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Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from **Soul Pattinson Chemist**.

Managing inventory

A NEW webinar next Wed 20 Jun designed to support managers, supervisors, team leaders, inventory professionals and those with a responsibility for managing company inventory has been designed by the Business Training Centre.

Using the WebEx platform, the webinar will identify the best ways to speed up cycle counts, resolve inventory inaccuracies and how to predict future success in inventory management.

It will also explore the benefits of inventory accuracy and help managers select the right policies, practices, and strategies for improving inventories.

Registration is available for \$189 by **CLICKING HERE** or the recording can be purchased separately.

Medication adherence boost

AN ESTIMATED additional 70,000 patients of community pharmacies will benefit under the expansion of a Federal Government medication adherence program.

The Pharmacy Guild of Australia and the Health Department have announced the Government will provide funding for an extension of the Dose Administration Aid (DAA) program to help more patients manage their medicines and avoid medication misadventure and associated hospitalisation.

DAAs ensure patients take the right medicine, at the right dose, at the right time – a vital service to improve adherence and reduce medication misadventure to keep people living independently at home rather than in aged care, the Guild said.

Federal Minister for Health Greg Hunt said, "The Government recognises the key role that community pharmacy plays in supporting Australian patients".

The additional services will help

patients manage their medicines regime and avoid problems, Hunt added.

Guild national president George Tambassis welcomed the new funding under the 6CPA saying, "Medication adherence is a vital aspect of the quality use of medicines..."

To ensure that the funding remains within the allocated budget the service is capped per pharmacy, but with the increased funding, the total number of patients benefitting from this program will rise to around 380,000, the Guild said.

Combination pill tick

FIXED-DOSE combination antihypertensive medications have been shown to improve adherence and clinical outcomes according to a study published in *PLOS Medicine* involving 13,350 individuals 66 years and older in Ontario, Canada. Visit journals.plos.org.

Alzheimer's drugs fail

YET another promising Alzheimer's Disease treatment drug has fallen over as Eli Lilly and AstraZeneca ended two late-stage trials of an experimental drug for the disease after the treatment failed to show any signs of working, *Bloomberg* reports.

Ever elusive, drug treatments for Alzheimer's Disease constantly fail in later phase trials even if successful in early mice studies, the mice model bringing hope but proving to be a disappointing human disease model in this case.

An independent data-monitoring committee found that the medicine, lanabecestat, was unlikely to meet the goals of the studies, one for early Alzheimer's and the other for mild dementia related to the disease, the companies said in a statement this week.

By one count, more than 190 Alzheimer drugs have failed in trials, despite billions spent by pharmaceutical companies on R&D, the report said.

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Managing behaviour in pharmacy

WITH the impact of health concerns raising emotional tempers in some patients, particularly in the hectic environment of a busy pharmacy, the Pharmacy Guild of Australia has squared off against patient bad behaviour in pharmacy.

Guild Learning and Development has developed a new online course titled 'Dealing with difficult and challenging behaviours'.

The Guild says it is important that pharmacy employers, managers and pharmacists have the skills to manage difficult and challenging patient behaviours in the pharmacy through communication approaches and techniques.

The unique dynamic of pharmacy businesses as combinations of health and retail add to the complexity of the issue.

This course examines various communication approaches and



techniques that can be used when dealing with patients and other health professionals.

It also provides guidance on how to deal with difficult, disruptive

and illegal behaviours that may be encountered in the pharmacy setting.

This activity is described as suitable for inclusion in an individual pharmacist's CPD plan and comes with accreditation points - visit myCPD.org.au.

Breastfeeding consult



THE Federal Department of Health is seeking broad community input on its draft of the Australian National Breastfeeding Strategy: 2018 and Beyond.

The Strategy draft document has been developed in partnership with all states and territories, under the auspice of the Australian Health Ministers' Advisory Council (AHMAC).

The project is being led by the Australian Government Department of Health in collaboration with the Breastfeeding Jurisdictional Officers Group, comprised of a range of breastfeeding experts, state representatives, relevant peak bodies, clinical experts, health professionals, and academics.

The Department commissioned an Evidence Check rapid review to inform development of the Strategy and is available along with all relevant documents and the online survey - consultations.health.gov.au.

Interested parties are invited to provide comment on the draft Strategy through the online survey.

The public consultation opened for four weeks from Tue 22 May 2018 and will close at 11.59 pm AEST on Mon 18 Jun 2018.

Findapharmacy ramp up

AS PART of the Pharmacy Guild of Australia's Ask Your Pharmacist campaign, the findapharmacy.com.au website has announced in *Forefront* that the site has been augmented to be not only a location

tool, but also a source of quality content on pharmacy services and other resources for consumers.

New elements added to the site are based on research which "looked at some of the common problems and challenges mothers face, finding some of the many solutions that involve community pharmacies, and then putting it all together as an engaging story accompanied by a resource that pharmacists, pharmacy staff and consumers can use", the Guild said.

The investigation of the site's use revealed articles such as 'Tips for Travelling with a baby and toddler'; 'Too sick for school' and 'Visiting a new baby' have been particularly well received reaching thousands of people through the Guild's social media channels.

The 'Too sick for school' checklist has even been picked up by KidSpot on its Facebook page, which has a community of close to a million people.

The Ask Your Pharmacist campaign has been building in three chapters since 2014 and achieved high levels of recognition and increased awareness of the important and changing role of community pharmacy, a basic Guild objective for consumer awareness.



"The latest version of the campaign – Chapter 3 – is concluding this month and has consisted of Google Search ads, digital display ads, short 6-sec and 15-second videos, and a range of content designed particularly for

women who may be either 'caring up' for elderly parents or 'caring down' for young children."

According to the Guild the campaign has been well-received, creating a surge in web traffic to the findapharmacy website.

This aligns with the Community Pharmacy 2025 market research (PD 08 Mar 2018) which found that consumers are eager to access a broader range of health services through their pharmacy, complementing the vital work of GPs and other health professionals.

Predicting cardiac risk

AUSTRALIAN researchers have developed a world-first blood test which improves prediction of the risk of heart attack in those with severe coronary artery disease.

Published in *PLOS One* today, the Austin Health and University of Melbourne study found patients with coronary artery disease, who had a high level of the enzyme ACE2, were at higher risk of suffering a heart attack over the next 10 years.

Lead author Professor Louise Burrell says the study could change clinical practice for the leading cause of death in Australia.

WIN WITH GAIA

This week Pharmacy Daily and GAIA are giving away each day the travel packs pictured valued at \$37.90.



Something for Mum and bub! The small sizes make the most convenient travel companion - now you can take your favourite GAIA products, wherever you go, in the re-usable zipped "wet pack". The kits are just perfect for giving to a new mum, taking to hospital and for travelling. **CLICK HERE** to find out more.

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

Name the three products in the Baby Mini Traveller.

Congratulations to yesterday's winner, Jessica Sondergeld Warwick Friendly Society Pharmacy.

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Pharmacy Daily



Dispensary Corner

THERE'S been a resurrection of sorts in Japan this week, where a woman has told police the body she identified as her missing husband twelve months ago was in fact a similar-looking stranger.

The incident occurred after her long 'dead' spouse appeared alive and well a year after being reported missing.

Tokyo police have now acknowledged the body found in a river in the city's east at around the same time was that of another person who disappeared at roughly the same time.

They apologised for the mix-up and said the remains would now be returned to the right family.

Unfortunately the body was initially delivered to the grieving widow after she and two other relatives "positively" identified it as her husband.

The family sheepishly notified police that the man had returned home alive in May, with no details as to where he had been during his year-long disappearance.

WE ALL know Australian pharmacy staff welcome customers with a smile, but that's not the case in Russia where the FIFA World Cup kicks off tonight.

In fact smiling is not a Russian cultural norm, so a number of organisations are undertaking special staff training so the estimated 1.5m visitors entering Russia for the tournament are not offended by surly faces, according to the BBC.

The opening match is between Saudi Arabia and Russia tonight, and if the host nation wins it may give the locals a reason to openly express their happiness.

Warning on review edits

SELECTIVELY editing reviews or testimonials has the potential to put companies on the wrong side the law, according to a new guidance for advertisers of regulated health services issued by the Australian Health Practitioner Regulation Agency (AHPRA).

The agency says selectively editing reviews or testimonials has the potential to be false, misleading or deceptive, and therefore in breach of the law.

"For example it is inherently misleading to edit a review that is negative to make it positive, as this falsely presents the feedback," AHPRA says, adding that it is also misleading to edit a review that has a mix of negative and positive comments "so that the published review only has positive comments".

It also warns against editing a review "so that it no longer accurately reflects all the reviewer's feedback and presents an inaccurate or false impression of the reviewer's views".

AHPRA recently published a

testimonial tool to help advertisers understand what reviews can and cannot be published.

"We've since updated the tool to help advertisers get it right when they are moderating reviews or testimonials against the National Law's advertising requirements," said AHPRA ceo Martin Fletcher.

"If advertisers edit reviews or testimonials there is a high risk that the edited reviews will become misleading or deceptive," he said.

"Only publishing complete and unedited reviews that are not testimonials will help advertisers to avoid breaching the National Law."

Fletcher said reviews that didn't refer to the clinical aspects of care were not considered testimonials and, therefore, may be allowed.

"But even if the review doesn't breach the ban on using testimonials to advertise, the advertiser may be breaking the law on misleading and deceptive advertising if the review is misleading," he said.

CLICK HERE for more details.

6CPA payments backlog

THE Department of Health has announced that the backlog of claims on the Sixth Community Pharmacy Agreement (6CPA) Registration and Claiming Portal is being addressed and has summarised their status, identifying the payment timings.

The department says the delays are due to the implementation of system changes to accommodate new claiming requirements implemented from 01 Feb 2018, but extra resources have been put in place and the 6CPA team "continues to be dedicated to clearing the backlog as quickly as possible".

Payments for claims (including the payment made on Tue 12 Jun) will include the following claims:

- Clinical Interventions Jan – Mar 2018 claiming period have been processed and paid this week
- DAAs – claims submitted on or before: paying up to 24 Mar
- MedsCheck – claims submitted on or before: paying up to 10 Apr
- HMR – claims submitted on or before: paying up to 27 Apr
- RMMR – claims submitted on or before: paying up to 27 Apr
- QUM – claims submitted on or before: paying up to 27 Apr
- Staged Supply – claims submitted on or before: paying up to 23 Apr.

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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Carnival Cruise Line's Shiny Ship Sale

OUTSTANDING deals are on offer from Carnival Cruise Line - for example why not try the three-night weekend sampler on board *Carnival Legend* to test your sea legs departing Melbourne 23 Nov this year from \$399 pp for an Interior Suite or \$699 for a Balcony Suite.

Similar itineraries are on offer from Sydney through Jul, Sep and Dec 2018, or Jan, Feb, Apr, Jun or Aug 2019.

Ask your travel agent and visit goccl.com.au.

Pick Your Polar Perk with Aurora Expeditions

SAVE more than \$3,000 per couple in complimentary travel credit when you Pick Your Polar Perk sailing with Aurora Expeditions booking your 2019/20 Antarctic or 2020 Arctic voyage by 31 Jul 2018.

For example, get up close with iridescent icebergs, vast colonies of penguins, islands alive with leopard seals, bustling penguins and feeding whales from US\$9,700 pp - **CLICK HERE**.

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The Soul Pattinson Chemist brand is looking for professional services focused, like-minded pharmacists interested in growing customer numbers and loyalty through the implementation of a best-in-market professional services program.

Professional Services Program

Let Soul Pattinson Chemist show you how to capitalise your remuneration under the 6CPA. Average member opportunity of up to \$75,000 available!*

- ✓ Opportunity analysis
- ✓ Support from your professional adviser
- ✓ Training manual
- ✓ In-store marketing package

Provided to members in partnership with Instigo, this program is award-winning and sets the benchmark for Australian pharmacy professional services delivery.

*Taken as an average of all Soul Pattinson and Pharmacist Advice pharmacies.



Soul Pattinson Chemist at a Glance

Buying

- ✓ Everyday buying deals on over 5000 SKUs
- ✓ Competitive wholesale offer
- ✓ Competitive generic offer with Mylan
- ✓ Private label preferred pricing
- ✓ Competitive PBS ethical discount
- ✓ Competitive OTC discount
- ✓ Catalogue promotional pricing

Merchandising

- ✓ Planograms across 30 core and 4 optional categories
- ✓ Regular planogram updates and range reviews

Marketing

- ✓ Catalogue program supported with POS kit
- ✓ Social media marketing
- ✓ Local area marketing service (fee for service)
- ✓ National health promotions
- ✓ Demographic report
- ✓ Customer loyalty program
- ✓ Messages on hold

Business Services

- ✓ Business performance reporting tool
- ✓ Mystery shopping program
- ✓ Soul Pattinson Chemist uniform range (fee for service)
- ✓ Soul Pattinson Chemist stationery range (fee for service)
- ✓ e-Mims Clinical Information Database
- ✓ Bi-monthly member newsletter
- ✓ myAPI customer portal
- ✓ Personal support from your API Business Development Manager

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