch as a replacement for talc, **DU'IT Baby Liquid Powder** is safe for babies. It contains organic oils for emolliency, as well as witch hazel to give soothing, natural astringent properties without the harsh drying effect. Alcohol-free and "nastie-free" this amazing product is enriched with evening primrose and moisturising shea butter for nappy change time.

**Stockist:** 02 9965 9600

**RRP:** \$15.95

**Website:** [www.duit.com.au](http://www.duit.com.au)

### Neutrogena Rapid Wrinkle Repair

This new anti-ageing serum contains Accelerated Retinol SA technology, which combines three key ingredients to create our fastest retinol formula. **Neutrogena Rapid Wrinkle Repair Anti-ageing Serum** helps to reduce the visible signs of ageing. It is in lightweight form to layer under moisturisers to help renew the look of skin while containing high concentrations of hyaluronic acid to instantly smooth skin for a more radiant look with an improved appearance for fine lines and coarse deep wrinkles.



**Stockist:** 1800 029 979

**RRP:** \$42.99

**Website:** [www.neutrogena.com.au](http://www.neutrogena.com.au)

### New Raydel Policosanol 10



Raydel is a new healthcare brand in the Australian market. The first Raydel product to be released is **Policosanol 10**, a complementary

medicine designed to help maintain cholesterol within the normal to healthy range. Policosanol 10 may help improve the LDL/HDL ratio by increasing HDL (good) cholesterol and reducing LDL (bad) cholesterol within the normal cholesterol range. Raydel states that Policosanol 10 protects and helps maintain the health of capillaries while helping to maintain blood circulation to the peripheral areas of the body such as the legs, hands and feet.

**Stockist:** 02 9369 5544

**RRP:** \$39.00 for 30 tabs

**Website:** [www.raydel.com.au](http://www.raydel.com.au)

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**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**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)

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**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](mailto:advertising@pharmacydaily.com.au)

**Business Manager:** Jenny Piper [accounts@pharmacydaily.com.au](mailto:accounts@pharmacydaily.com.au)

**Editorial:** [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au)

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# LEADING THE EVOLUTION OF PHARMACY

**The launch of a suite of new and exclusive professional service programs throughout the Amcal Pharmacy network this year will see Sigma Pharmaceuticals (Sigma) further differentiate its core retail brands from competitor propositions.**

Designed to complement the current models of testing and screening in Australia, the range of in-pharmacy services including HbA1c testing and pathology screening will enable pharmacists to work more collaboratively with GPs and other allied healthcare professionals to deliver integrated healthcare solutions to the community.

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**To further support its pharmacy network, Sigma has also launched two new dispensary focused programs aimed at unleashing the professional expertise of pharmacists to enable them to spend more time helping their customers one-on-one with enhanced healthcare solutions.**

The **L.E.A.P.P.** Dispensary Excellence Program for Pharmacists and a pharmacy-first integrated medicine database **S.H.E.R.P.A** (Sigma Holistic Evidence References and Patient Advice) are industry leading support programs which will be available exclusively to Amcal and Guardian members.

**TO FIND OUT MORE ABOUT SIGMA'S RETAIL BRANDS PLEASE CALL US ON  
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