

## Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from **What am I Taking?**

## China policy tick

**AN ANNOUNCEMENT** this week by Chinese Premier, Li Ke Qiang, that China will replace the existing grace period for cross-border e-commerce with a stable policy going into the future has been warmly welcomed by Complementary Medicines Australia (CMA) ceo Carl Gibson.

Gibson said, "The Chinese Government has announced it will improve and expand the cross-border e-commerce import policy, and transform China's e-commerce rules for imported products from a transitional state to a stable one, which is very welcome news for the Australian complementary medicines industry."

Gibson went on to explain that the recent high demand for Australian products had boosted jobs in the complementary medicines sector in Australia across a range of areas, including manufacturing, scientific evaluation and research.

"In June this year, CMA hosted the very successful inaugural Australian Pavilion at the Healthplex expo in Shanghai, one of the most important expos for the preventative healthcare industry in the Asia-Pacific Region."

Gibson highlighted the ongoing potential of the industry, promising the 2019 Australian Pavilion for Healthplex would triple in size.

## MedAdvisor taps into AIR

**DIGITAL** medicines management company MedAdvisor has announced it will be integrating with the Australian Immunisation Register (AIR) to support and streamline recording requirements for community pharmacy.

MedAdvisor CEO Robert Read commented, "MedAdvisor is focused on continuously improving our PlusOne product offering to help pharmacies deliver vital services to their customers."

"The integration with the Australian Immunisation Register (AIR) plays a large part of this process by reducing the manual administration of reporting."

## Social media adverts

**THE** Therapeutic Goods Administration (TGA) has defined for health care professionals and companies wishing to advertise healthcare products on social media what their responsibilities include.

In addition, the TGA has provided a social media "acceptable use policy" that advertisers can use on their digital platforms.

This policy sets out guidelines to ensure any comments, endorsements or testimonials are not misleading or encourage the inappropriate use of a product, but still requires advertisers to monitor and "moderate" any comments that have the potential to see them breaching the code.

Access the policy statement at [tga.gov.au](http://tga.gov.au).

**MedsCheck**  
6 months Follow-up  
6CPA claiming **made easier.**

Learn more +

**GuildCare NG**

## Sunscreen nano-particles proven safe



**PHARMACISTS** and pharmacy assistants can confidently recommend consumers slap on their protective sunscreen this summer, thanks to new research from the University of Queensland and University of South Australia.

The research, published this week in the peer-reviewed *Journal of Investigative Dermatology*, refutes widespread claims among some public advocacy groups, and a growing belief among consumers, about the safety of nanoparticulate-based sunscreens.

The study provides the first direct evidence that zinc oxide nanoparticles used in sunscreen neither penetrate the skin nor cause cellular toxicity after repeated intense applications.

Lead investigator, Professor Michael Roberts, says the myth about sunscreen toxicity took hold after previous animal studies found much higher skin absorption of zinc-containing sunscreens than in human studies.

Roberts explained that volunteers applied the ZnO nanoparticles every hour for six hours on five consecutive days.

"Using superior imaging methods, we established that the nanoparticles remained within the superficial layers of the skin and did not cause any cellular damage," Roberts said - **CLICK HERE** to access.

## MHR 75% uptake

**THREE** quarters of Australian pharmacies have now registered to participate in the My Health Record system according to the latest data released by the Australian Digital Health Agency.

As of 18 Nov 2018, 25% of Australians had registered, while there are 2,032 registrations by other healthcare providers including allied health.

GP organisations number 6,784, public hospitals and health services: 829, private hospitals and clinics: 184 and 192 aged care residential services are also now part of the system.



## PSA Intern Training Program

- » Superior Education
- » Quality Program
- » Experienced Support

Enrol now in the intern program that puts you a step ahead [www.psa.org.au/interns](http://www.psa.org.au/interns)



## SOFTENS HYDRATES & PROTECTS

DRY, ROUGH, CALLOUSED  
AND IRRITATED HANDS.

**DU'IT** Call HealthOne  
02 9965 9600



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

FIND OUT MORE >

## Blackmores execs honoured



**BLACKMORES** Institute Director Dr Lesley Braun and Chief Information Officer Brett Winn have been recognised as industry leaders at the 2018 CEO Magazine Executive of the Year Awards at a ceremony in Sydney this week.

Braun was awarded Health & Pharmaceutical Executive of the Year for her commitment to advancing the natural health industry through research, education and other programs designed to support public health outcomes.

She is also an Adjunct Associate Professor at the National Institute of Complementary Medicine (Western Sydney University) and the main author of four best-selling textbooks on complementary medicine.

Winn took out the CIO of the Year category.

He was given accolades around his leadership through

which Blackmores IT landscape has undergone significant transformation in the way technology is delivered to support the business and its customers.

Blackmores CEO Richard Henfrey commented, "This win reflects our wonderful depth of talent at Blackmores and reinforces our industry leadership."

"I am proud to see public recognition of the great work Lesley and Brett are doing to drive innovative research, education and technology solutions across the Blackmores Group and helping us to remain Australia's leading natural health brand".

The Blackmores Group has a successful history of CEO Executive of the Year winners, including 2015 CEO of the Year, Christine Holgate.

Winn and Braun are pictured above with their awards which we are sure are heading straight for the pool room.

A new  
publication  
for travel  
and cruise  
lovers

Travel & Cruise  
Weekly

**SUBSCRIBE NOW**

## Maxigesic lifts AFT

AFT Pharmaceuticals has released its financial results for the six months to 30 Sep, with the company saying it is "on track to return to profitability" after shrinking losses to just \$100,000 for the period, versus \$6.7 million for the same time last year.

The improvement in operating loss came from strong growth in gross profit (up 24% to \$17.8 million) and reduced research and development costs, as clinical trial programs identified at the time of AFT's 2015 public listing conclude.

R&D investment reduced to \$2.2m, with the programs allowing AFT to commence regulatory filings for new Maxigesic products which will support future revenue growth.

New forms of Maxigesic include an intravenous version for hospital use and an oral liquid for children.

Additional dose forms, hot drink sachets and dry stick sachets, are also in development with regulatory filings expected to commence in 2019.

Total income during the period was \$40.2m, with CEO Hartley Atkinson claiming Maxigesic had achieved a "market leadership position in Australia for paracetamol-ibuprofen combinations."

"We see the opportunity of significant ongoing growth from Maxigesic tablets and additional dose forms," he said.

Maxigesic is now being sold in 15 countries and licensed in 128, with the company expecting the second half of the financial year to generate greater revenues and profitability for the business.

## TGA ad webinar

**THE** Therapeutic Goods Administration has announced an online webinar to help advertisers understand how to comply with the new Therapeutic Goods Advertising Code 2018 effective 01 Jan 2019.

The session will take place on Tue 04 Dec - **CLICK HERE** to register.

## Business Development Manager

Macquarie Park, Sydney

Are you a talented pharmaceutical sales representative looking for a new challenge?

The Business Publishing Group has several leading news publications spanning travel, cruise, business events and pharmaceutical sectors and requires a team player to join our growing sales and marketing division.

This role requires you to service existing clients, win new business and maintain active involvement in delivering sales targets for the company.

If you have the ability to ask the customer for their business, can demonstrate prior success and are motivated to achieve results, apply today.

Email your confidential CV with Cover Letter to [jobs@traveldaily.com.au](mailto:jobs@traveldaily.com.au) before 23/11/18

Travel Daily CRUISE travelBulletin  
business events news Travel & Cruise Weekly Pharmacy Daily

## GUILD ITP ENROLMENTS OPEN NOW

NOW INCLUDES  
**FREE**  
VACCINATION  
TRAINING  
valued at \$640

The Pharmacy  
Guild of Australia  
INTERN TRAINING PROGRAM

[internpharmacist.com.au](http://internpharmacist.com.au)

Raven's  
recruitment

Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829

Email: [info@ravensrecruitment.com.au](mailto:info@ravensrecruitment.com.au)  
Web: [www.ravensrecruitment.com.au](http://www.ravensrecruitment.com.au)

### Jobs of the Week

- **Pharmacist** - Mid north coast, NSW (Job# 200015905)  
New Reg welcome; and offering accom + relocation assist!
- **Pharmacist** - North West of Melbourne, VIC (Job# 200031498)  
\$\$\$ + working with an experienced team in a diverse rural Pharmacy.
- **Pharmacist Manager** - Brisbane East, QLD (Job# 200031579)  
Face of the Pharmacy / High end Pharmacist Manager role.

our dynamic support can move your business or career forward!





### Dispensary Corner

**NEXT** time you are thinking about sticking something up your nose, please consider the cost to the national health system.

A new study released in England has suggested that removing foreign objects from ears and noses costs public hospitals in the UK almost £3m annually.

The vast majority of cases were in children - 95% of objects in noses and 85% from ears, with the most common foreign object requiring removal being jewellery for kids, while in adults the main issue was cotton buds.

The paper, titled *Will Children Ever Learn?*, was published in the *Annals of the Royal College of Surgeons*, with author Simon Morris from Morriston Hospital in Swansea surmising that "the occurrence of foreign bodies in children is generally attributed to curiosity and a whim to explore orifices".

**CHINESE** media are reporting on the bizarre case of a university student who had to be



hospitalised after eating only instant noodles for three weeks to save money for a spending spree.

Hong Jia posted a video saying she had saved more than \$100 with her Ramen meals in the lead up to China's Singles Day online shopping festival.

However the plan backfired because her health went downhill, probably due to a lack of fruit, vegetables, protein or any other sort of nutrition, meaning she ended up using most of her savings on medical bills.

## National Pharmacies lifts staff

**SOUTH** Australia's National Pharmacies is launching a new employee wellbeing policy that includes 10 days' paid leave a year for staff who have experienced family or domestic violence.

This is a significant improvement on the five days' unpaid domestic violence leave allowed for under the Pharmacy Industry Award.

National Pharmacies MD Tony Wojciechowski said: "At National Pharmacies we pride ourselves on providing the best and safest possible workplace for our people.

"Australian Bureau of Statistics data tell us that one in six women experiences physical violence from a partner or ex-partner. We know that men are also impacted so our policy applies to all permanent employees," he added.

National Pharmacies has an 83% female workforce and 69% of its management are female.

"As an employer in a predominantly female industry,

we have an added responsibility to provide this kind of assurance and offer maximum support to employees when they most need it. Domestic violence does not discriminate on the basis of occupation," Wojciechowski said.

The new program includes a Wellbeing intranet site to inform, inspire and engage, a network of Wellbeing Champions at every outlet as well as cross-organisation connection through events, team challenges and social media.

In addition the program will create a Wellbeing Fair for staff, Wellbeing day leave (two days per year) and allow the purchase of additional annual leave.

"Organisations that care about the wellbeing of their employees build a sustainable and successful culture where people are productive and engaged in their work," Wojciechowski said.

"It's all about good business, for our staff and for our members."

## Tassone blasts injection room closure

**PHARMACY** Guild Victorian Branch President Anthony Tassone has slammed a proposal by state opposition leader Matthew Guy which would see the Richmond medically supervised safe injecting room closed if the Liberal Party is elected to power this Sat.

Tassone has written to *The Age* citing the Guild's position which is that there is compelling evidence that such facilities save lives and reduce harm, with strong and broad support for the Richmond room due to its clear benefits.



### 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).

**27-30 Nov:** ASCEPT 2018 Annual Scientific Meeting; Adelaide Convention Centre; for details visit: [www.asceptasm.com](http://www.asceptasm.com)

**22 - 28 Jan:** NAPSA Congress; University of South Australia, Adelaide; for more info see: [www.napsacongressadelaide19.com](http://www.napsacongressadelaide19.com)

**07 - 10 Mar:** APP 2019; Gold Coast Convention and Exhibition Centre; early bird registration now open: [www.appconference.com](http://www.appconference.com)

**21 - 24 Mar:** NSW/ACT Annual Therapeutic Update 2019; Crowne Plaza Hunter Valley; early bird tickets available from 03 Dec: [www.psa.org.au/atu](http://www.psa.org.au/atu)

## Win with Bellé Botanique

Each day this week Pharmacy Daily and Bellé Botanique are giving readers the chance to win a *L'elixir Skincare Cream* valued at \$64.50 each.

Bellé Botanique's vision is to provide natural & scientifically-advanced products that nourish your skin. *L'elixir* cream provides powerful skin moisturization and brightens complexion while being gentle and soothing to your skin.

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

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

In addition to acne and dry skin, what other skin damage can PM 2.5 and air pollution cause?

Congratulations to yesterday's winner, Anna Phan



# 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](http://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.

