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## Health marketing summit tomorrow

**KEY** marketing leaders from across the health sector in Australia will gather tomorrow at Sydney's Amora Jamison Hotel for the 2018 Mumbrella Health Marketing Summit.

Pharmaceuticals, healthcare, diet, fitness and insurance experts are taking part, with presenters including Janssen Japan president Chris Hourigan, Dr Norman Swan from Tonic Health Media and Brooke Howard from GSK Consumer Healthcare.

Registrations are still available, with a special discount for **Pharmacy Daily** readers by using code PDHEALTH18 when signing up at [mumbrella.com.au/health](http://mumbrella.com.au/health).

## UK vax bonus

**PHARMACIES** in the UK will receive £9.48 per influenza vaccination after a review increased the remuneration by 34p.

New guidelines released by the Pharmaceutical Services Negotiating Committee will also allow pharmacists to deliver the vaccine in patients' homes where there is an existing clinical relationship in place.

## GuildLink connects to AIR

**GUILDLINK** today announced a new release of its GuildCare NG pharmacy software platform, which now includes a seamless integration with the Australian Immunisation Register (AIR).

Recording patient vaccination statements via the AIR is mandatory for pharmacist immunisers in Tasmania, the Northern Territory and Western Australia, and is also recommended as best practice in all other states and territories.

GuildLink says its new integration with the AIR is the first of its kind in Australian pharmacy, and brings pharmacy vaccination reporting into line with other immunisation settings.

“Ensuring direct integration

**guildlink**

into the AIR gives pharmacists more time with their patients, as reporting requirements are made easier and faster,” said acting GuildLink ceo, Jannine Johnson.

“We’re delivering software to make it easier and more efficient for a pharmacy to deliver immunisation services,” she said.

The innovation removes time-consuming double-handling of patient data and eliminates possible sources of error, with the cloud-based technology ensuring data is securely and accurately uploaded to AIR with no further reporting required for pharmacy staff, Johnson added.

Pharmacies which are already registered as immunisation providers with the AIR can utilise the new GuildLink integration effective immediately.

## NPS childmedwise

**THIS** week is Be Medicinewise Week (20-26 Aug) during which NPS Medicinewise urges families to ensure they have the correct information about the safe use of medicines for children.

A recent survey revealed wide concerns about lack of information. Download resources at [nps.org.au](http://nps.org.au).

## GSK challenge event

**THIS** year's Active & Intelligent Packaging Industry Association (AIPIA) Congress Challenge will be hosted by over-the-counter giant GlaxoSmithKline (GSK) Consumer Healthcare division.

The event, as part of the AIPIA conference, will show how disruptive technologies can offer routes to better consumer interaction and engagement at retail shelf and via e-commerce channels - see more details about the conference at [apia.info](http://apia.info).



## MS review revealing

**A NEW** comprehensive review examining the economic impact of autoimmune CNS disease multiple sclerosis (MS) in Australia reveals it is costing the country a whopping \$1.75 billion annually.

Lost wages now account for just one third (32%) of the total economic burden compared to almost half (49%) of the burden seven years ago, the report said.

The high cost of new treatments and a 20% increase in patient numbers are also impacting.

The 'Health Economic Impact of Multiple Sclerosis in Australia 2017' report, commissioned by MS Research Australia and supported by a Merck Australia research grant, is being launched by Federal Treasurer Scott Morrison at Parliament House today.

## ASMI 40% discount



**NICHOLAS** Hall's 5th Asia-Pacific Consumer Healthcare Conference is offering all Australian Self Medication Industry (ASMI) members 40% discount for its upcoming Singapore event.

Themed 'The Evolving Consumer Journey', the conference is set for 17-18 Oct 2018 and promises to highlight “important consumer and industry trends”.

Visit [nicholashall.com](http://nicholashall.com) for details including pricing and program.

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## PPA calls for pharmacist input

**UNION** group Professional Pharmacists Australia (PPA) is inviting submissions of questions and issues in relation to the Sixth Community Pharmacy Agreement, in the lead-up to the third meeting of the Community Pharmacy Stakeholder Forum (CPSF) taking place next month.

The CPSF is an element of the governance measures established as part of the 6CPA which allows ongoing consultation with stakeholders with a vested interest in the provision of pharmaceutical benefits and professional services.

Last year's forum was attended by a range of participants from pharmacy organisations, including Professional Pharmacists Australia.

Questions posed by PPA already include why the cap on Medscheck has been increased while the original cap on Home Medicine Reviews remains unchanged.

PPA is also asking why no data has been released about the progress of professional programs under the 6CPA, and "how much is left in each of the budgets of the professional programs," raising concerns that the "disastrously sudden implementation of a cap on HMRs" under the Fifth Community Pharmacy Agreement may occur again if funding is exhausted.

The CPSF will take place in Sydney on 07 Sep, with an online form accepting questions on behalf of PPA until 03 Sep at [professionalpharmacists.com.au](http://professionalpharmacists.com.au).

## Compounding hope for orphan drugs

**QUEENSLAND** pharmacist Matthew Bellgrove is calling on the Federal Government to consider "modern compounding" as part of the solution to the escalating cost of orphan drugs used to treat rare diseases.

Bellgrove, who is based on the Gold Coast, said while there were some orphan drugs that should only be sourced through the manufacturer which spent many years developing them, "there are also evidence-based treatments that can be safely and legally compounded here in Australia in government-approved compounding laboratories for a fraction of the cost".

He said governments could then encourage drug companies to develop medicines for other rare conditions that don't yet have an effective treatment.

The TGA's orphan drug program provides subsidies to sponsors to bring medicines for a small patient population to the market, making them available to those who would not otherwise be able to access the medications.

Bellgrove highlighted an article in the *Journal of Clinical Pharmacy and Therapeutics* which called into question the cost effectiveness of drug companies being encouraged to develop orphan drugs, when much cheaper alternatives could be sourced.

To view the article [CLICK HERE](#).



**AMH Children's Dosing Companion**  
online now has direct links to RCH's  
**Paediatric Injectable Guidelines**  
(separate subscription required)

**AMH**  
AUSTRALIAN MEDICINES HANDBOOK

The Royal Children's Hospital Melbourne  
**Paediatric Injectable Guidelines**

## Leukaemia research boost

**THE** Leukaemia Foundation of Australia has announced a new national multi-million dollar research program targeting blood cancers like leukaemia, lymphoma and myeloma.

Research focus will examine innovation in diagnosis and treatments and improving the quality of life across the blood cancer spectrum, a foundation announcement said.

The first project identified under the new program will be a \$1 million investment over five years (2018-2022) to the Centre for Blood Transplant and Cell Therapy (CBTCT), aiming to discover new treatment approaches to better prevent and treat deadly graft versus host disease (GVHD).

GVHD is one of the most significant contributors to transplant related deaths and 20% of SCT recipients develop severe acute GVHD that does not respond to conventional treatment, resulting in more than half of those people dying.

Principal investigator, Professor David Gottlieb (**pictured**) said the funding would help support



research into a better outcome for all Australians living with GVHD.

"The reality is that most patients say they would rather not live than spend the rest of their lives with this awful disease,"

Gottlieb said.

"This investment will contribute to generating new knowledge in the fields of transplant immunology and cell therapy and improve patient outcomes nationally."

The CBTCT's scientific partners are Queensland Institute of Medical Research, University of Sydney, University of Melbourne and Monash University in Australia, and the international centres are the University of Minnesota and Icahn Centre School of Medicine at Mount Sinai in New York.

**MEANWHILE** the Leukaemia Foundation is also highlighting its upcoming Light the Night ceremony which brings together Australia's blood cancer community.

The annual day of recognition, this year on Fri 05 Oct, sees families and friends gather at sunset to light up Australian skies with one of three coloured lanterns chosen to signify their journey and to raise funds for research in the hope of a future free of blood cancer: gold - to remember loved ones lost to blood cancer; white - for those diagnosed themselves; or blue - to show support for those affected.

Visit [leukaemia.org.au](http://leukaemia.org.au) for details of venues and more.

## KAPS portal open

**THE** Australian Pharmacy Council has today opened registration for the next Knowledge Assessment of Pharmaceutical Sciences (KAPS) examination, taking place 07-10 Oct - see [pharmacycouncil.org.au](http://pharmacycouncil.org.au).

## FOR SALE

### Consis BO Robot – 2017 Model

- Installation finalised March 2017
- Brand new condition
- Located in Southwest QLD 90 minutes away from Brisbane
- Comes with delivery system – chutes
- Price is negotiable



Call 0430038399 for a confidential discussion

## Win with Natural Instinct

Everyday this week Pharmacy Daily and Natural Instinct are giving away a anti-dandruff shower pack valued at over \$40.

Did you know that many anti-dandruff products contain harsh synthetic ingredients that can irritate the skin? Thankfully, there's a natural solution...



Natural Instinct Shampoo & Conditioner contains sulphate-free cleansers, Tea Tree Oil, Thyme, Soybean Biolipid Complex and a 100% natural eco-cert ingredient with antimicrobial properties to help reduce & control dandruff. Visit [naturalinstinct.com.au](http://naturalinstinct.com.au) for details.

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

What does the Thyme Oil in the products do?

Congratulations to yesterday's winner, Nicole Robinson.



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## Dispensary Corner

### DON'T like household chores?

You may have a good excuse, particularly with all the back-burning going on in Australia in the lead-up to bushfire season.

A doctor in western Washington in the USA has warned against vacuuming while there has been lots of smoke in the air, because it can stir up unhealthy particulates in your carpet and recirculate them inside your home.

An interview on TV station KING-5 in relation to air quality following some recent wildfires warned that residents in the affected Puget Sound area should avoid vacuuming for up to a week as they wait for the smoke to clear.

**THOSE** Americans really love their fast food - so much so that a restaurant in Maine is facing backlash after switching from crinkle-cut to straight chips.

Jim and Leslie Parsons, the owners of Bolley's Famous Franks in the city of Waterville, have confirmed via the eatery's Facebook page that they have received "disturbing and hostile" comments from some customers over the change of shape.

"While I fully understand the crinkle cut has been the long standing traditional fry of Bolleys, I was forced to make an unpopular business decision...the [crinkle-cut] blades are ridiculously pricey and flimsy," Leslie Parsons wrote.

The local police department has become involved, begging citizens to "accept the french fries".

"We really cannot be fighting or throat-punching people over our differences, or the differences between straight and crinkle-cut," a police Facebook post implored.

## 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)

### Father's Day 2018 - The Man Kit

VS Sassoon for Men Father's Day 2018 - **The Man Kit** is a comprehensive toolbox that includes:

- 1 x Rechargeable Rotary Shaver (a full size shaver with three flexing rotary heads for a close cut that follows the contours of the face),
- 1 x Beard & Stubble Trimmer (a battery operated trimmer for trimming stubble and moustaches) and
- 1 x Detail Trimmer (a battery operated trimmer for precise trimming of the neckline, sideburns and eyebrows).

This all inclusive kit comes neatly packed in a deluxe travel storage bag.



**Stockist:** 1800 650 263

**RRP:** \$59.95

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

### Dreambaby Furniture Straps

Dreambaby Furniture Straps are specifically designed to prevent potentially serious accidents by anchoring furniture such as book cases, dressers and display cabinets to the wall with adjustable, heavy-duty straps. They come with easy-screw installation and in packs of two. Keep baby safe as he or she explores their world with the total unpredictability of their climbing, crawling and hanging. When baby finally stands, the risks multiply as anything within reach becomes a pulling up device. Product code: F199.



**Stockist:** 02 9386 4000

**RRP:** \$10.95 per pair

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

### Clump Defy Volumising Mascara

Max Factor **Clump Defy Volumising Mascara** is a volumising mascara that boldly defines lashes. The mascara features innovative technology in its clump-free lash loading brush which has evenly spaced, tightly formed bristles that stop clumps before they form and hug the lashes to define and separate. By ensuring the brush is loading well, the lashes are saturated with mascara to deliver a mega volume, high impact result. Volumise your eyelashes with ease, without risk of clumping and in a way that suits every outing format, whether a daily at-work lash-look or for that special occasion glam-lash look.



**Stockist:** 1800 812 663

**RRP:** \$24.95

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

### Enlighten Me Pressed Illuminator

Embrace your inner Unicorn with Designer Brands' (DB) new **Enlighten Me Pressed Illuminator in Unicorn Dust**. This is the perfect tool to light up your complexion. This unique highlighter shade boasts a duochrome effect with a lilac finish. Enriched with hyaluronic acid to hydrate and aloe vera and chamomile to soothe and calm the skin, this finely milled illuminator will deliver glowing, younger-looking skin. This ultra versatile illuminator can be used as a highlight, eyeshadow or body shimmer.



**Stockist:** 03 8544 8000

**RRP:** \$11.99

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