

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from What Am I Taking?

Stroke resource

LIFE after stroke has been made easier for stroke victims and their families thanks to the Stroke Foundation's *My Stroke Journey* resource - an information pack to help stroke patients transition back home from hospital.

Stroke Foundation has issued close to 100,000 copies of the resource nationally since 2013, and is estimated to have reached around 70% of stroke patients - info at strokefoundation.org.au.

EBOS CSO funding surge

EBOS says its successful tender to become the exclusive third party distributor of pharmaceutical products to the Chemist Warehouse Group across Australia will boost its funding under the Community Service Obligation to over 40% of the overall pool.

An investor presentation yesterday by EBOS CEO John Cullity said that would make EBOS the "number one community pharmaceutical wholesaler in Australia," reiterating previous expectations that the five year supply agreement from 01 Jul 2019 would generate about \$1 billion in



Paperless

"Gone are the days of wasting time bundling and sorting prescriptions. Scan them in any order and Medview Paperless automatically allocates and reconciles them. Finding the relevant prescription is quick and easy."

PETE TZIMOS
Eden Rise Pharmasave Pharmacy & Berwick Pharmacy



Phebra heads abroad

AUSTRALIAN pharmaceutical firm Phebra has announced the establishment of a new wholly-owned subsidiary in the UK, with the aim of driving distribution of Phebra's exports of critical care injectables into the British market.

CEO Mal Eutick said Phebra UK would be based in London, with the company currently investigating which of the company's existing portfolio of drugs may be able to add value or serve unmet clinical needs in the UK.

"The UK market is not dissimilar to Australia and offers steady growth opportunities...we will be appointing experienced local staff to help facilitate the on-the-ground promotion and distribution for our products into this key market."

Eutick confirmed that Phebra had already submitted several new marketing applications to the UK Medicines and Healthcare products Regulatory Agency covering items used by haematologists, emergency care physicians and anaesthetists.

"We are anticipating that approvals to market these will be available by mid-2019," he said.

Pharmacy vax call

RESEARCHERS from the schools of pharmacy at Curtin University and Griffith University have called for a wider scope of vaccinations based on their study of WA vaccinations.

A total of 434 (66.8%) questionnaires were completed at 13 WA pharmacies for the study.

More than 99% of consumers found the service convenient, comfortable and professional and the majority of respondents supported expansion of pharmacist-administered vaccination services to a wider range of vaccines.

"Consumer satisfaction with pharmacist-administered vaccinations was high," authors concluded - **CLICK HERE** for the *International Journal of Clinical Pharmacy* abstract.

CWH buoyant?

FINANCIAL markets are speculating that a public float for Chemist Warehouse could be on the cards in 2019.

A *News Limited* report yesterday estimated such a deal could value the company at more than \$8 billion, with bankers said to be circling the company and an initial public offering described as the potential "transaction of the year".



THE top 30 winning stores in the Pharmacy Choice and healthSAVE "Five Steps Incentive Program" this year each received two tickets for a Northern Territory adventure including a gala dinner which recognised their efforts.

The 10 Top Tier winners went on to enjoy a Kakadu Adventure Tour, including a sunset cruise, 4WD adventure tour and a Pudukul

Aboriginal cultural tour.

The winners included Loganholme Pharmacy, Thornlands Pharmacy and healthSAVE Norman Park Chemist from Qld; Vermont South Pharmacy, Pharmacy Now, healthSAVE Lygon Discount Chemist and Macedon Place Pharmacy from Vic; WA's healthSAVE Treedale Pharmacy; and Gundagai Pharmacy and Harden Pharmacy from NSW.



WIN A TRIP FOR 2 TO PARIS

SOFTENS HYDRATES & PROTECTS

DRY, ROUGH, CALLOUSED AND IRRITATED HANDS.

DU'IT

Call HealthOne 02 9965 9600

TOUGH HANDS
INTENSIVE SKIN PREPAR
ON DRY, CRACKED & IRRITATED HANDS

10% Urea
Non-greasy
Protective barrier
Diabetic friendly
No Petroleum, Parabens
No Mineral Oil
Results within 5 days
Australian Made

STOCK UP NOW SO YOUR CUSTOMERS HAVE MORE CHANCES TO WIN AN ALL-EXPENSES PAID TRIP TO PARIS FOR 2.

Contact Pharmabroker on (02) 8878 9736 for more information.

This promotion is across all dermal therapy ranges: footcare, skincare, lipcare & personal care. For full terms & conditions visit dermaltherapy.com.au/paris - Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.



SOFTENS HYDRATES & PROTECTS

DRY, ROUGH, CALLOUSED AND IRRITATED HANDS.

DU'IT

Call HealthOne 02 9965 9600

TOUGH HANDS
INTENSIVE SKIN PREPAR
ON DRY, CRACKED & IRRITATED HANDS

10% Urea
Non-greasy
Protective barrier
Diabetic friendly
No Petroleum, Parabens
No Mineral Oil
Results within 5 days
Australian Made

STOCK UP NOW SO YOUR CUSTOMERS HAVE MORE CHANCES TO WIN AN ALL-EXPENSES PAID TRIP TO PARIS FOR 2.

Contact Pharmabroker on (02) 8878 9736 for more information.

*IRI MarketEdge, Hand products, unit sales - Chemist Warehouse, MAT 28/1/18



Dispensary Corner

HEALTH activists in the UK have launched a campaign to raise awareness of the unhealthiness of so-called "freakshakes" - drinks like milkshakes with added lollies, chocolates, cream and sauce.

Action on Sugar highlighted the results of a recent survey on sweet drinks sold in restaurants and milk bars across the country, saying they contained "grotesque levels of sugar and calories".

A Freakshake sold at an eatery called the Toby Carvery topped the poll with the equivalent of 39 teaspoons of sugar - or more than half the recommended daily allowance of calories for an adult.

The drink is made with grape and raspberry flavoured ice cream, blackcurrant jelly pieces, whipped cream, marshmallows, Skittles and an almond macaroon.



SCIENTISTS in Ireland have made an astounding discovery, based on the detailed study of some 125 million-year-old dinosaur dandruff.

The team from University College Cork have been working on fossilised cells from prehistoric feathered dinosaurs from the Cretaceous era, and concluded that the "little white blobs" showing up on their microscopes were in fact dandruff.

Intriguingly the ancient dandruff is almost identical to that found in modern birds, providing clues as to how dinosaurs shed their skin.

Medlab joins Click & Collect

LISTED pharmaceutical firm Medlab has joined the Pharmacy Click and Collect platform, as part of a campaign to "help community pharmacies looking for differentiated product ranges to attract and retain new customers"

With a range of twenty-six specialty lines across categories such as anti-inflammatory, gastro-intestinal support, musculo-skeletal support and weight management, Medlab is aiming to increase its market penetration.

"With pharmacies struggling due to competitive pressures, we want to position ourselves as the supplier of choice - a sensible option to create a point of difference with high quality," the company said.

"Our connection with Pharmacy Click and Collect is a logical step for us in not only helping pharmacies become more aware of our range but we also want to help drive customers using our products to buy online and pick up at their nearest community pharmacy."

The range, including its patented products, is available for direct



order and via wholesalers.

The Guild's Click and Collect platform is a division of Gold Cross Products and Services, and allows customers to shop online for items which they can then pick up at their local community pharmacy.

The pharmacy makes the revenue and uses in-store stock to fulfil the order, with the service free for Guild member pharmacies.

Medlab will offer pharmacies which have activated their free Pharmacy Click and Collect subscription an exclusive buy deal available through the platform - for details see pharmacy.com.au.

Small biz support

THE Federal Government yesterday announced a new \$2b Australian Business Securitisation Fund which aims to make it easier for small businesses such as pharmacies to secure finance.

Welcomed by the Pharmacy Guild, the scheme will support commercial lenders working with small business, with the aim of reducing borrowing costs.

Win with Skin Doctors

This week **Pharmacy Daily & Skin Doctors** are giving away each day Skin Doctors beetox 50ml valued at \$59.95.

Skin Doctors beetox instantly helps to activate your skin cells to reduce the appearance of wrinkles, smooth fine lines and lift sagging skin.

Visit www.skindoctors.com.au for more.

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

Does Skin Doctors beetox instantly activate skin cells?

Congratulations to yesterday's winner, Lusi Sheehan.



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 *Travel & Cruise Weekly*.

Travel & Cruise Weekly

Sponsored by *Travel & Cruise Weekly*, your FREE travel newsletter
Subscribe now
travelandcruiseweekly.com.au

Explore Europe with Regent Seven Seas

REGENT Seven Seas Cruises offers you free unlimited shore excursions in every port of call as you discover the magnificent wonders of the Mediterranean and Northern Europe.

Early booking fares start at \$7,970 pp for an 11-night cruise from Barcelona to Rome on the mighty *Seven Seas Voyager*.

Consult your travel agent and go to rsc.com.

World of Viking Cruise Sale ends 30 Nov

STEAL these amazing offers from the World of Viking Cruise Sale with free flight offers, free two-night city extensions, free stateroom upgrades and savings of up to \$4,000 per couple on selected itineraries, but be quick.

Viking fares include wine and beer with meals, an excursion in every port and much more.

Take an 11-day cruise Kiev to the Black Sea from \$5,195 pp.

See vikingrivercruises.com.au.

This is a really good book.

Good for your practice • Good for your customers • Good for your business

What Am I Taking? is a responsible, reliable, user-friendly consumer medicines guide.

Simple, easy-to-understand information to help people safely manage their medicines:

- information on potential safety issues, e.g. serotonin toxicity, drugs that affect the QT interval or seizure threshold, pregnancy and breastfeeding, allergic reactions, blood glucose levels, etc
- profiles of 100 of Australia's most-prescribed medicines - what they're for and how they work, precautions, adverse effects, interactions and dosing protocols
- summaries of disorders the profiled drugs are principally used for, explaining the expected therapeutic benefit
- stresses the importance of obtaining personal professional advice
- does not contain advice about medication choices
- compiled from evidence-based sources by an expert team and fully peer reviewed.



WHAT AM I TAKING?

THE AUSTRALIAN CONSUMER'S GUIDE TO PHARMACEUTICAL DRUGS



Reliable and authoritative information on Australia's most-prescribed medications
Easy-to-use quick reference, in plain English
What they're for, how they work and how to use them safely

Why stocking *What Am I Taking?* will be a win-win-win for your pharmacy:



Enhance your practice. Most pharmacists agree that helping patients effectively manage their medications is an important component of professional practice. But in a busy retail environment it's difficult to convey much and there's no guarantee any advice will be remembered. And CMI's are not always the answer - most people either don't read them or find them long, confusing or difficult to understand.

What Am I Taking? is an accessible, reliable information source that you can confidently provide for your patients.



Better outcomes for patients. Education and information are keys to reducing the risk of potential adverse events from medication errors. Informed patients are less likely to be confused about their medications, and more likely to follow their regimen.



Good for your business. The group most at risk of medication errors is people over 50 using multiple medications. There are more than two million Australians in this category, and the one thing most have in common is a regular visit to their local pharmacy.

For wholesale prices or to place an order, go to
www.whatamitaking.com.au
and click on "Trade Buyers"

The website also contains sample pages from *What Am I Taking?* as well as other information and background.

ORDER
NOW AND SAVE
10%
OFF PHARMACY WHOLESALE PRICE AND
FREE DELIVERY
OFFER EXTENDED TO NOV 30, 2018
PLUS A FREE DISPLAY
STAND WITH YOUR
FIRST ORDER