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GPs ignore pharmacists' advice

GENERAL Practitioners implement fewer than 50% of medicine related recommendations pharmacists make, new research published in *The Lancet* reveals.

A study conducted by academics from the UK, Australia and Canada, found GPs tended to ignore pharmacists' advice because it was "more technical and unlikely to lead to patient benefit".

Almost 800 patients were included in the study, with

pharmacists conducting medicine reviews in 76% of the group.

Almost one-in-five reviews were returned with no changes recommended.

However, in a third of cases pharmacists advised that the patient's treatment should be reduced or stopped.

In a further 23% of cases, pharmacists recommended swapping to an alternative medicine, while pharmacists urged GPs to increase or start a drug treatment regime for 13% of patients.

The authors noted that of the 1,110 recommendations made to GPs by pharmacists "20% were either vague, indirect or a question".

Speaking to UK-based GP publication, *Pulse*, lead researcher, Dr Polly Duncan, said that while GPs ignored a large proportion of the



advice provided by pharmacists, there were key issues around which they valued input from their pharmacy peers.

"GPs most valued recommendations that improved prescribing safety, and two of the GPs talked about medication errors that had been picked up by the pharmacists," she said.

Self care habits

INTERNATIONAL Self Care Day is set for 24 Jul just seven days from today with the theme 'Self Care is for Life', and Consumer Healthcare Products Australia is encouraging Australians to incorporate seven key self care habits into their daily life.

CHP Australia CEO, Dr Deon Schoombie, identifies the seven pointers as health literacy, self-awareness, physical activity, healthy eating, risk avoidance, good hygiene and using products and services effectively and safely - see isfglobal.org.

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GMP² opens

THE Therapeutic Goods Administration (TGA), in conjunction with the RACI, ARCS, PDA and ISPE, invites interested parties to register for the second annual Good Manufacturing Practice (GMP) Forum, GMP².

The event is to be held at the Pullman Melbourne, Albert Park, Thu 21 Nov.

The scale of fees and other details are at tga.gov.au.

Guild and NAPSA plan career pathway

ACTING Pharmacy Guild of Australia National President, Trent Twomey, is looking forward to strengthening ties between the organisation and the National Australian Pharmacy Student's Association (NAPSA).

Welcoming the election of Charles Sturt University's Erin Cooper as NAPSA's President for the 2019/20 year, Twomey said the Guild would work with the

NAPSA executive committee to establish a mentoring group.

"This mentoring group will enable existing pharmacists to share their knowledge and skills while learning from the pharmacists of the future."

Twomey also thanked the outgoing President Jess Hsiao and the Board for their leadership and commitment over the past year.

Today's issue of PD

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

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Ownership transparency questioned

CHANGING trends in the ownership structures of community pharmacies are raising questions, the Western Australian Review of Community Pharmacies reveals.

The WA Department of Health review, found there were growing concerns that outside influences were creeping into the ownership of pharmacies in the state, with the Small Business Commissioner reporting allegations that some chains were engaging in behaviour that was described as “predatory”.

The authors reported that professional bodies had raised concerns that “more business policy decisions for individual pharmacies are being made centrally by banner groups”.

“An example given was in relation to the over-the-counter supply of codeine-based medicines (prior to the re-scheduling of these products as prescription only) where some larger chains chose a position of not supporting access to an industry-based real-time monitoring system,” they said.

The review also identified concerns that pharmacy owners

who had reached the maximum number of stores they could own, were using service and management groups to gain access to more pharmacies.

“It was suggested that due to contractual, financial or other relationships that there was potential for these interests to exert undue influence on the owner,” the authors said.

“This influence was said to possibly extend to the purchase of medicines, the range held, brands stocked, or other aspects of medicines supply that might be dictated by someone other than the owner.”

The authors found the rise of complex ownership structures was making the profession less desirable for you pharmacists.

The review noted that younger pharmacists were buying smaller stakes in pharmacies than in previous years, which gave them little or no influence of the direction of the pharmacy.

Pharmacy Daily is conducting its inaugural Future of Pharmacy Survey, looking at ownership and business models operating within the sector.

CLICK HERE to share your views.

CMA wins Association of the Year Gong



COMPLEMENTARY Medicines Australia (CMA) has been named The Associations Forum’s 2019 Association of the Year, at an event in Parliament House, Canberra, yesterday.

The Award recognises the association that has distinguished itself by achieving all-round excellence with demonstrated ability to influence government decision making, deliver world-class conferences and exhibitions

and publish accurate and important market intelligence.

CMA CEO, Carl Gibson, said the award was recognition of the organisation’s continual evolution.

“With over 1,500 Associations in Australia, this is a superb achievement and testament to the dedication of our team and their commitment to the complementary medicines industry in Australia,” he said.



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White focuses on growth



Outgoing CEO Anthony White with incoming CEO Duncan Phillips

TERRYWHITE Chemmart CEO, Anthony White, is stepping down from the role to focus on expanding the banner’s reach, less than a year after EBOS Group assumed 100% ownership of the business (**PD** breaking news).

White will remain with the business as Executive Director of Pharmacy Network Development, while current Chief Operating Officer, Duncan Phillips, has been appointed as the new CEO, with immediate effect.

Announcing his decision, White said the time was right for fresh leadership with TWC entering “its next growth phase”, after 11 years in the role.

“I’m very fortunate to have worked with so many talented pharmacy owners and the dedicated team at the support centre over the years,” he said.

“It’s been an absolute privilege

and I look forward to supporting the further development of the network in my new role. In particular, it’s been great working closely with Duncan on a wide range of initiatives to grow the group substantially over this period and I wish him every success in the future.”

Pharmacy Guild of Australia Acting National President, Trent Twomey, noted that White had “guided the group through major structural and corporate change; change that has benefited pharmacies in the group and the profession as a whole”.

Twomey also congratulated Phillips on his appointment, noting his respected international experience and strong relationships within the pharmacy industry would ensure TWC continues to expand to meet the needs of its patients.

Win with John Plunkett

Everyday this week Pharmacy Daily and Plunkett’s are giving away the Superfade Accelerator plus a John Plunkett cosmetic bag.

Superfade Accelerator can be used for quicker results with Superfade Creams or alone to help remove superficial pigmentation. Contains a blend of AHAs including Ferulic acid cytoectors to gently exfoliate. RRP \$19.95.

Visit: www.Superfade.com.au for more.

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



How quickly are results seen?

Congratulations to yesterday’s winner, Marina Atanasovska.



Dispensary Corner

PERHAPS Australia should export the concept of pharmacy RUM bins to the Tennessee Police Department in the USA.

Officers have issued an official warning to drug miscreants, alerting them to the possibility of creating so-called "meth-gators" by flushing illicit narcotics down the toilet.

Investigators from the Loretta Police Department said they caught someone "attempting to flush methamphetamine along with several items of paraphernalia" last weekend.

They said water authorities were great at processing normal waste "but they are not really prepared for meth."

"And if the water heads far enough downstream it would create meth-gators in the Tennessee River down in North Alabama," they added.

WE'RE all familiar with the rigours of constipation, but this is taking it to extremes.

A Belgian man has set a new world record by sitting on a toilet for 116 hours non-stop.

Jimmy De Frenne undertook the stunt, fortunately fully clothed, in the main room of a local bar in Ostend.

Guinness currently did not have a record for the longest time sitting on a toilet, but he was thrilled to beat an unofficial record of 100 hours.

He'd been aiming for a full 168 hour week, but was forced to stop early due to lack of sleep.

He was permitted a five min break every hour, to stretch - and also use a real toilet.

Pharmacist reprimanded

LOCUM pharmacist, Lauren Murray, had been reprimanded by the NSW Civil and Administrative Tribunal in relation to allegations she misappropriated painkillers in 2014, while working at Broken Hill Hospital (**PD** 02 Aug 2018).

Murray was alleged to have taken two bottles of morphine and 40 tablets of Codapane Forte, made false records to conceal the misappropriation of the tablets, and then made a false statement to the Pharmacy Council of NSW about the missing tablets.

While Murray accepted that she made mistakes in recording the tablets and disposing of the bottles of morphine, she denied removing them from the hospital.

The Tribunal heard Murray left Broken Hill in Oct 2014 having been stood down from her position in the hospital. In Dec 2014 she

worked as a locum in Victoria, before going to the UK in May 2015, gaining employment at Poole Hospital between Jul and Jan 2016, as a pharmacy technician.

In May 2016 she returned to Australia and started working at Bunbury Drive-In Chemist in WA, initially on an eight-week engagement, however, she stayed in the role until Aug 2018.

Colleagues and pharmacy managers told the court that Murray has demonstrated "total professionalism" in all her roles since leaving Broken Hill Hospital, both in Australia and in the UK.

The Tribunal has ruled that she must undergo a course on dispensing ethics, find a mentor, submit to audits of her practice, not be a pharmacist-in-charge, and work a maximum of 40 hours a week.

eHealth privacy

WITH electronic health records being created for all Australians, unless they opt out, pharmacists are in a position to make better informed decisions about patient care, the Pharmacy Guild of Australia says.

However, the increased access to patient data delivered through the My Health Record comes with a responsibility to protect patient privacy.

Guild Learning and Development has partnered with the Australian Digital Health Agency to develop an online module titled 'Privacy, confidentiality and My Health Record'.

To enrol in the module **CLICK HERE**.

HEALTH & BEAUTY

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

Introducing Infloran - the new infant probiotic

New to pharmacy, **Infloran** is a probiotic that can be recommended from the first day of life.



Carefully selected by Australia's neonatal units, Infloran exemplifies the principles of evidence-based probiotic administration to alter health outcomes. Infloran's properties and characteristics are the result of its key active ingredients, including bifidobacterium bifidum and lactobacillus acidophilus, microorganisms normally found in the gut microbiota of healthy infants. Infloran helps restore beneficial intestinal flora including during and after antibiotic use, supports gastrointestinal immune function and promotes healthy digestive system function.

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Dear Pharmacist,

Janssen-Cilag Pty Ltd (Janssen) is sponsoring the SIMPONI Pharmacy Patient Support Program in collaboration with Sigma Healthcare. The program is available to patients who have been prescribed SIMPONI for rheumatic diseases. Janssen is the sponsor for SIMPONI.

The program's aim is to ensure patients are provided with quality medication advice and ongoing support to enable them to get optimal health outcomes.

Pharmacists play a crucial role in supporting patients in their SIMPONI treatment journey. Research consistently shows that patients' understanding of their condition and the treatment is positively correlated to medication adherence and positive health outcomes.¹

Participation in the program is subject to acceptance of T&Cs and completion of prerequisite online education modules.

For participating in the SIMPONI Pharmacy Patient Support Program, Pharmacies will be paid the following professional service fees:

- **Pre-requisite Program education modules \$30**
*Paid to the pharmacy for each pharmacist who completes the training
- **Consultation One: \$20**
- **Subsequent Consultations: \$8**

The program is available to all pharmacies with a Sigma Account and can be accessed via CarePro. CarePro is a web-based services platform. To get connected to CarePro call NostraData customer service on 1300 466 787

For enquires about the SIMPONI Pharmacy Patient Support Program or Pre-requisite Program education modules, contact Sigma Healthcare Professional Services at professional.services@sigmahealthcare.com.au

*Professional Service fees are paid as a credit onto your Sigma Account

1. Atreja, A., Bellam, N. & Levy, S. R. Strategies to enhance patient adherence: making it simple. MedGenMed 7, 4 (2005).

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