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## Company rep value

PHARMACISTS will benefit by having "a strong appreciation of the benefits in them seeing a company representative," says Pharmabroker sales gm Geoff Lovell, adding it is also important to understand the cost to manufacturers of sending a representative into a pharmacy.

"It now costs manufacturers around \$170 per call per rep," Lovell said.

"This covers iPads, iPhones, salaries, motor vehicle running costs, country travel, office overheads, taxes, training and more."

Company reps can act as consultants, he added.

"They can help develop your business" with training of staff, planograms, display material, discounts, maximising in-store promotions, advising of company marketers' brand plans and competitive pricing issues.

Lovell argues that a pharmacist's time is very important and company reps are sent to assist in driving your business, making time spent with them a solid investment in your own success.

## DonateLife Week

Australian organ donor register

DONATELIFE Week, 29 Jul to 05 Aug, is part of the Australian Government's program to increase organ and tissue donation and transplantation outcomes.

Led by the Organ and Tissue Authority, the week aims to raise awareness of organ and tissues donation and encourage Australians to register to be a donor.

Federal Minister for Aged Care and Indigenous Health Ken Wyatt said, "... it's wonderful to have pharmacies supporting DonateLife Week this year,"

"Now we're asking them to make that support count during DonateLife Week, by discussing it with their loved ones and registering to be a donor at [donatelife.gov.au](http://donatelife.gov.au)."

Pharmacies can get started by downloading a Supporter Kit at [donatelife.gov.au](http://donatelife.gov.au).

## DDS 'game-changer' models

SIGMA'S Discount Drug Stores (DDS) has announced new retail concepts and



technological advancements at its 11th national conference on the Gold Coast this week, concepts which are set to "change the game" for the evolution of the brand.

This included the launch of its new health foods concept, the rollout of its Next Generational Retail Platform powered by FRED NXT, and the launch of the DDS Retail Academy.

The brand announced two new retail models offering current owners, franchisees and potential owners a broader, more diverse array of options "to deliver healthcare advice and solutions to patients and the local community".

These include incorporating its

new health foods concept into a "store within a store", and a new pharmacy and health foods "big box" model.

With five big box concept stores already open across Queensland, and two DDS stores implementing the "store within a store" concept in Western Australia, DDS has already seen the new category drive significant growth.

Sigma Discount Pharmacy Retail Group gm Douglas Kuskopf-Dallas says its launch of its health food concept is the evolution of the brand.

"Our goal is to become a total holistic healthcare destination supporting overall customer wellness," said Kuskopf-Dallas.

DDS identified growing customer demand for organics and health foods as a priority and, also referencing the first drive-through pharmacy and 24-hour store, Kuskopf-Dallas said the company is ensuring it stays ahead of a constantly changing industry.

Following trials, the company is also preparing for the rollout of Next Generation Retail Platform, powered by FRED NXT.

The integration with DDS preferred systems has allowed stores to go paperless, Kuskopf-Dallas said, enabling better management of front-of-shop operations.

In addition, DDS will roll out a "host of new training programs for retail staff including Discount Drug Stores' Retail Academy to upskill retail teams".

## Drinks lose 20% sugar

IN WHAT

Minister for Health Greg Hunt described as an "industry-



led and driven process" the non-alcoholic beverage sector, the Australian Beverages Council, has announced it has committed to a reduction in the industry's use of sugar by 20% by the year 2025.

The assurance took the form of a pledge to which member companies have signed.

The companies involved include majors such as Coca-Cola South Pacific, Coca-Cola Amatil, PepsiCo, Asahi Beverages and Frucor Suntory.

The commitment aligns with the 2016 release of the ABS Australian Health Survey showing that we still have slightly less than two-thirds of Australians who have a weight which is deemed to be above the healthy weight range.

"In 2011-12, Australians consumed an average of 60 grams of free sugars per day (equivalent to 14 teaspoons of white sugar)," the ABS report said.

See the report [abs.gov.au](http://abs.gov.au).

## Mumbrella Summit



CHRIS Hourigan, president of the Japanese arm of Johnson & Johnson pharmaceutical company, Janssen, will deliver the headline keynote at the Mumbrella Health Marketing Summit.

He joins brands including GSK, Healthdirect, HCF, Genex, Google, Compare the Market and more as a speaker at the conference.

The summit will also feature a panel addressing the issues of consumer relationships with health insurers as well as a panel discussing trust and communication in the health industry with some of the most senior powerbrokers.

Other notable speakers include Professor Jill Bennett, of The Big Anxiety, Stefan Grun from Victorian Health Promotion Foundation, Google's Jye Hainsworth, and former *Bachelor* star turned entrepreneur Sam Wood.

The summit is set for 23 Aug at the Amora Hotel Jamison in Sydney.

Earlybird tickets are still available at [mumbrella.com.au](http://mumbrella.com.au).

## TGA feedback flowing

MORE than 2,000 stakeholders have given feedback to the Therapeutic Goods Administration (TGA) via the 2018 Stakeholder Surveys.

The regulatory body says that there is still time if you haven't yet given comment.

Tweet #TGASTakeholderSurveys or go to [tga.gov.au](http://tga.gov.au).

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### Jobs of the Week

- **Pharmacist** - Grampian foothills, VIC (Job# 200015065)  
Friendly team, welcoming community and a relocation package.
- **Pharmacist Manager** - Hervey Bay, QLD (Job# 200015842)  
Robotic dispensing, forward dispense, palm trees and \$\$\$.
- **Pharmacist in Charge** - Central Coast, NSW (Job# 200015893)  
Short drive north of Sydney rotational roster. HURRY!

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## Dispensary Corner

**CHANGE** of address: police in Delaware's capital city Dover, US, would like to know who dropped a house onto a two-lane road.

The Dover Police Department says someone abandoned the prefabricated home, blocking traffic at least until the next day.

In a Facebook post that has been shared thousands of times, the police department posted pictures of the home and said "this is not a joke."

The house was draped with a banner that said "oversize load."

Wisecrack comments were in abundance: "I guess that planned trailer park's gonna be an arrested development now..."

"It's a Wannabewinnebago!!"

"So... What street do you live on?" and many more.



**ALEX** Maina Kariuki is a school principal with a difference. He insists on wearing the same school uniform as his students.

Principal of the Friends School Kamusinga in Kenya, Kariuki says he has three reasons to wear the uniform - he wants to 1. Identify with his students 2. Demystify the role of the principal 3. Check on the quality of their uniform.

Pick the principal (no, he's not the tallest):



## THC to link with Canada's Ascent

**ASX-LISTED** The Hydroponics Company (THC) has signed a Letter of Intent with Canada's Ascent Industries to share both product and knowledge to collaboratively grow both businesses.

The Canadian company is already supplying 20,000kg of dried cannabis flower and up to 6,000kg of cannabis trim per year to Canadian cannabis group Aurora.

Under the agreement, both companies will have access to each other's strains of cannabis, developed separately over the years, on a royalty free basis.

THC will also be able to supply Ascent with medicinal cannabis product out of its biomanufacturing facility at Southport, previously owned by Leo Pharma, and one of the largest pharmaceutical botanicals extraction/refinement plants in the southern hemisphere.

Commenting on the agreement, THC's chairman Steven Xu said the agreements ensure both companies have access to "the best medicinal cannabis stock available."

## Guild, MA welcome med shortages bill

**BOTH** the Pharmacy Guild of Australia and Medicines Australia (MA) have welcomed the legislation yesterday to make reporting of medicine shortages mandatory.

Health Minister Greg Hunt introduced the Therapeutic Goods Amendment (2018 Measures No.1) Bill 2018, which enables the TGA to implement the mandatory reporting scheme.

The Guild and MA have both been part of the Medicines Partnership of Australia and a broader group of stakeholders, led by the Therapeutic Goods Administration to develop a protocol, which is being implemented through this legislation.

"Timely communication about medicine shortages and any available alternatives is vital to providing the best level of care for patients," the Guild said, adding the legislation will significantly reduce "the likelihood of sub-standard patient care arising from unforeseen and un-notified medicine shortages".

## More fake sildenafil

**THE** Therapeutic Goods Administration (TGA) has issued Safety Advisory notices about three counterfeit sildenafil brands that have entered Australia.

Need for Seal, One Night Lover and Gold Maka tablets pose a serious risk to health and should not be taken - [tga.gov.au](http://tga.gov.au).

## Events Calendar

**WELCOME** to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**6 - 9 Jul:** Life Long Learning in Pharmacy 2018 (LLL2018); Rydges Southbank, Brisbane; registrations now open: [www.lllpharm2018.com](http://www.lllpharm2018.com)

**27 - 29 Jul:** PSA18; The Hyatt Regency Sydney; register now: go to [www.psa18.com](http://www.psa18.com)

**12 - 15 Aug:** Medici Capital Pharmacy Snow Business Conference 2018; Mt Buller, Victoria; register your interest here: [www.medici.com.au](http://www.medici.com.au)

**7 - 8 Sep:** Pharmacy Connect; Hilton Hotel Sydney; register at: [www.pharmacy-connect.com.au](http://www.pharmacy-connect.com.au)

**16 - 19 Oct:** Pharmacy Alliance Members' Forum; Hamilton Island; early bird registrations now open: [www.pamembersforum.com.au](http://www.pamembersforum.com.au)

**25 - 27 Oct:** Pharmacy Assistant National Conference; Sea World Resort, Gold Coast; for details see: [www.pharmacyassistants.com](http://www.pharmacyassistants.com)

## WIN WITH LITTLE BODIES

Everyday this week Pharmacy Daily and Little Bodies are giving away a Little Bodies soft toy and a \$30 Coles/Myer gift card.

From the makers of Dermal Therapy, comes Little Bodies, a clinically tested, steroid free children's eczema management range. From personal experience, we understand the challenges that children with eczema face on a day to day basis. We know that keeping a child's skin healthy and managing flare-ups requires more than just an eczema cream, it requires a regimen of care. Visit [www.littlebodies.com.au](http://www.littlebodies.com.au) to find out more.

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

What percentage of Colloidal Oatmeal is used in Little Bodies Eczema Relief Cream? (Hint: Read the FAQ's)

Congratulations to yesterday's winner, Angie Lawson from HPS.

