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(03) 9860 3300
Level 4, 111 Coventry St, Southbank, VIC 3006





Today's issue of PD

Pharmacy Daily today has three pages of news plus a front cover page from Pharmacy Alliance.

Lithium levels alert

BECAUSE of its narrow therapeutic index, lithium's risk of toxicity is high, the Therapeutic Goods Administration (TGA) reminds healthcare professionals.

Lithium is marketed in Australia as Quilonum SR (450 mg sustained release tablets) and Lithicarb (250 mg tablets).

"Failure to recognise the early signs of toxicity may lead to a delay in treatment and result in poor patient outcomes including, in the worst cases, death," the TGA says.

Early symptoms to look for can be subtle and ambiguous, the TGA says, listing the common ones, but any doubts mean referral to the patient's doctor for testing.

Risk factors are also identified in the TGA update.

Go to tga.gov.au for details.

SHPA flies FIP flag high

AUSTRALIA has held its head up high at the annual International Pharmaceutical Federation (FIP) World Congress of Pharmacy and Pharmaceutical Sciences, with national pharmacy initiatives recognised across 10 out of 13 Pharmaceutical Workforce Development Goals (PWDGs).

The 13 international PWDGs are the primary measurement of 21 countries' capacity and ability to implement FIP's vision of a global pharmacy workforce that can meet tomorrow's healthcare challenges.

SHPA chief executive Kristin Michaels, who attended the report's release today in Seoul, South Korea, at a special session of the 77th FIP Congress, says the inclusion of Australian examples across 10 PWDGs is a powerful endorsement of SHPA's role in driving pharmacy workforce change.

"This international analysis of national-level research,



development and evaluation strategies for pharmaceutical workforces is significant, as it is the first report produced since the Nanjing roadmap," Michaels said.

Professor Ian Bates, director of FIP Education, commended Australia's performance.

"This is a remarkable achievement and I applaud SHPA for its efforts for taking a lead in the continued development of these Pharmaceutical Workforce Development Goals."

Five Australia-first SHPA initiatives were highlighted in the global report on setting international standards, including the SHPA Residency Program, the Partnership agreement with the Royal Pharmaceutical Society GB, SHPA ClinCAT, National Translational Research Collaborative and the Pharmacy Technician and Assistant Role Redesign Project.

The 77th FIP Congress in Korea concludes today.

Building Alliances

WITH a focus on the strengths of independent pharmacies, Pharmacy Alliance brings together pharmacy owners Australia-wide to create a group capable of competing successfully with banners and discounters.

Pharmacy Alliance provides a low-cost turnkey option, no franchise fees, a loyalty program, POS and dispense software as well as community-focused marketing.

See more on the **front cover page**.

Biosimilars course

GUILD Learning and Development partnered with MSD Australia to develop an online course titled 'Biosimilars in focus'.

This is the first of two CPD courses to be launched on this topic, with the second module focusing on MSD's Brenzys (etanercept), launching in Oct.

Pharmacists completing the course will be able to educate patients around the use of these medicines - myCPD.org.au.

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Maxigesic \$20k winner

TAYLA Laverty, from Prospect in Tasmania, stared down the barrel of a one-in-100 chance of becoming an instant millionaire last weekend, thanks to the nationwide Maxigesic 'Chance to win \$1 million' promotion.

The promotion was open to Australian residents over the age of 18 and attracted entries from across the entire country, with 10 finalists drawn at random from 27,000 entries nationwide.

While no-one picked up the \$1m envelope out of the 100 possible, the other nine finalists picked up a cool \$5,000 runners' up prize, but Laverty's was a \$20,000 envelope.



CEO of AFT Pharmaceuticals and inventor of Maxigesic (ibuprofen paracetamol combination), Dr Hartley Atkinson, said he was thrilled with the response to the competition.

"I developed Maxigesic as an alternative to other analgesics, particularly those containing codeine, which has been shown to be addictive, and not especially effective in low doses," explained Atkinson.

"Maxigesic, on the other hand, is non-habit-forming, and has been clinically proven to be an effective pain reliever," he claimed.

Pictured are Hartley Atkinson with winner Tayla Laverty.

Community Pharmacy 2025

THE Pharmacy Guild of Australia has launched a "thought starter" paper titled 'Community Pharmacy 2025 – Introduction'.

Guild executive director David Quilty, writing in his editorial in *Forefront*, said the paper "introduces a major strategic planning project that the Guild is launching aimed at helping secure the future of community pharmacy to 2025 and beyond".

"Community Pharmacy 2025 (CP2025) will see the Guild develop a vision and a plan to enable community pharmacies to have a viable, longer term future as an integral part of the Australian health care system," Quilty wrote.

The project, extending over nine months, will be asking for ideas and feedback, as part of an ongoing conversation with pharmacy

owners, their staff and patients, as well as industry stakeholders.

Qualitative and quantitative market research along with expert groups will also inform the discussion along with the Guild's own health economics modelling.

To read more, **CLICK HERE**.

Keytruda India launch

MERCK & Co. has launched its blockbuster cancer immunotherapy Keytruda in India, according to a report in *The Economic Times*.

Keytruda totalled sales of \$1.4b in global revenue last year and the Drug Controller General of India (DCGI) cleared the therapy for use in patients with unresectable or metastatic melanoma.

Pharmacists connected

PHARMACY

Connect, held 01 - 03 Sep at Hilton Sydney, saw over 700 pharmacists, industry representatives and pharmacy students work through three days of educational and motivational sessions along with networking opportunities.

Program highlights included the Judy Liauw Address empowering women of community pharmacy, an update on the Pharmacy Remuneration and Regulation



Review and changes relating to codeine rescheduling.



Congratulations to the University of Tasmania, the winning team of the National Student Business Plan Competition, which was announced at the conference Gala Dinner.

CLICK HERE to watch the wrap video or for a full rundown on the conference visit pharmacy-connect.com.au.

Pictured is NSW Guild president Rick Samimi presenting.

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Win with NS-8 Natural Footcare

This week Pharmacy Daily and NS-8 Natural Footcare are giving away NS-8 Heel Balm, NS-8 Leg Care Cream and NS-8 Sports Socks.

Give your feet some love!



Spring is here and it's time to make sure your feet and legs are ready - soft and smooth. NS-8 Natural Footcare is based on natural active ingredients rather than petrochemicals to deliver superior results. NS-8 Heel Balm is not greasy, so you don't need socks, and natural exfoliants gradually remove dry, thickened skin, so you don't need foot files. NS-8 Leg Care Cream refreshes and moisturises hot, tired legs, softening and smoothing dry skin. Australian owned and made.

To win, be the first from SA or NT to send the correct answer to the question below to comp@pharmacydaily.com.au

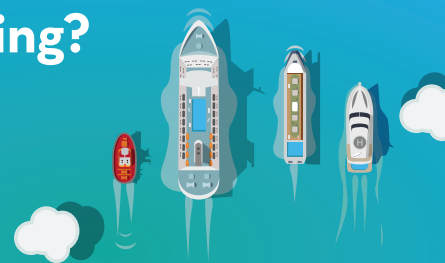
What vitamins does NS-8 Leg Care Cream contain?

Congratulations to yesterday's winner, Leanne Gayle.

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Dispensary Corner

IS TASTE the key to a successful long lasting marriage?

A study has found couples who are married for a long time appear to develop a similar sense of taste and smell.

Results showed that taste and smell preferences were more similar in husbands and wives the longer they had been together.

The duration of their marriage made up 9% of the difference in their appreciation of flavour and 6% of their preferences for smells.



COLOUR between the lines - it may help you park between the lines, or not.

Most of us just quietly fume at the sight of a car straddling two parking spots, but one man in Porirua, in the South end of the North Island of New Zealand has found something satisfying to do about it.

Matt Pollock simply places a little note (pictured below) on any vehicle he sees poorly parked.

It recommends the parking-skill-challenged driver practise staying between the lines.

Pollock said, "It's not aggressive, it's a bit of fun to tell them they're being a dick."



Maybe if you practice coloring this turtle, it will help with your parking.

Disaster mitigation plans

PHARMACISTS have an ethical duty to accept responsibility, as health care professionals, for providing aid to others in disaster situations, the International Pharmaceutical Federation (FIP) says in a new Statement of Policy released yesterday.

This means having plans in place to respond appropriately in the event of a natural or man-made disaster and to limit its impact.

FIP's Military and Emergency Pharmacy Section secretary Jane Dawson said, "There has been an increasingly large number of natural disasters over the past 10 years.

"Just last month we've had a large typhoon in Hong Kong, a monsoon in Bangladesh, and Hurricane Harvey in the US, followed by devastating floods and many lives lost," Dawson added.

"With global warming, such

events are predicted not only to become more frequent but to increase in severity, and we pharmacists need to be prepared.

Dawson went on to say patients needed pharmacists to provide their medicines and give advice in stressful situations, and the way to prepare and manage through was clearly spelled out in the statement.

Go to fip.org for access.

Jardiance supports ♥

THE latest data on the use of Boehringer Ingelheim's Jardiance (empagliflozin) presented at this year's meeting of the European Association for the Study of Diabetes (EASD) demonstrated lower risk of cardiovascular death compared with placebo regardless of background metformin or sulphonylurea use.

CLICK HERE to read the research.

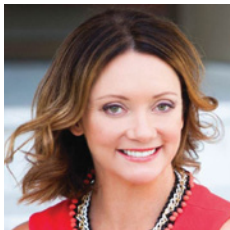
Customers become advocates

KEYNOTE speaker, consultant, media commentator and author of 'Turning Customers into Advocates', Amanda Stevens (pictured), will be there to inspire delegates at this year's Pharmacy Assistant National Conference (PA2017).

Presenting on two key topics, Stevens will discuss why consumers buy, and provide delegates with the keys to building customer and brand advocacy.

"Customer Service, Turning Customers into Advocates" will explore the psychology of advocacy and how frontline staff can impact the engagement, spend, loyalty and ultimate financial outcomes of a pharmacy business.

Stevens will also conduct an



interactive workshop, "The Key to Really Connecting" which will provide a step-by-step process for improving communication, collaboration and creative innovation.

Stevens is one of the many outstanding speakers presenting at this year's PA Conference.

PA2017 will be held from 26-28 October at QT Hotel on the Gold Coast, Queensland.

The conference will feature over 30 education sessions, 40 suppliers showcasing their products and services, as well as extensive networking opportunities.

For a full overview of conference topics and speakers, download the conference program at pharmacyassistants.com.



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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EDITORIAL

Editor in Chief and Publisher – Bruce Piper

Managing Editor – Jon Murrie

Reporter – Mal Smith

Contributors – Jasmine O'Donoghue,

Matt Bell

info@pharmacydaily.com.au

ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian

advertising@pharmacydaily.com.au

BUSINESS MANAGER

Jenny Piper

accounts@pharmacydaily.com.au

Suite 1, Level 2, 64 Talavera Rd

Macquarie Park NSW 2113 Australia

PO Box 1010 Epping NSW 1710 Australia

Tel: 1300 799 220 (+61 2 8007 6760)

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