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Today's issue of PD

Pharmacy Daily today has three pages of news including our weekly **Health & Beauty** feature plus a full page from **Instigo**.

Rural pharmacy closures just starting

THE closure of the Mount Magnet La Croix Pharmacy in Western Australia (**PD** 02 Dec) could be one of many to go out of business if a Rural Pharmacy Viability Package is not included in the Seventh Community Pharmacy Agreement (7CPA), the Rural Pharmacy Network Australia (RPNA) warns.

Responding to **Pharmacy Daily**, an RPNA spokesperson warned the one-size fits-all funding model for pharmacy failed to recognise the higher cost of operating in rural areas.

“[There is] inadequate recognition of the higher per-patient dispensing and non-dispensing workload faced by rural pharmacies, soaring labour costs, inadequate recognition of patient-centric collaborative care already being provided by rural pharmacies, funding models that undermine the professional role and commercial viability of rural

community pharmacies,” the spokesperson said.

“This is why RPNA is calling on all parties to the 7CPA to deliver a Rural Pharmacy Viability Package - a package that compensates rural pharmacies for the higher costs associated with delivering care to disadvantaged patients, the costs associated with attracting and retraining staff in rural and remote locations, and appropriate and flexible funding for clinical healthcare services.”

Meanwhile, RPNA Chair, Fredrik Hellqvist, voiced support from the Federal Government’s additional funding for professional development opportunities for allied health professionals based in rural parts of the country.

However, he expressed “serious reservations about whether the proposal is significant enough to be meaningful”.



“In the bush, we need to work together, we can work together and like every team we must work together,” he said.

The goal is better health outcomes for rural Communities.

“It is not a competition for funding, it is about a well-balanced team approach.”

New PBS holiday payments



PHARMACEUTICAL

Benefits Scheme (PBS) online payment dates will change over the holiday period, the organisation has said.

The alert clarifies payment dates based on when claims are lodged, and is laid out in table format.

CLICK HERE for access.

When your customers reach out to you for a stronger eczema treatment, **reach for Kloxema.**

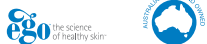
- ▶ Contains clobetasone butyrate 0.05% w/w, a moderate potency topical corticosteroid.¹
- ▶ Provides relief of inflammation and itch.²
- ▶ Indicated for short term treatment of milder forms of eczema, dermatitis and other steroid responsive skin conditions.²
- ▶ Suitable for first line use on the limbs and trunk.²
- ▶ Contains moisturising base² and free from chloroacresol.

A step up from hydrocortisone, clobetasone is the highest strength topical corticosteroid you can recommend before a prescription is required.²

Before recommending, please review the full Product Information, which is available on request from Ego Pharmaceuticals Pty Ltd. Short term (up to 7 days) treatment of milder forms of eczema, dermatitis and other steroid responsive skin conditions. **Dosage:** For 12 years and over. Apply a thin film and gently rub in, using only enough to cover the affected area twice daily for up to 7 days. **Contraindications:** Kloxema cream should not be used in patients with a history of hypersensitivity to clobetasone butyrate or to any of the excipients in the product. Rosacea, acne, pruritis without rash, perioral dermatitis; Untreated bacterial infections such as cellulitis, folliculitis, furunculosis or impetigo; Fungal infections such as those associated with tinea (eg athlete's foot, jock itch); Viral infections including cold sores (herpes simplex), chicken pox or shingles (Varicella zoster) or vaccinia; Parasitic infestations such as scabies. Do not use on broken or infected skin or on inflamed skin near chronic ulcers.

References: 1. Dermatology Expert Group. Therapeutic Guidelines: Dermatology, version 4. Topical corticosteroid preparations (Appendix 4.1). Therapeutic Guidelines Ltd [Internet]. 2019 [cited 2019 June 28]. Available from: <https://tlg.bda.ni.com.au/viewTopic?topicid=1-topical-corticosteroid-preparations>
2. Kloxema Cream Approved Product Information, 12 September 2017.

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Coumarin safety

THE Therapeutic Goods Administration has completed a safety review of coumarin in medicines, and concluded the chemical should only be in homeopathic concentrations (0.001%) - tga.gov.au.

Fraud prevention move

LEGISLATION designed to cut healthcare fraud is being welcomed by the Pharmacy Guild of Australia.

The Health Legislation Amendment (Data-Matching) Bill 2019, put before the Commonwealth Senate on Mon, will allow the Commonwealth to data-match across the Pharmaceutical Benefits Scheme (PBS) and Medicare Benefits Schedule (MBS) for Medicare compliance.

Guild Victorian Branch President, Anthony Tassone, welcomed the legislation.

“Our members often raise concerns over compliance matters, such as unapproved pharmacies claiming pharmaceutical benefits and pharmacies failing to raise the co-payment with their patient,” he said.

“If there is any way to use the data-matching in the proposed legislation to enhance the Department’s detection capabilities of these particular practices then the Guild believes it should be

permitted.

“While the proposed Bill does not necessarily address these particular concerns, the Guild acknowledges that improving the Department’s data-matching abilities is a positive step toward reducing fraudulent activities.

“The Guild understands that the intention of the proposed Bill is specifically to reduce intentionally fraudulent activity but recognises the potential to also identify instances where health benefits have unintentionally been claimed incorrectly. Typically in these cases the supply of the health benefit to the patient is appropriate, but due to a technical anomaly in the prescribing or dispensing process, the claim is not accepted.

“For a PBS claim, this can result in the pharmacy being financially penalised for a technical anomaly, and given the increasing incidence of high-cost medicines being listed on the PBS, the financial risk to pharmacists can be significant.”

APP2020 coach



CANADIAN pharmacist and internationally credentialled organisational coach, Barbara Gobis (pictured) will “educate and inspire delegates on pharmacists’ clinical process and maximising patient-centred practice”, according to the 2020 Australian Pharmacy Professional Conference & Trade Exhibition (APP2020).

Gobis will present two sessions at the conference sharing “practical strategies”.

See the full program at appconference.com.

Win with Plunkett's

Everyday this week Pharmacy Daily and Plunkett's are giving away the pictured prize pack valued at over \$60.



Aloe Barbadensis 'Natures medicine plant' is renowned for its soothing, cooling and hydrating properties. Plunkett's Aloe Vera is fragrance and colour free and contains pure certified organic Aloe Vera extracted from Aloe Barbadensis Leaf – rich in vitamins, minerals, amino acids and anti-oxidants to restore dry and damaged skin all year round. Visit: www.Plunketts.com.au for more.

To win, be the first from WA to send the correct answer to the question to comp@pharmacydaily.com.au

What is Aloe Barbadensis also referred to as?

Congratulations to yesterday's winner, Mary Kolishkin from Terry White Chemmart.

Corum Board succession

PHARMACY dispensing software company Corum has announced the imminent retirement of Board Chair, Bill Paterson, in Feb next year, and the appointment of his planned replacement, Nick England.

Corum CEO, David Clarke, has accepted an invitation to join the Board as Managing Director at that time.

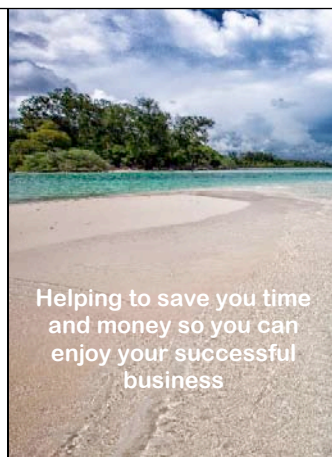
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Dispensary
Corner

HARD up for a sale, or a prescription for some much needed relief?

British sex toy brand, LELO UK is pushing for the National Health Service (NHS) to promote "self help" of a different kind.

In an open letter to the Department of Health the company has urged the NHS to prescribe masturbation as part of an integrated wellness program.

The thrust of the argument being put forward is with one-in-four British people experiencing debilitating stress, which manifests itself in conditions such as anxiety, insomnia and depression, the explosion of good feelings experienced post release could help ease the burden on both the patient and the health system.

"We are of course, under no illusion that masturbation would work for everyone and every condition, and prescriptions should be individually tailored to each patient and offered alongside other therapies, intervention or medication," the company said.

"However, we believe the healthcare and wellness industries need to work more collaboratively.

"Practitioners need to be well versed, able and comfortable in educating and informing patients on the importance of sex positivity and sexual wellness as a part of all round wellbeing and the benefits of masturbation."

Is anyone else thinking "pull the other one"?

Petition challenges Location Rules

PHARMACY'S Location Rules are allegedly leaving 19,000 residents of Minto, Minto Heights and Bow Bowing, NSW, "without reasonable access to the supply of Pharmaceutical Benefits" by pharmacist approved under Section 90 of the National Health Act 1953.

The petition, presented to the Federal Parliament on Mon, was compiled by pharmacist, Ma Ahsanul Hassan Hady, whose principal place of practice is Campbelltown, according to data from the Pharmacy Board of Australia.

Three S90 approved pharmacies are currently operating within a kilometre of the proposed location of the new pharmacy at Shop 1 B, 40 Ben Lomond Road, where the non-S90 Minto Discount Pharmacy is currently operating.



"This community of more than 19,000 residents has been denied reasonable access to the supply of Pharmaceutical Benefits due to an unintended consequence of the application of the Pharmacy Location Rules," the petition said.

"The current level of three approved pharmacists to supply Pharmaceutical Benefits to this community does not provide the

population of more than 19,000 residents with reasonable, timely nor adequate access to the Pharmaceutical Benefits Scheme (PBS).

"The current level of supply of Pharmaceutical Benefits does not allow residents to improve their health outcomes through access to, and quality use of, medicines in a timely manner."

NEW PRODUCTS

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

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THE RESULTS: This breakthrough new technology took just one week to smooth volunteers' skin in a clinical trial, with almost 40% of deep wrinkles smoothed in 7 days! Ideal for crow's feet, frown lines, smile lines and marionettes, WRINKLE BLOCK's skin energising action also has the remarkable effect of waking up eyes and freshening the entire face, whilst reducing eye bags and puffiness by up to 76% in just 7 days. As Australia's first anti-ageing skincare stick, WRINKLE BLOCK not only delivers an impressive long-term wrinkle reduction of 60% less visible wrinkles in 28 days, this handy stick provides targeted, hygienic application for on-the-go lifestyles.

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What's Your Vision for 2020?



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Tuesday 10th Dec | 11am

It looks like 2020 will be a year of significant change for pharmacy. This will flow through to the Pharmacy of 2025 taking a far different format than we see today.

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- **General industry update**
- **Technological & political changes coming to pharmacy**
- **The increasing importance of the digital landscape**
 - **Changes and trends in consumer behaviour**
- **What does this mean for the average pharmacy?**

RSVP Fri 6th Dec
to Mannon@instigo.com.au

Presented by Andrew Pattinson
General Manager, instigo
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