



Guild fills Executive Director void

OUTGOING Catholic Health Australia CEO, Suzanne Greenwood (pictured), will join the Pharmacy Guild of Australia as its new Executive Director in the coming months (**PD** breaking news Fri).

The appointment announcement follows the retirement of David Quilty in Mar, after six years in the Guild leadership role (**PD** 25 Feb).

Greenwood could take up her position at the Guild in Aug, with Catholic Health reporting she will leave the organisation on 02 Aug.

With negotiations for the 7th Community Pharmacy Agreement (7CPA) set to start later this year, Greenwood is expected to play a key role in supporting the Guild's team, which will be led by Queensland Branch President, Trent Twomey.

In a statement announcing her appointment, Greenwood said she



was honoured to be joining the community pharmacy sector.

"In coming to the Guild, I look forward to furthering the Guild's vision to enable community pharmacies to have a viable, longer-term future as an integral

part of the Australian healthcare system serving the needs of increasingly empowered health consumers," she said.

"Like most Australians, my local pharmacy is my first port of call to care for my family's health, whether that's a flu shot, getting medication advice or just picking up the essentials such as prescriptions and other health care products."

During her time with Catholic Health, Greenwood was heavily involved in formulating the organisation's response to the introduction of voluntary assisted dying in Victoria, and leading the organisation's leadership and advocacy for improving end-of-life care in response to the legislation.

Prior to joining Catholic Health, Greenwood was CEO of the Institute of Arbitrators and Mediators Australia, General Counsel at the St Vincent de Paul Society of Queensland, and Corporate Counsel of St Vincent's Health Australia in Queensland.

She has also worked as a senior lawyer with Queensland Health.

In 2017 Greenwood was named as the Australian Healthcare, Pharmaceutical and Biotech Lawyer of the Year.

Cluttered shelves dispense harm

POORLY managed community pharmacy shelving for pharmaceuticals has been identified as contributory to dispensing errors, in a National Pharmacy Association's (NPA) patient safety incident report for Scotland.

The untidy shelves, the habit of replacing split strips of tablets back into open boxes of the wrong strength, and self-checking prescriptions, were among the factors causing almost a quarter of medication errors,

the report declared.

Some 23% of patient safety incidents reported between Oct 2018 and Mar 2019 were a result of the "wrong strength" of medicine being dispensed.

Dispensing the wrong medicine was the most common error, accounting for 32% of cases.

Mismatching patients to their medicine caused 19% of errors, 13% resulted from compliance aids and 10% related to deliveries.

See the report at npa.co.uk.

Oct disclosure

THE Department of Health has published a summary of price reductions for the 2019 Oct Price Disclosure Cycle (Seventh Remove Originator) - details at pbs.gov.au.

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Pharmacy first

COMMUNITY pharmacies are the first port of call for health care advice and support for patients, a study by the Irish Pharmacy Union reveals.

The survey of behaviour and attitudes towards pharmacy found that 94% of patients supported pharmacists being given the right to prescribe in certain circumstances, with the same proportion of respondents saying they trusted the advice they received from pharmacists.

Of the respondents, 90% said they would like to see the pharmacy offering services such as blood pressure monitoring and cholesterol testing.

The research found 70% of patients said they would talk to their local pharmacist before going to a GP.

Irish Pharmacy Union Secretary General, Darragh O'Loughlin, said the findings highlighted the "tremendous opportunity for the healthcare system" expanding the role pharmacists could have for the health system.

Vax consistency needed

STATE and territory governments are being urged to adopt a consistent approach to pharmacist-administered vaccination services.

The Pharmaceutical Society of Australia (PSA) National President, Dr Chris Freeman restated the society's desire for a uniform policy to be implemented nationwide following the Western Australian Government's decision to reduce the minimum age of patients to whom trained pharmacists could provide influenza vaccinations.

"PSA welcomes the move by the Tasmanian and Western Australian Government to allow trained pharmacists to administer the flu vaccination to people aged 10 years and over, and would like to see the same changes implemented in all states and territories," he said.

"PSA believes that a nationally-consistent approach to pharmacist-administered vaccinations will reduce confusion, ensure better access for patients to quality vaccination services and utilise the pharmacy workforce appropriately.

"PSA has consistently called for, and will continue to call for, equitable access for consumers

to a wider range of pharmacist-administered vaccines across all states and territories and enhanced recognition of the role of pharmacist immunisers and the evidence-based benefits they provide to consumers, the health system, and to public health."

Freeman said the roll out of pharmacy vaccine services in 2014 had boosted vaccination rates and reduced the burden on other health services.

MEANWHILE the Royal Australian College of General Practitioners has not yet responded to a request for comment from *Pharmacy Daily*, regarding the Western Australian decision to allow pharmacists to provide flu immunisations to 10 year olds and up.

However, on 20 May, RACGP President, Dr Harry Nespolon, described the Tasmanian Government's decision to allow pharmacists to immunise children aged 10 and older as "baffling".

"All patients, no matter their age, should receive their flu vaccination from their usual GP," he said "Only GPs can provide this comprehensive and holistic care."

New TGA fees

THE Therapeutic Goods Administration (TGA) has alerted medicines sponsors, manufacturers and agents that it has a new set of fees and charges taking effect 01 Jul.

The organisation has also issued a statement summarising its systems in place to implement cost recovery at each stage of the regulatory body's activities.

Access details at tga.gov.au.

Guild social media hub

THE Pharmacy Guild of Australia is promoting its social media hub as a powerful means of engaging customers and suppliers to enhance business outcomes.

"The Guild is committed to helping community pharmacies become digitally enabled," the site says.

Content is "regularly updated"



with resources developed to assist members to use social media effectively and build a strong, engaged social media following.

The site has suggested content plans for each month, collections of health related articles to share with followers and how-to guides to lead members' business into social media success.

Reputation trash?

AN ARTICLE in *Fairfax* newspapers last Sat claims pharmacists are "trashing their reputations" by stocking homeopathy, vitamins and non-evidence-based remedies.

The story referenced a call from the Royal Australian College of General Practitioners to "ban pharmacies that get money from the taxpayer from selling non-evidence-based complementary medicines".



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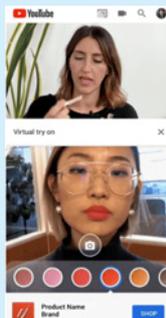
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Dispensary Corner

FORGET make-up testers - YouTube is working on a new augmented-reality feature called "Beauty Try-On", which allows viewers to "virtually" test out cosmetics.

The online video giant said make-up tutorials and reviews were some of its most popular content, because they help people learn about new products as well as how to use them properly.

The new feature is designed to be used in a split-screen smartphone experience while viewers watch the make-up tutorial, using their own in-built video camera.



Examples showcased so far offer a palette of lipstick shades, allowing consumers to apply them to their own face to see how they look.

WELL you have to admire his commitment - if not his motives.

A Korean man has been prosecuted for illegally receiving government benefits by pretending to be blind for the last eight years.

The scam reportedly ended when one of his neighbours reported the offender to police after she saw him driving a car.

Police said the suspect had been diagnosed with a "Level 1 visual impairment" at a local hospital where he was treated for several eye diseases.

National Pharmacies pay deal

EMPLOYEES at National Pharmacies are set to vote on a new enterprise agreement, that will ensure there will be no change in penalty rates and the introduction of the right to be paid overtime rather than time in lieu.

Professional Pharmacists Australia (PPA) announced that union representatives and management reached an in-principle agreement on the deal last week.

The union said its members had been seeking to secure improved redundancy entitlements, workload management, payment for "walk-in" vaccination services and the protection of penalty rates.

Under the proposed deal, pharmacists will see no loss of conditions, an annual 1.25% pay increase, and an additional four weeks pay for employees with at least a decade of service with the company as part of a redundancy package.

Under the new agreement pharmacists will also receive a higher rate of pay when providing

APC registrations

APPLICATIONS for the Competency Assessment of Overseas Pharmacists exam seeking pharmacist registration in New Zealand can register from now until 01 Jul - more info at pharmacycouncil.org.au.

vaccination services, including for walk-in patients.

National Pharmacies has also agreed to review its pharmacist and pharmacist in-charge classification structure with the PPA over the life of the agreement, with the view that any agreed structure would be incorporated in the next deal.

Alongside the introduction of the right to be paid overtime instead of time in lieu, the union said employee pharmacists will be allowed to take unpaid leave relating to instances of domestic violence, and limitations will be placed on management's powers to direct employees to take annual leave.

The agreement also includes the right to request casual conversion.

"Considering the difficult climate facing community pharmacy this is a great overall package for members and means they will continue to be amongst the best paid community pharmacist in the country," Professional Pharmacists Australia said.



Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Nicole Hooley**, Merchandise and Retail Operations Manager at instigo.



Getting your pharmacy in shape

PHARMACISTS are dedicated to looking after the health of their customers, but what about the health of your pharmacy? The right pharmacy layout, smart use of product displays and innovative in-store merchandising all go a long way towards boosting both sales and customer engagement. Here are some of the basic check points to consider:

- The pharmacy is well lit and aisles are **clutter free**
- **Gondola ends** are used for seasonal products and specials, supporting your catalogue if applicable
- **Window space** is used to promote products and communicate key messages and is refreshed every few weeks
- **Shelf ticketing** is clear and professional - no handwritten, torn or out of date tickets
- **Displays and category layouts** are periodically reviewed to realise growth potential
- **Stock is replenished** and faced up every day to increase shelf shout
- **Marketing messages** are clear and not competing for attention - less is more!

Take the time to walk around your own store and highlight the areas that require focus, preferably weekly. Make a checklist of things to cover, such as cleanliness and out of stocks. Think of your main customer types and 'put yourself in their shoes' as you walk around. Is your offer clear and your store inviting and attractive to your customers? If not take steps internally or engage an outside specialist to assist your store in becoming fit for selling.

Win with skinb5

This week **Pharmacy Daily** & **skinB5** are giving away each day, their **NEW** Extra Strength Acne Control Vitamins 120 Tablets valued at \$65.90.

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suitable for all stages of acne (treatment and maintenance) including blackheads, whiteheads, teenage acne, adult acne and scarring. Easy-to-follow directions of 2 tablets twice a day (day & night). **NEW** PDEs, **NEW** look, **NEW** Next-Gen training module available on iTherapeutics.com.au.

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