

## Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Pharmacy 4 Less.

## Evidence-based interventions - FIP

A NEW International Pharmaceutical Federation (FIP) report lists pharmacy interventions with evidence of improving medication adherence for the elderly.

The report identifies new medicines services, more counselling when a medicine supplied is repeated, dosage administration aids and reminder systems among a list of pharmacy interventions with evidence of improving adherence to medication in elderly patients with chronic conditions.

The authors of the report, 'Use of medicines by the elderly: The role of pharmacy in promoting adherence', reviewed existing knowledge of pharmacy programmes and services to improve adherence in this growing patient population.

"Pharmacists have a key role in monitoring and improving patient adherence to medicines, both as a single profession, as well as within a multidisciplinary, patient-centred collaborative team," said Parisa Aslani, lead author of the report and Professor in Medicines Use Optimisation at The University of Sydney School of Pharmacy.

Access the report at [fip.org](http://fip.org).

## Guild PATY bumper crop

THE Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award (PATY)

has continued its record-breaking domination this year receiving the highest number of nominations and responses to nominations in the Award's history.

This year's PATY has received 750 nominations and 305 responses to nominations, both up 16% on last year.



Guild national president said this record-breaking achievement is a reflection of the high

quality of pharmacy assistants in community pharmacy in Australia.

State finalists will be announced later this week with the State winners tagged from Jul to Sep.

National PATY winner will be announced at the Pharmacy Assistant National Conference on the Gold Coast on 26 Oct.

## MedAdvisor US expansion

### AUSTRALIAN-LISTED

digital medication management software company MedAdvisor has announced it has signed a deal to integrate its platform with US pharmacy dispensing software company PDX Inc (PD Breaking News yesterday)

PDX services more than 10,000 pharmacies in the US representing around 15% of the total 60,000+ pharmacy market, which is 10 times the size of the Australian market.

MedAdvisor's announcement said, "Once integrated with PDX's systems, MedAdvisor's pharmacy software can be easily deployed into the 10,000 and more pharmacies that use PDX's software, making it faster and simpler to commence roll-out in the US market and begin customer acquisition".

Consequently, this agreement will enable instant penetration with MedAdvisor products to a significant proportion of the US market, creating a footprint from which to more broadly roll-out and commercialise in the US.

The non-exclusive co-marketing and licence deal is expected to be completed this calendar year, the company said, and PDX clients will be the first targets.

"The integration is planned to commence in H1 FY19, following the scale up of the development team to increase capacity to



manage the integration and additional compliance, regulatory and operational effort for the US."

MedAdvisor says that although the agreement will put pressure on the company's underlying operating expenses which will increase in H1 FY19, the company is "well funded to commence integration and to continue its domestic expansion activities".

MedAdvisor ceo Robert Read commented, "This agreement is the first step towards commercialisation in the US.

"Our product has received fantastic feedback from pharmacy chains throughout the region and to get our product into their stores it is important that it is connected to the key dispensing systems in the US," Read explained.

## ACCC pings GAIA

DREAMZ Pty Ltd, trading as GAIA Skin Naturals (GAIA), has paid \$37,800 in penalties for alleged "false or misleading representations" after the ACCC issued three infringement notices.

GAIA described its Natural Baby Bath & Body Wash, Baby Shampoo and Baby Moisturiser as "Pure, Natural, Organic".

However, these products contain two synthetic chemical preservatives: sodium hydroxyl methyl glycinate and phenoxyethanol.

"Businesses making organic claims must be able to substantiate those claims," ACCC commissioner Sarah Court said.

The finding was part of broader work by the ACCC and as part of this work, the ACCC identified concerns with a small number of Naturis Organic Breads' products which do not contain synthetic chemicals or preservatives but contain a mix of organic and non-organic ingredients.

"In response to our concerns, Naturis has amended its website and the relevant product labels."

### SAVE TIME

We've Done All The Deals  
Less Reps As Order Via PDE  
We Provide All Promotions  
Planograms & Merchandising  
Professional Services Help  
We Organise Training  
POS Set-Up & Maintenance

### SAVE MONEY

Lowest Fees In Australia  
Top Discounts With Min Qtys  
Less Wages As We Do The Work  
We Pay Your Pharmacy Insurance  
We Pay Your EFTPOS Fees  
Unlimited Free Catalogues  
Refit Optional & Low Cost

Choose a membership level that suits you best, plus leave at any time if not satisfied - no lock-in contracts!

150 STORES AND GROWING.

Contact David Patton on: 0432 515 717



## Fake ED drugs alert

THE Therapeutic Goods Administration (TGA) has issued a Safety Advisory relating to three fake products claimed to treat erectile dysfunction (ED).

A product labelled Platinum - Male Enhancer has been found to contain the undeclared prescription-only substances sildenafil, sulfosildenafil and sulfoildenafil.

Another product labelled Bulbao Male Enhancer tablets contain the undeclared prescription-only substances sildenafil, tadalafil and yohimbine.

Meltz - Instant Energy For Males tablets contain the undeclared prescription-only substance vardenafil.

TGA investigations have shown that a number of people in Australia may have bought these products online - [tga.gov.au](http://tga.gov.au).

www.crampeze.com.au

LEG CRAMPS? DON'T LET CRAMPS DRIVE YOU UP THE WALL.

CUT THE CRAMP with more than just Magnesium.

USE CRAMPEZE

Stay up to date  
on the go

Download the app



## Dispensary Corner

**AN INDIAN** forest ranger found himself in a tight situation with a powerful rock python recently, when attempting to capture it.

Sanjay Dutta, the local forest ranger in Jalpaiguri, a city in northeast India, was called upon to remove the 5.4 metre snake - using an animal control pole and thick gloves he managed to pick it up just behind the head.

At this proud moment, a little hubris came into play and he wanted a photograph with the snake coiled around his neck.

With a wild animal threatened, giving it such a choice opportunity was very unwise, and almost saw to his demise, but for the onlookers who helped him unravel the constrictor.



**WHILE** on the subject of slithering reptiles, here's a tip: if your pharmacy is invaded by a snake, don't use a flammable liquid to deter your intruder.

On Monday, a somewhat panicked homeowner in Siuntio, west of Helsinki, Finland, tried spraying an invading snake with gasoline, triggering a chain reaction that was to cost him about 15,000 Euros (AU\$23,000).

Finnish public broadcaster YLE reported on Tuesday that some of the flammable liquid landed on a nearby lawnmower that was still hot enough to ignite a fire.

Flames spread quickly in the extremely dry conditions, damaging the exterior wall and attic of his wooden house.

## Flu vaccine in pregnancy

**THERE** are three main benefits to being vaccinated against the flu during pregnancy, according to NHMRC Research Fellow Jane Frawley and Assistant Deputy Vice Chancellor of Research and Distinguished Professor of Public Health Elizabeth Sullivan, both at the University of Technology Sydney, writing online in *The Conversation*:

1. The vaccine protects mother and the unborn baby and even though the effectiveness of the vaccine varies with individuals and from strain to strain, research shows that individuals who have the vaccine and still contract the flu are less likely to develop severe consequences.

2. Baby is protected for the first few months after being born, the period during which they cannot be vaccinated (until six months), because the mother transfers maternal antibodies via the placenta to the unborn child.

Babies younger than six months are at increased risk of respiratory

illnesses compared to babies of mothers who had been vaccinated against the flu.

3. The flu vaccine may also protect against whooping cough. "Recent research has found women are less likely to get whooping cough during pregnancy if they've had the flu shot."

In addition, the authors emphasised the safety of the influenza vaccine.

"Research has consistently demonstrated it's safe to have the flu vaccine during pregnancy," they write.

"A growing number of studies have suggested vaccination may even reduce the risk of preterm birth, stillbirth and improve an infant's birth weight."

"A popular myth that continues to circulate is that the flu vaccine can give you the flu."

"The flu vaccines given in Australia do not contain live virus, so contracting flu from the vaccination is impossible."

Access at [theconversation.com](http://theconversation.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*.

## CRUISE

WEEKLY

Sponsored by *Cruise Weekly*  
your FREE cruise newsletter  
Subscribe now

[www.cruiseweekly.com.au](http://www.cruiseweekly.com.au)

### American Queen Steamboat deals

**UNIQUELY** American cruises operated by the American Queen Steamboat Company bring you the 'Jewels of the Lower Mississippi' cruise to explore the land of bawdy blues and Southern belles.

This journey showcases the diversity and drama of the Lower Mississippi River.

From Memphis to New Orleans, the river rolls slowly and expansively, 'smooth as a southern drawl', with fares starting from US\$2,999 per person for the nine-day cruise.

**CLICK HERE** for more details.

### Holland America Line sets sail with Oprah

**THE O, The Oprah Magazine** has announced a three-day 'Girls' Getaway' cruise on Holland America Line's newest ship, *Nieuw Statendam*, 30 Jan 2019.

Special presentations and events on board the ship hosted by Oprah will surprise and enthrall her fans.

See your travel agent or **CLICK HERE** for more information.

## 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. For details visit: [www.materbabyproducts.com.au](http://www.materbabyproducts.com.au).

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



**True or False.** Mater Baby Moisturiser provides long lasting protection from dryness and is ideal for baby massage before sleep.

*Congratulations to yesterday's winner, Cassandra Lim from Angelo Street Pharmacy, South Perth.*

# WANT TO BE A PHARMACY OWNER?

Become a franchisee & benefit from  
our many years of experience



JOIN AUSTRALIA'S FASTEST GROWING PHARMACY FRANCHISE  
Two franchising models available to suit different sized businesses

**PHARMACY 4 LESS**  
**DISCOUNT CHEMIST**



Call today for more information Feras Karem: 0414 653 803

**Click to Enquire**