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GEORGINA TWOMEY  
- Alive Pharmacy Warehouse Innisfail

MedView



## Technology update



**THIS** year's Pharmacy Connect conference will focus on rapidly growing and disruptive technology influencing the pharmacy business model in Australia.

Conference delegates will be brought up-to-date with changes and the impact on pharmacies with practical advice from a number of key sessions, including: 'The customer journey of modern pharmacies', 'Information privacy & cyber security 101', 'Digital disruption', 'Real time prescription monitoring of controlled drugs', and 'My Health Record and community pharmacy'.

Download the full program at [cdn-au.mailsnd.com](http://cdn-au.mailsnd.com).

## MedAdvisor doubles flu vax

**MEDADVISOR** pharmacies have recorded over 80,000 flu vaccinations via PlusOne so far this year, which when combined with available data from the Pharmacy Guild highlights a near doubling of vaccinations delivered in pharmacy in Apr and May this year.

MedAdvisor CEO Robert Read, emphasised the point saying, "The new data clearly shows consumers are responding to efforts from health authorities to improve flu vaccination rates this year, as well as highlighting the increasing awareness among Australians for a convenient flu jab in pharmacy".

In Feb this year, MedAdvisor announced its new flu program within its PlusOne pharmacy software in an effort to help

boost pharmacy flu vaccination rates.

The Flu Vaccination Program is just one of the latest programs added to the new Health Services Hub.

The creation of this virtual marketplace for health services helps pharmacies simplify the process for consumers to know about and book in for relevant health services in pharmacy.

Pharmacists using the platform have already invited over 100,000 Australians to receive a flu vaccination in their local pharmacy.

Despite last season being one of the worst in a decade, as few as 20% of those aged between 18 and 64 received a flu vaccination.

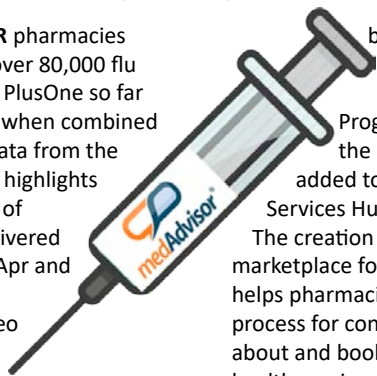
Health authorities have been keen to increase the awareness to the Australian public in 2018.

The effect has seen overall vaccination numbers increase from 8.3 million to close to 10 million this year.

"Given the horror season last year, 2018 has seen an unprecedented demand for flu vaccinations and we're thrilled to help pharmacy play an important role in keeping their communities healthy," Read said.

MedAdvisor continues to support pharmacies to deliver vaccinations through the launch of the 'Beat the flu' campaign for consumers.

The campaign will run from today and allow consumers to book an appointment with a participating MedAdvisor pharmacy at [flujab.com.au](http://flujab.com.au).



## FIP congress builds



**THE** International Pharmaceutical Federation (FIP) has said it has reached an all-time high for registrations and abstract submissions for its upcoming World Congress in Glasgow.

Scheduled for 02 to 06 Sep, the congress has already attracted over 2,000 participants, with more than 1,000 abstracts received.

The conference theme is 'Transforming Outcomes', focussing on new approaches to achieve individualised therapy, as well as collaborative practices that will improve patient care.

There will be a strong emphasis on innovations in training and professional development and the congress will develop how special interests in pharmacy, pharmaceutical science and education can be harnessed for the benefit of patients.

For details visit [fip.org](http://fip.org).

## License renewals due

**PHARMACY**, pharmacy department and pharmacy depot premises registration payments, and licences renewal payments to carry on a pharmacy business, are due to be received by the end of this month, the Victorian Pharmacy Authority (VPA) has reminded in its latest communiqué.

Renewal notices were sent to all registered premises by email on 21 May 2018 the VPA said, and pharmacists are required to notify the authority of the current email address for any registered premises as well as any changes relevant to a given license.

May saw three panel hearings around allegations that licensees had failed to meet their compliance responsibilities especially in matters of handling and recording of S8 products, and in all three cases, the licensees were reprimanded, and a condition inserted into their licences.

The VPA is also recruiting for a Pharmacist Field Officer and a Program Officer.

See [pharmacy.vic.gov.au](http://pharmacy.vic.gov.au).

## JAK inhibitor fear

**AUSTRIAN** researchers have discovered that a small number of patients taking targeted drugs known as Janus kinase (JAK) inhibitors to treat myelofibrosis may develop aggressive lymphomas, according to a study published online in *Blood*, the Journal of the American Society of Hematology (ASH) - **CLICK HERE**.

There may be a way to screen for this risk, the authors speculate.



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## Biosimilars stack up

**NEW** research lasting 54 weeks and sponsored by Novartis' generic and biosimilar arm Sandoz, has revealed that its biosimilars Zessly (infliximab) and Erelzi (etanercept) in rheumatoid arthritis have matched their respective reference drugs on a number of parameters.

Zessly matched its originator counterpart Remicade in terms of safety and efficacy at 54 weeks, even in patients who switched from the reference medicine to Zessly, researchers claimed.

Similarly switching from original biologic Enbrel (by Pfizer) to Erelzi did not impact efficacy and safety in patients with moderate to severe rheumatoid arthritis at 48 weeks.

The authors estimated that nearly 320 million people in Europe were expected to have limited access to disease-modifying anti-rheumatic medicines such as these.

Sandoz acquired infliximab rights from Pfizer in Feb 2016 for the 28 EU countries plus Norway, Iceland and Liechtenstein but Pfizer retained all rights elsewhere.

## Hep C gone by 2030

**AUSTRALIA** is on track to eliminate hepatitis C by 2030, along with 11 other countries, according to international researchers presenting data at the Global Hepatitis Summit 2018.

They say screening and diagnosing new patients will be key if countries are to stay on track, including Australia which estimates that 80% of its HCV infected population has been diagnosed, and it is running out of patients.

The other 11 countries estimated to achieve the 2030 WHO objective are Italy, Spain, Switzerland, the UK, Mongolia, Egypt, France, Georgia, Iceland, Japan and the Netherlands.

"Screening and diagnosing new patients is the key factor," said CDA Foundation md Dr Homie Razavi.

Some countries are "simply not screening sufficient number of patients to maintain their treatment rate," explained Razavi, adding that if treatment numbers continued to decline, they would not achieve their 2030 targets.

# MedAdvisor signs Zest

**AUSTRALIAN-LISTED** companies MedAdvisor and EBOS have inked a three year agreement linking EBOS subsidiary Zest with the medical management specialist.

The ultimate aim was stated as "further extending Zest services to pharmaceutical manufacturers and other program funders" an ASX announcement said.

The EBOS Group had invested significantly in MedAdvisor in Oct 2017 (PD 25 Oct 2017) and now, under the new agreement, MedAdvisor would provide a digital communication channel for Zest's healthcare programs, supporting better connections with manufacturers and the community.

Zest is a provider of educational materials, web sites and awareness development programs, at both the health professional and consumer levels, as well as working to align public policy with patient needs.

The company can claim a successful track record in implementing programs for leading healthcare and pharmaceutical companies and says it will continue to provide high quality solutions

together with MedAdvisor, which will take fees for delivery of programs.

MedAdvisor currently provides Patient Engagement Programs (PEPs) through its existing digital communications offering for around 14 of Australia's leading pharmaceutical and healthcare companies. MedAdvisor and Zest are already offering a program via PlusOne

to an existing client.

MedAdvisor said it saw the partnership as potentially extending further as its hospital market expansion strategy rolls out through collaboration on tailored and customised hospital discharge programs.



## EULAR likes MTX

**THE** major international European rheumatology conference, the European League Against Rheumatism (EULAR), has celebrated 30 years of use of one of its gold standard drugs, methotrexate (MTX), with researchers saying its "potential is far from exhausted".

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## Dispensary Corner

**HOW** would a normal enthusiastic teenage girl occupy spare moments while attending a music festival and imbibing a brain-busting volume of alcopop?

Well naturally you'd put your head into a truck's large exhaust pipe wouldn't you? Mmmm.

Minnesota woman Kaitlyn Strom, 19, thought that was an obvious option but didn't count on getting stuck for 45 minutes and becoming a borderline celebrity as "the tail-pipe girl" after the massive rescue mission.

But as soon as her head was liberated, she was cited by the McLeod County Sheriff's Department for underage drinking.

Exhausted (!), she then had to apologise to the truck's owner.



**WHILE** claiming council tax relief for having no income, a 48-year-old UK woman with nearly £400,000 in the bank blew her cover in a spectacular way.

Teresa Hardy blythly posted on Facebook snaps of her holidays in Belgium, Lanzarote, Cyprus, Tunisia, France and Spain.

She had claimed £3,931.23 in council tax reduction benefit as well as additional discretionary 'hardship' payments due to her income allegedly being so much lower than her outgoings.

The council took her to court last week and recovered amounts totalling £4,688.23.

## End-of-life tool kits

**AGED-CARE** Minister Ken Wyatt officially launched the End of Life Directions for Aged Care project Fri, including a website that provides palliative care and advance care planning resources.

The End of Life Directions for Aged Care website was developed by a consortium of eight partners comprising three of Australia's leading universities and five peak industry bodies, funded by the Federal Government commitment of \$32.8m in the 2018-19 Budget.

"The End of Life Directions for Aged Care website provides a one-stop resource for this crucial service, whether in residential aged care or at home," Wyatt said.

The consortium has also developed five toolkits that provide practical information to support people working in aged care and in primary health care, including pharmacists managing palliative care medications.

Pharmacists seeking more support for medication management and wanting to access the tool kits can visit [eldac.com.au](http://eldac.com.au).

## New board appointed

**CAPITAL** Chemist, a pharmacy chain which has been operating for 40 years across the eastern seaboard, has announced the election of a new board.

Group Business Manager Andrew Topp said, "Capital Chemist is well known for outstanding customer care, their community program which gives monetary support to local charities, and their award-winning professionally-focused service model."



"The leadership change represents the face of our industry and the Capital Chemist ownership mix," Topp said.

He also highlighted the diversity and balance of representation of the group saying, "The majority of our board is made up of women, as is the ownership of Capital Chemist across the country; 40% of our board are pharmacy owners early in their career; and 40% of our board are from rural locations".

The new elected board of Capital Chemist includes: Elise Apolloni, Wanniasa, ACT; Sandra Ferrington, Kingston, ACT; Ben Gilbert, Bruce, ACT; Marcus Heiner, Bathurst, NSW and Catherine Yee from Bowral, NSW.

For more information about the Capital Chemist model, visit [capitalchemist.com.au](http://capitalchemist.com.au).

## Weekly Comment



Welcome to **PD's** weekly comment feature. This week's contribution is from **Sonja Bella, Director, Australian College of Weight Management.**



## Weight Loss Consulting vs Weight Loss Products

**AS MENTIONED** in the previous article, implementing a weight management program, or clinic, which also addresses behavioural changes could be a game changer in the pharmacy industry and one that could make a significant impact in helping turn around the obesity epidemic.

Most pharmacies have at least one brand of weight loss products, generally shake based programs, with larger pharmacies having an array of products available. The problem with weight loss products alone, is that they don't address the behavioural changes that are required in order for consumers to make long-term changes to their lifestyle.

Pharmacies could implement a Weight Loss Counselling or Consulting service by employing (or contracting) a Weight Management Practitioner or upskilling their Pharmacy Assistants with a qualification such as the Certificate IV in Weight Management. This would provide in-house skills and knowledge to help consumers implement a holistic weight management program including behaviour changes, which would greatly compliment any weight loss products offered by the pharmacy.

An in-house weight loss program, whether one-on-one or group-based (for larger pharmacies that could accommodate 6-10 people) would not only help consumers to finally get off the dieting merry-go-round but also increase revenue through a new service and increased product sales.

## Win with Mater

Everyday this week Pharmacy Daily and Mater Baby Products are giving away the pictured prize pack valued at \$44.

Parents love Australia's first hospital range of skin care products. Developed by Mater Mothers' Hospitals, the high quality, low irritant skin care products are designed to soothe and care for sensitive newborn skin. Products are Australian Made, pH balanced and dermatologically tested. Available from CH2 or contact Mater at [products@mater.org.au](mailto:products@mater.org.au). For details visit: [www.materbabyproducts.com.au](http://www.materbabyproducts.com.au).

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



**From which preferred wholesaler do pharmacies order the Mater Baby Product range?**

*Check here tomorrow for today's winner.*