

“MedView Paperless enables our staff to spend more time with customers and provide a better level of service”

TONY SARENA - TerryWhite Chemmart Southland

APP2018 stand 127



Today's issue of PD
Pharmacy Daily today has two pages of news plus a full page from **Pharmacy 4 Less**.

Guild GORD module

GUILD Learning and Development has partnered with Reckitt Benckiser in the development of a CPD-accredited online course titled 'The burning issue: Managing breakthrough symptoms of gastro-oesophageal reflux'.

This course reviews the pathophysiology, symptoms and risk factors of gastro-oesophageal reflux disease (GORD) as well as highlighting the incidence of breakthrough symptoms in Australia and the impact this can have on a patient's mental and physical health, Guild Learning and Development says.

Both non-pharmacological and pharmacological approaches to managing breakthrough symptoms are included along with appropriate counselling guidance.

To enrol visit myCPD.org.au.

Pharmacists advancing

ADVANCING Practice has announced that Round 1 applications have now closed with Advisory Board chair, Associate Professor Ian Coombes, saying the number of applicants has "well and truly exceeded expectations".

"As Chair of the Advancing Practice Advisory Board I am delighted at the number of pharmacists who have put their hand up to prepare a practice portfolio for evaluation, feedback and consideration for credentialing – the figure is more than double our initial target for round 1.

"The extraordinary response proves the Australian pharmacist workforce is keen and motivated to seek a formal process of external evaluation, feedback and recognition for the impact they have made – and continue to make – in the wide and varied scope of their practice, which continues to have an impact on patient care."

Every Australian state and the ACT are represented, as are a broad

cross-section of practice settings he added, with South Australia being "significantly overrepresented".

"It is exciting that pharmacists practicing in community, hospital and consultant pharmacy, and across academia and research institutes, who are members of every pharmacy professional body in Australia and some from overseas, are already committed to the credentialing process," he said.

ROUND 2 opens 04 Jun 2018.

TGA AE surveys

THE Therapeutic Goods Administration (TGA) is conducting a survey of health professionals and consumers around experiences and attitudes towards key issues related to medicines, especially with relation to adverse events (AEs).

All responses are anonymous and the survey does not collect any personally identifying information, the TGA says.

CLICK HERE to access the surveys.

Amcal sponsors Mother's Day run

AMCAL has joined forces with next month's iconic Women in Super Mother's Day Classic as a gold sponsor of the annual fun run and walk celebrating those touched by breast cancer and raising funds and awareness for breast cancer research.

The Sigma pharmacy brand is one of six gold sponsors for the event which, since its commencement in 1988, has now raised more than \$33 million toward research.

Mother's Day Classic ceo Sharon Morris said, "We are delighted to welcome Amcal to the Mother's Day Classic family, and welcome their commitment and support in our goal of raising \$40 million for breast cancer research by 2020".

Amcal head of Marketing & Digital Tasha Harp Kennealy said, "Amcal prides itself on its community connection and there is no better illustration of the power of community than the Mother's Day Classic" - mothersdayclassic.com.au.

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Dispensary Corner

LIFESAVING techniques picked up from US TV show *The Office* have been cited by a college student who managed to resuscitate a drowning squirrel.

Natalie Belisto from Central Michigan University posted a video on social media showing her pulling the squirrel out of the water and then keeping it warm with a hair dryer.

She said she brought the rodent back to life using CPR, based on an episode of the TV show where the actors learned to time chest compressions using the Bee Gees song "Stayin' Alive".

The video of the rescue can be seen on Twitter @natbels7.



CHOLESTEROL alert? Scrambled eggs galore were the order of the day when Kiwi morris dancers met in the NZ capital Wellington on Easter Sunday for their annual 'Easter Fun Egg Pacing' event.

Some initial dancing was followed by a best-decorated egg contest - then the egg massacre began, reports *stuff.co.nz*.

Painted eggs were thrown at a golden egg on the ground - nearest to gold wins - while other 'eggcellent' activities saw contestants throw eggs to each other, stepping back from each other one pace at a time - widest gapping unbroken egg-catching couple wins.

Boots gets it up first

UK PHARMACY chain Boots has struck a deal with Viagra maker Pfizer to have exclusive access to sildenafil for two weeks before it is released to the wider pharmacy service, since being down-scheduled as a pharmacist-only OTC medicine (**PD** 30 Nov 2017).

Royal Pharmaceutical Society president Ash Soni said: "We look forward to the public having access to this through all pharmacies to support everyone being able to seek the advice of a health professional at a place of their choosing."

NDARC quitter call

NEW South Wales smokers who want to quit are being recruited by the National Drug and Alcohol Research Centre (NDARC) to take part in a world first trial comparing two smoking cessation medications: a natural plant extract, cytisine, and the prescription medicine, varenicline.

Pharmacists can recommend patients they consider ready. See ndarc.med.unsw.edu.au.

Medadvisor milestone

LISTED medication adherence provider MedAdvisor says it believes there are still significant opportunities for growth within the Australian market, after reaching one million connected patients.

CEO Robert Read said there are more than 12 million people suffering from a chronic disease in Australia alone, "so with MedAdvisor's Pharmacy Network representing about 50% of pharmacies, MedAdvisor can significantly improve health outcomes for a much larger portion of the domestic population".

He said patient user growth was an important driver, with additional opportunities to boost income becoming available as the user base increases.

"As patient reach expands it adds further revenue opportunities for Patient Engagement Programs and enhances the capacity of the business to generate transactional revenue," Read added.

Naturopath fail

DISGRACED Sydney naturopath Marilyn Pauline Bodnar, 61, was sentenced in the NSW District Court last week to 14 months in prison for putting a breastfeeding mother on a liquid diet that nearly starved her eight-month-old baby to death.

Bodnar's defence team said she deeply regretted her actions and has vowed to never work with children again.



Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is **Marcus C Blackmore AM, Blackmores' Executive Director.**



Why industry has a responsibility to invest in research

THE momentum of evidence-based natural medicine must be more than marketing claims – it must be underpinned by a strong program of research so that the body of clinical evidence will continue to grow. This journey of discovery will continue – my father used to remind me that the quest for better health is never-ending.

One of the areas where we have a knowledge gap is to understand the reasons people use naturopathy and other complementary medicines, how they make decisions about the medicines and the therapies they use and how practitioners including naturopaths connect and communicate with mainstream hospital and primary care systems.

The Australian Research Centre in Complementary and Integrative Medicine at the University of Technology Sydney (UTS: ARCCIM) is seeking to progress this important work.

That's why my wife, Caroline, and I are proud to partner with BioCeuticals to contribute \$1.5 million to ARCCIM to support research into naturopathy and other complementary medicine. Our contribution does not reflect either generosity or goodwill. It is because we have an unswerving and ongoing responsibility to our consumers and to the practitioners who treat them. I passionately encourage our friends and colleagues across this industry to seek to fulfil their social obligation by investing back into the community who support us.

Win with Dermal Therapy

Everyday this week Pharmacy Daily and Dermal Therapy are giving away a selection of the pictured products to the value of \$30.



Dermal Therapy Soap Free Wash is made from ingredients known for their immediate hydrating ability. Formulated and designed for dry, sensitive, itchy or flaking skin. The mild and effective soap free formula thoroughly cleanses, without stripping the skin of its essential oils. Ideal for use in the shower, bath or basin and mild enough for daily use on the entire family. Visit www.dermaltherapy.com.au to find out more.

To win, be the first from NSW or ACT to send the correct answer to the question to comp@pharmacydaily.com.au

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