



Today's issue of PD

Pharmacy Daily today has two pages of news, our regular health & beauty feature plus a full page from Pharmacy 4 Less.

TWC pharmacy app

TERRYWHITE Chemmart (TWC) has announced it will expand its pharmacy services to customers through a new mobile app, as it moves to strengthen its position in digital health care.

Powered by MedAdvisor (PD breaking news yesterday, also see page 2), the app will provide medication and health services management and will allow patients to retrieve prescriptions on their smartphone or tablet, receive reminders when their script is running low and take advantage of a "tap to refill" function to pick up prescriptions at a convenient time.

In addition the app will enable exclusive access to health programs and to benefit from TerryWhite Chemmart's loyalty program.

TerryWhite Chemmart ceo Anthony White said the development of the health app opened up a world of opportunities for the pharmacy network.

"The future of TerryWhite Chemmart is in health and we see this new digital offering as fundamental to improving our ability to provide even better healthcare outcomes to all Australians," White said.

Improved medication management, adherence, health programs, screening and pretesting are among the expected benefits.

Pharmacy downgrade plan

A NEW report from the government's Productivity Commission has proposed the creation of a new class of pharmacy workers whose job would be to simply oversee machine dispensing.

The report is a "five year productivity review", which was sent to the government on 03 Aug 2017 then tabled in Parliament and made public yesterday.

It says pharmacy is a "key occupation where technology, antiquated regulation and changing models of integrated care converge at significant unnecessary cost to the nation".

A fundamental policy shift is suggested which would go "well beyond" the issues raised in the recent controversial Review of Pharmacy Remuneration and Regulation.

"A new model of pharmacy would adopt now-available technology - for example e-scripts and machine dispensing of drugs - and recognise retailing as incompatible with a genuine clinical function for pharmacists," it states, noting that the availability of "unproven and sometimes harmful medical products and confectionery at the front of the pharmacy is not reconcilable with an evidence-based clinical function at the back".

While immediate reform is not possible due to the constraints imposed by the Sixth Community Pharmacy Agreement, the report urges trials of pharmacists in multidisciplinary teams in Health Care Homes, tests of machine dispensing and indications to

universities that "the industry structure sustained through government fiat is likely to eventually crumble, leaving young pharmacists exposed to large occupational risks".

It suggests the government should move away from community pharmacy as the vehicle for dispensing medicines, to a model that anticipates automatic dispensing in most locations.

"In clinical settings pharmacists should play a new remunerated collaborative role with other primary health professionals where there is evidence of the cost-effectiveness of this approach," the report suggests.

MEANWHILE the Pharmacy Guild has completely rejected the "ill-informed recommendations" of the Productivity Commission, saying they would see the "dumbing down of a revered health profession and inferior care for patients".

Describing the recommendations as an "astounding piece of short-sightedness," the Guild says the report displays an "appalling misunderstanding of the complexities and responsibilities required in the safe dispensing of prescription medicines.

"This irrational recommendation to deprive Australians of this direct personal care from highly trained medicine specialists should be roundly rejected by governments and by the community," the Guild response added.

To view the full Productivity Commission recommendations on pharmacy see www.pc.gov.au.

ASMI daigou seminar

THE Australian Self-Medication Industry is hosting a breakfast seminar on the "Rise of China's army of 'personal shoppers'".

Taking place at the ASMI office in North Sydney, NSW on 08 Nov, the event will feature guest speaker Livia Wang from Access CN, a China marketing expert, business professional and entrepreneur.

She said there are now up to 80,000 'daigous' or personal shoppers in Australia shipping as many as 40,000 parcels a day to China - register at asmi.com.au.

Global epidemic risk

PROGRAMS to prevent the spread of HIV and hepatitis among injecting drug users is inadequate in many countries, and presents a "critical public health problem" according to reviews by Australian researchers from the University of NSW's National Drug and Alcohol Research Centre.

Published in *The Lancet Global Health* yesterday, the authors of the two reviews estimate 15.6m people globally have recently injected drugs, and of these 18% are living with HIV infection and 52% test positive for hepatitis C antibody.

"Yet despite evidence that needle syringe programs (NSP) and opioid substitution therapy (OST) reduce HIV and HCV infections, they are still not being implemented in many places," the authors state.

Australia is one of only four countries worldwide with high coverage of both NSP and OST, with the others being Austria, the Netherlands and Norway.

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MPs push Hunt on codeine reschedule

HEALTH Minister Greg Hunt has reportedly faced a Liberal party room backlash about the S4 rescheduling of codeine, with a parliamentary meeting last night seeing several MPs raising objections to the move.

According to *The Guardian* Liberal members including Craig Kelly, Jason Falinski, Tim Wilson and Russell Broadbent said making OTC codeine prescription-only was unpopular with constituents and was likely to be ineffective due to doctor-shopping.

The report said MPs fear a backlash from their electorates amid perceptions of strong Pharmacy Guild opposition to the measure.

Win with CoolXChange

Every day this week, Pharmacy Daily and CoolXChange are giving away 1 x Regular and 1 x large CoolXchange Compression and Cooling gel bandage valued at \$39.95.



CoolXChange Instant Cooling is an innovative 2 in 1 Gel Bandage, combining cooling and compression therapy for advanced recovery from pain and inflammation. This makes managing muscle sprains and strains easier than ever before – lasting for up to 2 hours, you can carry it anywhere, requires no refrigeration, and is re-usable too, so it's ready to go whenever pain strikes. Visit www.coolxchange.com.au for more information.

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

Is CoolXChange re-usable?

Congratulations to yesterday's winner, Kerry Polkinghorne from Morayfield Day and Night Pharmacy.

ACCC has been busy

THE Australian Competition and Consumer Commission has released its annual report revealing several interventions that affected pharmacy during 2016-17.

Proceedings were begun in 2014 against Pfizer in relation to its "alleged misuse of market power and exclusive dealing in relation to its supply of atorvastatin to pharmacies".

Although the Federal Court dismissed the case, the ACCC has appealed and the case is ongoing.

EBOS' Chemmart Pharmacy franchise came under scrutiny around its promotion of myDNA genetic testing with concerns that the public could have been misled.

Chemmart subsequently withdrew all promotional materials.

In all there were 332 complaints or enquiries relating to pharmaceutical, cosmetic and toiletry goods retailing, the report revealed - see acc.gov.au.

Pharmacists key to care transitions

THE pivotal role played by pharmacists to ensure better medication management when patients transition between the hospital and community settings is highlighted in the new issue of the Society of Hospital Pharmacists' *Journal of Pharmacy Practice*.

The Oct edition looks at Australian and international practice on continuity of care, highlighting efforts to minimise medication-related risks through digital health initiatives and better collaboration with multidisciplinary medical teams.

It looks at initiatives under way in other jurisdictions such as NZ and Canada, with SHPA chief executive Kristin Michaels saying unique expertise "allows hospital pharmacists to identify high risk patients and support them during vulnerable transition periods".

She said hospital pharmacists were an untapped resource in efforts to deliver truly patient-centred care, with SHPA to continue advocating for the development of hospital-initiated Home Medicine Review referral pathways to improve transitional care.

EBOS takes MedAdvisor stake

THE wide-ranging new agreement between EBOS and MedAdvisor (PD breaking news yesterday) is expected to see a significant acceleration of MedAdvisor's user base, with more than 5,000 patients per week being invited to sign up to MedAdvisor through an MoU relating to EBOS hospital-focused offshoot HPS.

That's just one element of the deal which will see EBOS acquire a 14% stake in MedAdvisor.

The \$9.5 million "strategic investment" will see EBOS issued shares in MedAdvisor for 5.75c each, up 44% on the company's previous capital raising a year ago which helped raise funds for the acquisition of Healthnotes.

EBOS has also purchased an additional 20 million shares in MedAdvisor in an off-market transaction, the companies said.

MedAdvisor has entered into a three year strategic agreement with some of EBOS' businesses including HPS, TerryWhite Chemmart and Zest, while the deal is set to also see MedAdvisor accelerate its customer acquisition strategy via

the hospital and GP channels.

The agreement cements MedAdvisor's position as the preferred provider to the TerryWhite Chemmart pharmacy brand (see page one) and also open the hospital channel as a "key pathway to MedAdvisor's ongoing customer acquisition".

Many TerryWhite Chemmart franchisees are existing MedAdvisor customers, and deal will see a rollout of a customised version of the MedAdvisor app and PlusOne software to the group's pharmacies (see story page one).

MedAdvisor estimates that over three years the agreements with TWC, HPS and Zest will generate about \$4 million in revenue.

Robert Read, ceo of MedAdvisor said he was delighted that EBOS Group had recognised "the potential of MedAdvisor to provide value to the healthcare industry in Australia and beyond".

He said in EBOS, MedAdvisor now has a major investor and a motivated commercial partner that recognises the company's "agnostic position in the marketplace".

EBOS ceo Patrick Davies said MedAdvisor had achieved rapid growth and now has a key role as an independent partner to a wide range of healthcare businesses.

"EBOS recognises the strength of that independence and we look forward to working collaboratively with MedAdvisor to unlock value across our diverse businesses to help improve health outcomes for patients via improved medication management."

HL Pharma availability

HL PHARMA has confirmed it currently has stock of Glyceryl Trinitrate Tablets 300mcg, which are available under a Therapeutic Goods Administration Section 19a approval due to the current unavailability of Australian products Lycinat and Anginine.

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Dispensary Corner

RISING levels of obesity around the globe have created a tourism opportunity for a Bahamas entrepreneur, who has opened the world's first resort exclusively for overweight tourists.

The Resort, on the island of Eleuthera, boasts heavy duty sun loungers, reinforced beds and extra wide doorways, targeting travellers whose large size makes them feel intimidated or ashamed when visiting conventional hotels.

A formal 'freedom from judgement' policy is in place so there is no fat-shaming, and there are in-house body confidence coaches to encourage guests to participate in a range of activities.

The Resort is being showcased in a new British reality TV series called Club 18-30 Stone Holiday.

Owner James King said The Resort was "a place where you can come and have a good holiday without any judgement whatsoever," he said.

A TONGUE-IN-CHEEK "eviction notice" served on the unborn child of a heavily pregnant US woman has had the desired effect, with the infant finally coming into the world after a judge signed the legal order.

Kaylee Bays, pregnant with her third child, was working in her job as a court assistant when she jokingly asked Judge Lynn Davis to serve the notice on her baby.

He agreed, producing an order giving the child three days to "vacate the premises".

Less than 12 hours later new baby Gretsel was born, with her mum saying "so far, she's a good listener...she didn't want to be in contempt of court".

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

Like a Diamond Shadow Palette by DB

Designer Brands (DB) brings you their new **Like A Diamond Shadow Palette**. The company says "shine like a diamond", "illuminate your inner beauty" with this multidimensional eyeshadow palette which contains 12 super-shimmer and matte shadows, a kohl pencil and eyeshadow brush. As if that's not enough, Designer Brands presents this exciting new offering in an eye-catching glitter-casing any girl would be proud to display in the powder room. Like all DB products, Like a Diamond Shadow Palette is vegan and animal cruelty free.



Stockist: 03 8544 8000
RRP: \$17.99
Website: www.dbcosmetics.com.au

Billie Baby Soothing Baby Powder

Billie Goat Soap **Billie Baby Soothing Baby Powder** is a gentle, thoroughly tested, and now extremely popular baby powder that will absorb any excess moisture in a baby's skin folds, keeping the baby drier for longer and helping to avoid nappy rash and skin irritation. The formula is made from 100% talc-free cornstarch powder and is lightly scented with lavender to help calm irritated skin. Make baby's bath time fun, comfortable and gentle with Billie Baby Soothing Baby Powder.



Stockist: 02 4389 3455
RRP: \$8.95
Website: www.billiegoatsoap.com.au

Super Toy Store Corner Hammock +



Dreambaby offers this **Super Toy Store Corner Hammock** together with a bonus **Toy Chain** in a package deal just in time for Christmas this year. The two toy-minders will get those things off the floor and neatly stored while at the same time

making a fun statement in the room. The chain is 1.92m (6.3 feet) in length and can be hung vertically or horizontally. The hammock dimensions are 1.12 x 1.12 x 1.57m. The Toy Chain can be bought separately for \$14.95

Stockist: 02 9386 4000
RRP: \$24.95
Website: www.dreambaby.com.au

Clean & Balanced Conditioner




Head & shoulders **Clean & Balanced Conditioner** is a tried and true hair conditioner with a '3ActionFormula' that goes deep into the scalp to provide dandruff protection over prolonged periods of time. The pH-balanced formula leaves hair feeling fresh, cleansed and revived, and is gentle enough for everyday use but strong and effective enough to convincingly wash dandruff away. Head & Shoulders Clean & Balanced Conditioner perfectly complements and follows head & shoulders Clean & Balanced Shampoo.

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