

### Today's issue of PD

Pharmacy Daily today has two pages of all the latest pharmacy industry news.

### API nets Thunderbirds

AUSTRALIAN Pharmaceutical Industries (API), will continue its partnership of Netball South Australia, through its Priceline Pharmacy banner group to the end of the 2020 season.

API has signed a two-year extension of its current sponsorship deal with Netball SA that will see the Priceline Pharmacy brand linked to the sport from grassroots to the elite level in the state, as the principal sponsor of the Adelaide Thunderbirds & Priceline Stadium.

Speaking at the announcement of the new deal, API CEO, Richard Vincent, said the deal would bring the Priceline brand to more than 450,000 people in SA.

"Our partnership with Netball SA and the Adelaide Thunderbirds is significant and one we have enjoyed great success with since our first signing in 2013," he said.

"We are proud of the incredibly successful relationship we have with Netball SA and are looking forward to elevating our commitment and contribution to align our brands further."

Netball SA CEO, Bronwyn Klei, said the sponsorship would enable the organisation to grow and develop the game in the state, supporting more than 100,000 participants, umpires, coaches and volunteers.

"The partnership means that we can continue to significantly invest and develop netball in SA," she said.

## Pharmacy's \$1.9b saving

COMMUNITY pharmacist-led medication adherence interventions are delivering significant savings for the Federal Government, with a \$1.9 billion impact over a 12-month period, a newly released study reveals.

Researchers from the Graduate School of Health at the University of Technology Sydney called on policy and decision makers to increase funding to combat the cost of non-adherence, which they reported was \$517 per adult.

With up to 30% of scripts never being filled, and approximately 50% of people with chronic conditions stopping medications within the first year, the study's co-author, Rachele Louise Cutler (pictured), warned the cost to the health system likely to grow dramatically in the coming years.

"It is estimated that spending on health care by [the] government as a percentage of gross domestic product will nearly double by 2050," she said.

"There are fears that the current level of funding is not sustainable and new models need to be considered.

"Subsidisation of the Pharmaceutical Benefits Scheme represents 30% of the funds administered by the Department of Health and the Medical Benefits Scheme 52%.

"Funding of strategies including pharmacist-led services to improve medication adherence, removes wastage and inefficient usage of the current system, resulting in more sustainable, cost-effective resource



allocation."

Using de-identified dispensing data from the GuildLink database, the researchers were able to show that the 6th Community Pharmacy Agreement MedScreen Compliance intervention program boosted adherence across the three conditions covered by the program - hypertension, depression and dyslipidaemia.

"Pharmacists are ideally placed to implement, modify and sustain clearly defined adherence-enhancing interventions across a dynamic population," Cutler said.

"Community pharmacist-led medication adherence interventions have been demonstrated to improve adherence rated by 9.3% over a 12-month period, reducing the burden incurred by non-adherence by \$1.9 billion."

"Given these findings, policy and decision makers should consider funding medication adherence programs to improve patient health outcomes and save money."

### Sandoz recall

SANDOZ Australia, in consultation with the Therapeutic Goods Administration (TGA), has announced a recall of two batches of Curam Duo 400/57 medication.

The TGA said an anomaly during the manufacture of the affected batches could result in a failure of the air-tight sealing system, allowing the entry of moisture, potentially degrading the product.

Curam Duo is a powder for oral suspension (60ml liquid when mixed) containing amoxicillin and potassium clavulanate.

It's used to treat a wide range of bacterial infections in adults and children, with the affected items being from batch numbers JC5418 and JC5419, expiring Jul 2021.

Consumers are being advised to return the items to their local pharmacy for a refund.

### Hospital admission up

HOSPITAL admissions have risen faster than population growth, and last financial year saw a rise in influenza related hospitalisations, according to a new report from the Australian Institute of Health and Welfare (AIHW).

Around 60% of the 11.3 million hospital admissions were to public hospitals, while over the past five years, publicly funded admissions grew faster than admissions funded by private insurance (4.7% average annual growth compared with 3.6%).

The total number of hospital admissions grew by an average of 3.8% per year over this period, driven by older-patient numbers.

Visit [aihw.gov.au](http://aihw.gov.au) for access.

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### Jobs of the Week

- **Pharmacist in Charge** - Sapphire Coast, southern NSW (Job# 200030750)  
Fast paced fun team in coastal town on the NSW south coast; full time role.
- **Dispensary Technician** - Melbourne's east, VIC (Job# 200032517)  
Collaborative environment; Full & Part time avail; Offering ~\$24/hr + super.
- **Pharmacist in Charge** - Gladstone, QLD (Job# 200031487)  
Negotiable roster; long days/short week avail if you're keen; Prof. services.

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### Dispensary Corner

**THERMOSTAT** tussles have long been a Mars-Venus divide extending to blankets on the bed and office temperature preferences, but now there's some solid evidence to support it. US researchers have found that women perform better on maths and verbal tasks at warmer temperatures, while the reverse effect is observed for men.

Interestingly, cognitive reflection was not affected by temperature for either gender.

One of the cognitive reflection test questions was, "A bat and a ball cost \$1.10 in total. The bat costs \$1 more than the ball. How much does the ball cost?"

Hint: the answer is not 10 cents. I'm ramping up the office temp.

See the study at [journals.plos.org](http://journals.plos.org).

**ALCOHOL** abuse is worse for British people than any other nationality, according to the results of the newly published 2019 Global Drug Survey.

British respondents to the study were found to get drunk more often than people from anywhere else, with a figure of 51.1 annual binges - or about one every week.

That was just ahead of the USA where people said they were drunk 50.3 times per year, followed by Canada at 47.9.

Australia was up there too, with an average of 47.4 - way ahead of the global average which was 33.

Study founder Adam Winstock, said Britons had "never grasped moderation; it's not part of our culture or conversation.

"We need to learn that more fun with better health and fatter wallets can follow from a bit less, a bit less often," he said.

## Door-to-door the next step

**CANBERRA'S** first drive-through pharmacy, Gold Creek Discount Drug Store, has added a door-to-door service to deliver improved accessibility to patients.

A year after launching the drive-through pharmacy, co-owner, Nader Ibrahim (pictured), said the new service was the next step in providing the community with greater accessibility to healthcare, while attracting new customers to the store.

"Our drive-through pharmacy has enabled local patients, both young and old, to become more independent on their journey to better health and has been of particular benefit to pregnant women, the elderly and those with chronic conditions," he said.

"We now see customers whom we hadn't seen in years due to their inability to be mobile. Rather than



having to ask their friends, family or neighbours to assist, the drive-through enables patients to feel more self-sufficient."

Ibrahim noted that the drive-through service, which is

supported by a click-and-collect program, had seen a surge in custom from time-poor parents trying to juggle the demands of looking after infants and working.

"We've seen a 34% increase in purchases via the drive-thru from our baby range, such as baby formulas and medication, proving the concept makes life easier for stay-at-home parents, who can avoid the hassle of taking their kids in and out of the car," he said.

The Gold Creek Discount Drug Store will be celebrating the success of its drive-through next Sat, 01 Jun 2019, with a sausage sizzle to mark its first anniversary.

### Secure EOFY savings

**BOOK** your PD advertising before COB on 28 Jun to take advantage of our end of Financial Year special.

Advertisers can secure 20% off schedules with a minimum spend of \$2,000, for placements through to 31 Dec - for details contact Mel or Hoda on 1300 799 220 or **EMAIL** for a copy of our latest media kit.

### 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).

**05 - 13 Jun:** PSA Offshore Refresher Conference; Montreux, Switzerland and Lyon, France; registrations now open: [www.psa.org.au](http://www.psa.org.au)

**22 - 23 Jun:** SHPA Electronic Medication Management Conference; Novotel Manly Pacific, Manly, NSW; register here: [www.shpa.eventsair.com](http://www.shpa.eventsair.com)

**28 - 30 Jun:** ConPharm 2019; Pullman on the Park Melbourne; early bird offer here: [www.aacp.com.au](http://www.aacp.com.au)

**26 - 28 Jul:** PSA19; Hyatt Regency Sydney; early bird registrations now open: [www.psa19.com](http://www.psa19.com)

**04 - 07 Aug:** Medici Capital Pharmacy Snow Business Conference 2019; Mt Buller, Victoria; register your interest here: [www.medici.com.au](http://www.medici.com.au)

**05 - 07 Sep:** Pharmacy Connect; Hilton Hotel, Sydney; for details and to register visit: [www.pharmacy-connect.com.au](http://www.pharmacy-connect.com.au)

## Win with Carmex

Each day this week Pharmacy Daily and Carmex are giving away the pictured prize pack valued at over \$60!



Everyone wants that comfortable, confident feel of lips that are ready for the day, especially in Winter! Carmex lip balm helps to soothe, moisturise and

protect dry, chapped lips. This prize pack contains 9 different Carmex lip balms to keep your pout perfect!

See the FAQ page on [www.carmex.com.au](http://www.carmex.com.au) for more.

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)

**How long has Carmex been around?**

Congratulations to yesterday's winner, Jade Pinches.