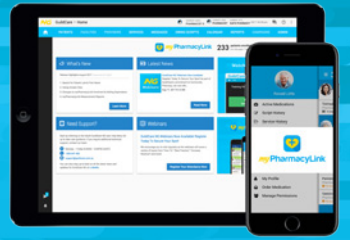


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## Awad to lead Azoya

**TURNKEY** e-commerce solutions and services provider Azoya has announced the appointment of Rania Awad (pictured) as managing director for Australia and New Zealand.



Awad brings a deep understanding of the retail pharmacy landscape to Azoya, as well as experience in fast-consuming retail operations management.

She was previously gm of Ecommerce and IT at Pharmacy 4 Less, where she successfully launched two of its brands into China's lucrative health and beauty market.

Based in Melbourne, Awad is responsible for driving the company's business forward in the region, the announcement says, with a particular focus on new market development, business operations excellence, as well as strengthening the company's ecosystem of local retail customers.

## GPs blast Guild lobbying

**THE** Pharmacy Guild has rejected "outrageous and baseless claims" by doctors groups, which have accused it of trying to buy a change in codeine policy through donations to political parties.

A *News Limited* report this morning quotes Royal Australian College of General Practitioners president Dr Bastian Seidel saying the Guild is "trying to introduce policy through chequebook by donating large amounts to state and federal parties to gain open access to decision makers".

He said the RACGP along with four other health groups had written to state health ministers pleading with them to reject the Guild's bid to change the policy and accusing pharmacists of "putting profits ahead of patients".

The Guild has urged the GPs to stop "continuing to throw mud," insisting that its arguments around an alternative to the complete withdrawal of OTC codeine "have been driven solely by the need to maintain convenient access for patients who use these medicines legitimately, and the safeguard of

real-time monitoring for at-risk patients with addiction issues".

The Guild says it is indisputable that there will be a very large increase in GP visits from 01 Feb 2018 by patients seeking prescriptions for codeine-based medicines and advice in relation to the treatment of their pain.

"How will already overstretched doctors manage this increase in demand," the Guild asked today, "respectfully requesting the doctor groups stop hurling abuse and playing political games".

## WSMI kicks off today

**GLOBAL** representatives of the OTC industry have gathered in Sydney this week for the World Self-Medication Industry (WSMI) General Assembly, which kicked off this morning at the new International Convention Centre.

Highlights of the two-day program include a presentation by Precision Health Economics on *The Value of Self Medication*, which the WSMI is using as a major tool to illustrate the economic impact of self-medication across the globe.

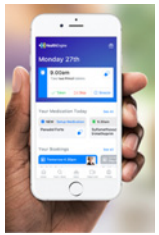
Australian pharmacist Paul Sinclair is presenting this morning on the important role of pharmacy in self care (see story at left) while the congress will also hear about new Australian research on *An Economic Framework to Inform the Scheduling of Medicines* and a study revealing the medicines Australian pharmacists believe should, and should not, be switched from prescription to OTC.

## Today's issue of PD

*Pharmacy Daily* today has three pages of news including our regular **Health & Beauty** feature.

## HealthEngine app ScriptWise pact

**APPOINTMENT** booking service HealthEngine has launched a new Medication Manager app, along with a partnership with non-profit group ScriptWise.



The app is an enhancement to the existing HealthEngine product, and allows patients to monitor their daily medicine, get reminders when to take their prescribed doses and be prompted to re-book appointments with doctors before their prescription runs out.

HealthEngine is inviting GP practices to promote the Medication Manager to their patients, with the "ground-breaking technology" already being used by about 16,000 people nationally.

The company said the app provides better outcomes through promoting medication adherence and education, and makes patients more proactive by being prompted to book appointments early.

Patients can also access medication information and dosages "exactly as prescribed by their doctor," with Medication Manager integrating with the Best Practice and PracSoft systems.

## Pharmacy: Gateway to Care

**THE** 5,700 community pharmacies spread across the Australian landscape are the obvious gateway to patient self care, according to the International Pharmaceutical



Federation (FIP), says FIP Fellow pharmacist Paul Sinclair (pictured).

Sinclair is this morning addressing the World Self Medication Industry (WSMI) general assembly conference which this year is being held in Sydney with the theme "The economics of self care".

"Industrial age medicine" has inverted to become "Information age healthcare", Sinclair argues.

"Patients and consumers with greater education, knowledge and power need and want pharmacist and pharmacy assistance to optimise their medicine therapy outcomes, including a significant emphasis on self care."

The Pharmaceutical Society here in Australia very early recognised the value of improving patient's health literacy by way of its printed "Self Care Information Sheets" in pharmacy - and this

was all before the rise of the internet, Sinclair highlights.

"With the advent of technology and the internet patients had ready access to information, and the focus of the pharmacist changed from information provider to information manager."

In addition, he says, platforms such as Guildcare give patients access to health records, medicine information and their pharmacist instantly via mobile devices and a suite of smartphone apps.

Sinclair urges pharmacists to "place themselves in the self care space" by delivering a wide range of services.

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## CW to soar through the sky

**IN AN** Australian and global first, Chemist Warehouse (CW) has announced it will partner with X's Project Wing to test drone delivery technology (pictured) to households in ACT and Queanbeyan regions.



Starting this week, tester families in the semi-rural area of Royalla,

some 40 minutes round trip to the nearest shop, will be able to purchase goods chosen from more than 100 products by using the Project Wing app, with delivery to the doorstep promised in just "a few minutes".

Products on offer will include dental, haircare, cosmetics, vitamins, personal care, skincare, sunscreen and limited non-scheduled medicines, the company has said.

CW co-founder Damien Grace says, "Chemist Warehouse prides itself on being innovative and always at the forefront of global retail.

"It is our mission to help every Australian to get well, stay well, as well as to feel and look fabulous.

"At Chemist Warehouse we believe that any and all innovative approaches where we can create a more convenient and stress-free shopping experience for our customers should be explored."

"Chemist Warehouse is thrilled to partner with X's Project Wing

and look forward to continuing to deliver the best in healthcare, faster".

The trial period is three months during which Project Wing will be able to gather valuable feedback from participating residents, who will one day benefit from drone delivery technology.

Royalla residents are said to have told Project Wing they are excited that drones could be useful for delivering meals, groceries, medicines, farm supplies, or even spare parts in the event of a car breakdown.

Flying zones, delivery locations and the business of navigating around hazards will all be part of the fine tuning over the next few months, the company said.

## Insurance revamp

**REFORMS** to private health insurance announced by the Federal Government last week will see ancillary items such as homeopathy and naturopathy removed from the list of subsidies.

Effective 01 Apr 2019 therapies no longer covered by any private health insurance product will include Bowen Therapy, Rolfing, Tai shiatsu, aromatherapy, Buteyko, Alexander technique, iridology, kinesiology, reflexology and Feldenkrais.

Yoga, tai chi, Pilates, herbalism and naturopathy will also be removed from the list of subsidised items, the government said.

## Fake druggist arrest

**A SOUTH** London man found guilty of "supply and possession of substantial quantities of unlicensed medicines" was sentenced at Guildford Crown Court this week.

The arrest followed a raid by Medicines and Healthcare products Regulatory Agency (MHRA) investigators who seized more than 209,250 doses of unlicensed products, including erectile dysfunction medicines worth more than £471,000 (AU\$80,000).

Kim-Andre Frantzen had pleaded guilty to the charges and was sentenced to nine months' imprisonment, suspended for 18 months with 200 hours of unpaid work and to pay costs.

MHRA is currently running the #FakeMeds campaign to warn people against buying potentially dangerous or useless unlicensed medicines sold by illegal online suppliers.

## NOACs pay their way

**NON-VITAMIN K** oral anticoagulants (NOACs - formerly 'novel oral anticoagulants') have been shown to prove their worth in a large Italian study where vitamin K anticoagulant (VKA - eg warfarin) therapy was the norm.

The research involving data from 137,800 patients showed NOACs had a positive impact in terms of safety and effectiveness especially by lowering intracranial bleeding.

**CLICK HERE** for the study.

## More flu vax urged

**HAS** Australia inadvertently strolled into a state of "she'll be right mate" when it comes to vaccination against influenza?

More than 72 people this year alone have died from the flu, and more than 166,000 cases of the flu have been reported through Sep, a sharp increase from 91,000 for all of last year and more than double the average caseload in the last five years, according to the Immunisation Coalition.

Michael Gannon, president of the Australian Medical Association, said the country was "woefully unprepared" for the pandemic flu outbreak and pointed to the low rate of vaccination in the country.

In America more than 40% of children received a flu vaccination last year according to the US National Center for Immunization Research and Surveillance, while in Australia the figure was under 10%.

Australia's laudable support for those most at risk, the very young and the elderly, has inadvertently neglected the mass of the population who are left with the impression they'll be "alright," the Immunisation Coalition said.

See [immunisationcoalition.org.au](http://immunisationcoalition.org.au).

## MIMS/Guild Intern of the Year Award

**NOMINATIONS** are now open for the MIMS/Guild Intern of the Year Award for 2017.

The winning intern will receive a travel and educational scholarship to the value of \$4,500 courtesy of MIMS Australia sponsorship.

Pharmacy Guild of Australia national intern training program manager Tim Roberts said the competition was an excellent opportunity to recognise a Guild Intern who had gone above and beyond.

"A pharmacist's intern year is crucial to their future development in the industry," Roberts said.

"Intern candidates can be nominated by their supervising preceptor, employer, pharmacist or colleague, Guild ITP clinical tutor or they can nominate themselves", he said.

**CLICK HERE** for details.

## Win with Cancer Council Australia

Every day this week, Pharmacy Daily and Cancer Council Australia are giving away a sun protection prize pack! Prize packs include the new Sensitive Invisible Sunscreen (75mL) and Sensitive Sunscreen (200mL), valued at over \$30! The new Sensitive Invisible contains 22% zinc oxide that reflects UV rays whilst also being easy to rub-in, leaving an invisible finish on the skin. Both formulas are dermatologically tested, fragrance and paraben free.

To win submit your answer to the following question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)



Product Description	Symbion Codes	Sigma Codes	API Codes	RRP
NEW Sensitive Invisible SPF30 75ml	434906	266791	26422	\$14.95
NEW Sensitive 50+ Pump 200ml	434949	266825	26421	\$19.45

**How many minutes before going outside should you apply sunscreen?**

*Congratulations to yesterday's winner, Kathrina Casella from Ayr Hospital Pharmacy.*



## Dispensary Corner

**CONVENTIONAL** wisdom would suggest that a surgeon must have a steady hand to perform his duties - so perhaps somebody needs to tell that to 94-year-old retired orthopaedic surgeon Dr. Calvin MacKay, after he slapped on the latex gloves one last time this week.

Calvin, or Dr Ren as he likes to be called, scrubbed up and performed a mock operation as part of an assisted living facility's "Livin' the Dream" program in Mountain Ridge, USA, declaring the opportunity "wonderful".

Although it was all smiles on the day, the mood was somewhat dampened when the imaginary patient passed away due to complications from surgery.



**A RANDOM** breath test has turned a bit unseemly in Indiana this week when a pathologist was pulled over and found to be in possession of human organs.

Seventy-five-year-old Elmo A. Griggs was found guilty of driving while intoxicated but it was his organ samples rather than his empty vodka bottle that raised the most eyebrows in court.

Griggs pleaded guilty to operating a vehicle while intoxicated and received probation.

The court also thought about charging the man for possessing human offal but were ultimately too scared to follow it through.

## 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)

### Dermal Therapy Heel Balm Platinum

Dermal Therapy **Heel Balm Platinum** is a highly concentrated blend of ingredients containing 30% urea, and the skin's natural moisturising factors. Combined within a rich emollient base, Dermal Therapy Heel Balm Platinum provides fast and effective skin regeneration. Dermal Therapy states that Heel Balm Platinum is clinically tested to hydrate dry, cracked heels and feet, with visible results in just one day. This product is now available in both the 75g and the new 125g value sizes.



**Stockist:** 1300 555 597  
**RRP:** from \$13.95  
**Website:** [www.dermaltherapy.com.au](http://www.dermaltherapy.com.au)

### Compression & Cooling Gel Bandage

**CoolXChange** is an innovative 2 in 1 Gel Bandage which provides instant cooling to assist in the prevention, management and recovery from muscle pain, swelling and inflammation. Super convenient as it doesn't require refrigeration, it can be used straight out of your gym or exercise bag. Once finished simply store it back in your bag for next time as it is reusable. CoolXChange, which combines the cooling and compression stages of the RICE methodology (Rest, Ice, Compression, Elevation) into one simple step, works immediately to help prevent injury and speed up recovery from muscle sprains and strains.



**Stockist:** 1800 188 019  
**RRP:** Regular \$14.95, Large \$24.95  
**Website:** [www.coolxchange.com.au](http://www.coolxchange.com.au)

### INDI EDP + Shower Gel + Body Lotion

Katy Perry's **INDI EDP** 50mL has been packaged beautifully with her **Shower Gel** 75mL and her famous **Body Lotion** 75mL to make the perfect gift pack for that important person in your life, even you. **INDI EDP** is a one-of-a-kind seductive musk fragrance that elevates the senses. The fragrance is artfully crafted with eleven different musks that blend beautifully with top notes of oriental plum and Italian bergamot. The combination of fresh muguet and white cedar wood mingle with the velvety warmth of amber and vanilla in the background.



**Stockist:** Major wholesalers  
**RRP:** \$49.00  
**Website:** [www.katyperryindi.com](http://www.katyperryindi.com)

### Allergy-friendly kids chocolate bars

The first Aussie-made, allergy-friendly kids chocolate bars have laded in the Australian market. Using pure, natural, organic and vegan ingredients, The Chocolate Yogi has pioneered a healthier alternative to mainstream chocolate for both children and adults alike. Now with the introduction of

**Oscar the Orangutan**, you can satisfy your chocolate craving and support an amazing cause at the same time. What sets Oscar apart is that 5c from the sale of every bar goes directly to The Orangutan Project providing protection to the Indonesian orangutans.

**Stockist:** Major wholesalers  
**RRP:** Oscar the Orangutan \$1.75  
**Website:** [www.thechocolateyogi.com.au](http://www.thechocolateyogi.com.au)

