



TerryWhite Chemmart is now the exclusive pharmacy partner for Qantas Frequent Flyer members to earn Qantas Points.

Qantas Frequent Flyer members can now earn **2 Qantas Points per \$1 spent on eligible purchases*** at TerryWhite Chemmart pharmacies across Australia.

At TerryWhite Chemmart, our focus is on helping you get more out of your business. That means driving more customers through your doors and that's why we've partnered with the Qantas Frequent Flyer Program.

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*On eligible purchases at participating pharmacies only. Customers must link their REWARDS to a Qantas Frequent Flyer Account to earn Qantas Points. A Qantas Frequent Flyer joining fee may apply. Terms and conditions apply.



Change essential to PSA's future

OPERATIONAL changes being implemented by the Pharmaceutical Society of Australia (PSA) at a national level are critical to ensuring it is "fit for the future", CEO, Dr Shane Jackson believes.

Speaking at PSA19, Jackson confirmed the organisation has commenced an "operational transformation" aimed at preparing for the Seventh Community Pharmacy Agreement (7CPA).

"We've got significant investment in digital delivery," he said.

"We're restructuring aspects of our program delivery, products and services.

"We're reviewing all aspects of our products and services to make sure they are fit for the future from a content and deliver point-of-view. "So that means we need to have the right people to be able to help that.

"We need to have the right delivery methods going forward in



an increasingly digital age."

Jackson said members needs were being focused on as part of the restructure.

"The transformation is about making sure that we have investment in the right areas, that we deliver member value, that we deliver improved member experience and that all of our products and services help pharmacists deliver quality services in practice and really

make an impact for their patients," he said.

"We will need to look at the expertise within the organisation to make sure that we have the capability to be able to take us forward and that's what we're doing.

"That's what we've done over the last couple of weeks, and we've got some plans that we've got in place over the next three to four months to take use to the next phase."

Today's issue of PD

Pharmacy Daily today has three pages of news including our weekly **Health & Beauty** feature, a **front cover wrap** from TerryWhite Chemmart and a **full page** from Wizard Pharmacy Services.

Quit to ramp up

WHILE progress is being made in smoking cessation generally, only 23 countries worldwide have implemented smoking cessation support policies at the best practice level from the 2019 global tobacco epidemic report, the World Health Organization (WHO) states.

WHO adds that this makes this campaign the "most under-implemented recommended measure".

See the research at bmj.com.

NRHA seeks funding for workforce

INCREASING funding to encourage allied health professionals to work in regional, rural and remote parts of Australia will help improve outcomes for patient the National Rural Health Alliance (NRHA) believes.

The NRHA said data from the Australian Bureau of Statistics, Australian Institute of Health and Welfare and Health Workforce Australia, found there was an under representation of

pharmacists, psychologists and other allied health professionals outside Australia's major cities.

"Increasing the allied health workforce may not be a panacea, but it is evidently critical due to the nature of the health challenges faced by people living in these areas," the NRHA said.

"Addressing allied health workforce shortages would make a significant difference to health outcomes if addressed alongside other rural health priorities."

Pharmacy drives MedAdvisor revenue

COMMUNITY pharmacies are driving revenue growth for medication management platform, MedAdvisor.

The ASX-listed business reported a 37.8% uplift in revenue from Q4 Financial Year 2018, in its latest update for Q4 FY2019.

Total unaudited revenue was up 24.3% for FY2019 to \$9.2 million, compared with the previous corresponding period.

The company reported that

pharmacy accounted for 84% of its revenue, principally derived through more than 3,300 pharmacies that pay SaaS and patient messaging fees for using its PlusOne software.

MedAdvisor reported that FY2019 saw engagement with PlusOne continue to increase with \$300 million worth of medication orders made by patients and 300,000 flu shots recorded by MedAdvisor in the year to date.

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Mylan/Upjohn merger for global reach

THE merger of pharmaceutical giants Mylan Pharmaceuticals and 130-year-old Upjohn, a generic off patent division of behemoth Pfizer, is anticipated to deliver “enhanced global scale and geographic reach,” including leading positions in China and other emerging markets.

The companies announced the deal Mon explaining the value of combining of “Mylan’s sustainable, diverse and differentiated portfolio of medicines” with “Upjohn’s trusted, iconic brands”.

Upjohn’s brands include high profile pharmaceuticals Lipitor (atorvastatin), Celebrex (celecoxib) and Viagra (sildenafil).

The new US-based company is expected to have proforma 2020 revenues of \$19 to \$20 billion, with proforma 2020 adjusted EBITDA anticipated to be in the range of \$7.5 to \$8.0 billion.

Directors of both companies were unanimous in their vote for the merger to proceed, the company announcement said.



The deal is expected to close mid next year, subject to final approvals from Mylan shareholders and regulatory approvals.

Pfizer shareholders will not need to vote.

They will own 57% of the new entity, while Mylan shareholders own the remaining 43%.

This massive generics and biosimilar medicines deal follows hot on the heels of this month’s newly minted Arrotex, the finally resolved agreement creating the merged entity born of large generic companies Arrow and Apotex (PD 11 Jul).

TWC lifts off with Qantas



TERRYWHITE Chemmart (TWC) has unveiled details of its exclusive partnership with Qantas Frequent Flyer program announced in May (PD 28 May), to coincide with today’s national consumer launch.

The new deal will mean almost 13 million Qantas Frequent Flyer members can earn two Qantas points per dollar when shopping at TWC pharmacies across the country, along with bonus points incentives to join the pharmacy brand’s REWARDS program and special offers.

TWC CEO, Duncan Phillips, said the partnership presents an excellent opportunity to reward existing and attract new customers, increase awareness and strengthen

the brand’s position within the industry for network partners.

“We are really focused on providing a more differentiated offer for our network partners and their customers, so it’s great to have a partnership with an iconic brand like Qantas that will provide strong marketing reach and drive new customers to our pharmacies,” Phillips said.

“With our latest brand campaign ‘that’s real chemistry’ this partnership is the perfect representation of the type of connections we aim to make with our customers.”

TWC is investing in additional marketing activity to raise awareness of the new partnership.

Relapsed myeloma patients new hope

PATIENTS suffering from multiple myeloma (MM) who have received at least one prior treatment regimen, including lenalidomide, now have a back up plan in a newly approved therapy, described as “one of the most significant advances for the Australian myeloma community over the past decade”.

The Therapeutic Goods Administration (TGA) has given approval to Celgene to bring to market its triplet therapy: Pomalyst (pomalidomide), in combination with bortezomib

and dexamethasone (PVD).

With an estimated 1,885 new cases of MM diagnosed each year, with an average age at diagnosis of approximately 70 years, Myeloma Australia CEO, Steve Roach, said the new therapy would help address a significant clinical unmet need.

Clinicians and pharmacists should note this drug is an analogue of thalidomide, a known human teratogen - women should avoid pregnancy during and for four weeks post therapy - PI at guildlink.com.au.

Win with Dreambaby®

Each day this week Pharmacy Daily and Dreambaby® are giving readers the chance to win a Dreambaby® care prize pack valued at over \$55.

While Dreambaby® is primarily known for its innovative child safety solutions, it also has many care items in its line up to help keep littlies in perfect health. Prize pack comprises: Rapid Response Digital Thermometer, Silicone Toothbrush, ‘Herbert’ The Turtle Room & Bath Thermometer, Nail Clippers with Holder and Nasal Aspirator.



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Dispensary Corner

FOR generations there has been a rivalry between Korea and Japan, and in recent weeks tensions have been on the rise, with Korean pharmacists on the frontline.

Trade between the two countries became frosty after Japan announced it has struck South Korea off its whitelist of trade partners in response to the Korean Supreme Court's ruling ordering Japanese companies to compensate Koreans victims of wartime forced labour.

This is where pharmacists came into the dispute, with a number of regional pharmacy groups urging the profession to boycott Japanese over-the-counter (OTC) drugs, *The Korea Herald* reported.

North Jeolla Pharmacists Association Chief, Seo Yong-Hoon, has led one of the campaigns against Japanese non-prescription pharmacy products.

"(Just like many Koreans) pharmacists, too, feel Japan's retaliatory trade restrictions are gravely unjust," Yong-Hoon said.

"To deliver this sentiment to Japan, centering on younger pharmacists aged between late 30s to early 40s, we have decided to encourage voluntary boycott against Japanese products."

South Gyeongsang Pharmacists Association Leader, Choi Jong-Seok, echoed the desire to promote domestic alternatives to popular Japanese OTC brands, however, its more difficult when it comes to scripts.

Medicines optimisation tool - MOAT

WITH medicines optimisation a key role for pharmacists, UK researchers have developed and evaluated a Medicines Optimisation Assessment Tool (MOAT), describing it as a "prognostic model to target hospital pharmacists' input to prevent medication-related problems".

Patients from adult medical wards at two UK hospitals were prospectively included into the cohort study.

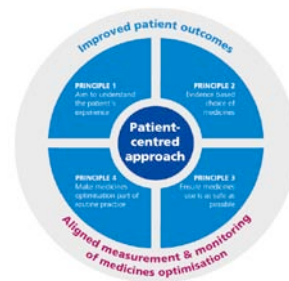
Data on medication-related problems were collected by pharmacists at the study sites as part of their routine daily clinical assessments.

Published in the latest *BMJ Quality & Safety journal*, the study drew on data from 1,503 eligible admissions with 40.6% (610) experiencing the study outcome.



Eighteen risk factors were preselected for MOAT development, with 11 variables retained in the final model.

The MOAT demonstrated "fair predictive performance



(concordance index 0.66) and good calibration," authors wrote, leading them to conclude that the MOAT "has potential to predict those patients most at risk of moderate or severe preventable medication-related problems, experienced by 41% of admissions.

"External validation is now required to establish predictive accuracy in a new group of patients," they added.

CLICK HERE to access the study.

HEALTH & BEAUTY

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Cult Australian skincare brand ASPAR is sharing the travel beauty secret Qantas Business and First class travellers have known for years. As long time suppliers for Qantas, Aspar have developed a range of proven products designed to pamper and protect the skin while you travel. ASPAR is the official skincare partner for the airline and has developed a range of travel essentials now available for retail. The amenities kit combines beauty and wellness with botanically active, spa strength skin and haircare infused with essential oils to calm your senses. Now there is no need to compromise on skincare when travelling.

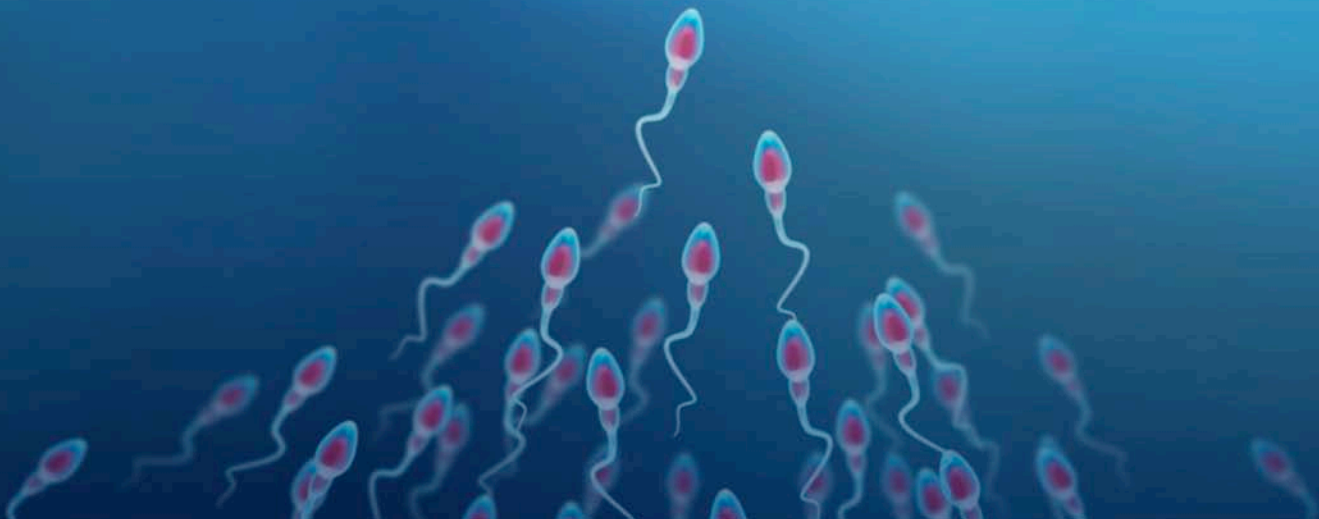
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