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Industry data reveals major opportunity for pharmacy growth

New data from Roy Morgan has shown that Pharmacy is the dominant player in beauty sales. The report revealed that more women choose to buy their cosmetics in pharmacies than any other store, with nearly 1 in every 5 women making their last purchase at a pharmacy.[†]

That's big news in one of the top 5 beauty markets in the world, and it offers an important opportunity for pharmacies to take advantage of the current boom in clinical skincare. Whilst general skincare growth has been low, clinical skincare has grown by 20-30% in the last few years, with Australia's leading brand freezeframe growing at 29% in the last 6 months alone.

Contact your HealthOne representative today and discover how freezeframe's fast moving skincare and high margins can help drive both front end sales growth and store profitability.



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Today's issue of PD

Pharmacy Daily today has three pages of news, a front cover wrap from **freeze**frame plus a full page from **Instigo**.

Red Cross rebrand



THE Australian Red Cross has been rebranded as Australian Red Cross Lifeblood.

Chief Executive, Shelly Park, said the new name reflected Lifeblood's expanding role.

"We are a world leader in blood safety, and while blood is at the core of what we do, we are now so much more than blood," Park said.

The organisation now provides safe, donated breast milk to babies in newborn intensive care units, critical organ matching services and is planning to provide a reliable supply of donated stool for faecal microbiota transplants.

Lifeblood operates a network of 96 donor and mobile donor centres as well as four major blood processing centres, employing nearly 3,500 people.

This year, Lifeblood will collect more than 1.5 million blood and plasma donations from more than half a million donors and will distribute more than 17,000 bottles of pasteurised donor breast milk.

FIP plan aligns to PSA's 2023 vision

PLANS to promote quality use of medicines, and push for "full utilisation" of pharmacists outlined in the International Pharmaceutical Federation (FIP) in its 2019-2024 Strategic Plan are being welcomed by the Pharmaceutical Society of Australia (PSA).

PSA National President, Dr Chris Freeman, told *Pharmacy Daily*, FIP's new plan, "is nearly a 100% alignment with PSA's current major projects".

"FIP's strategic plan strongly align with PSA's Pharmacists in 2023 vision, working towards a future where pharmacists are empowered and accountable for medicine safety," he said.

"It also strongly aligns with PSA's calls to ensure all people have access to the skills and expertise of a pharmacist wherever medicines are used.

"PSA congratulates FIP on this plan and looks forward to contributing to its achievement through our work in Australia as the peak body for pharmacists."

The document released on Mon, has defined the scope of the federation and will guide the organisation's activities in the coming years, FIP CEO, Catherine Duggan said.

"FIP has led the profession globally since 1912, expanding and organising itself to include, represent and advocate for many types, sectors, sections across pharmacy, pharmacists and pharmaceutical science," she said.

"Our mission remains: to support

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global health by enabling the advancement of pharmaceutical practice, sciences and education.

"Like all membership organisations in order to thrive, we must adapt to the demanding challenges facing the profession worldwide.

"This strategic plan has been developed in full consultation with our member organisations and FIP officers.

"With this new plan, we will maximise the strengths of our position and reach, take advantage of opportunities for growth that have been identified in the global healthcare environment, including strengthening partnerships and collaborations and we will mitigate any weaknesses and threats from competition or duplication of efforts."

The six strategic outcomes of the plan are:

- Everyone has access to the medicines they need;



- Everyone has access to health and medicine-related information they need;
- Everyone benefits from innovations in medicines, health technologies and services;
- Pharmacists ensure the responsible and quality use of medicines;
- Work collaboratively to ensure comprehensive and integrated health outcomes for patients; and
- FIP is a cost-effective, unified, vibrant and growing organisation that meets the needs and supports the work of its members.

A further step "Towards Zero" suicide

THE Federal Health Department has announced it is taking "a further step" towards reducing the number of lives lost to suicide in Australia, by providing \$8 million to support research aimed at identifying effective approaches to suicide prevention.

The move follows the initiative announced earlier this month by three Queensland Primary Health

Networks, which are providing funding to train community pharmacy staff and members of the public in early suicide prevention techniques (*PD* 13 Nov).

The Federal program will be provided through the Government's Million Minds Mission, with the grant round officially opening today.

See more at health.gov.au.

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Pharmacy test-and-treat

PHARMACISTS in Wales have helped to reduce pressure on local general practice services and reduced antibiotic consumption by providing a sore throat test-and-treat (STTT) service in a pilot program.

Health boards across Wales have begun to roll out STTT services through more community pharmacies as a result of the trial's success, *The Pharmaceutical Journal* reports.

Launched as part of NHS Wales' 'Choose Pharmacy' service the STTT will now be expanded to cover all seven health boards.

The on-the-spot throat swab scheme, which aims to diagnose whether an illness is viral or bacterial and aid decisions about whether antibiotics are appropriate, was initially launched in selected pharmacies in the Cwm Taf Morgannwg University and Betsi Cadwaladr University health board areas in autumn last year.

A spokesperson from the Welsh Government told *The Pharmaceutical Journal* that the STTT is to be expanded and delivered in more community pharmacies across Wales with 58 community pharmacies already providing the service.

The government anticipates at least half of all Welsh community pharmacies will be providing the service in the coming winter.

The National Institute for Health and Care Excellence (NICE) issued guidance in October 2019, which did not recommend rapid tests for group A streptococcal infections as



routine adoption for people with a sore throat.

Although NICE said it could not assess the cost-effectiveness of the service in a pharmacy setting, the Welsh Government said it was confident the service "did not result in increased antibiotic consumption."

An initial evaluation of 3,655 consultations, provided through the STTT, indicated antibiotics were supplied in only 21% of consultations.

"Small reductions in antibiotic prescribing [were] observed in the pilot areas when compared to areas in which the service was not available," the government said.

In another analysis, the pilot study showed that almost 94% of patients seen would have sought an appointment with a GP had the service not been available.

Around 80% of patients didn't receive antibiotics and almost all patients who provided feedback on the service said that they would return to the pharmacy instead of trying to see a GP next time they had a sore throat.

Quality Care 2020 changes at APP2020

THE 2020 Australian Pharmacy Professional Conference and Trade Exhibition (APP2020) will host a session informing delegates of the Quality Care 2020 changes ahead, to help pharmacies plan and prepare.

Program Sponsor for Quality Care 2020, Colm Maguire, said the session will particularly help pharmacies plan for their QCPP assessments, as QCPP transitions to the Quality Care 2020 framework from 01 Jul 2020.

MHR on a roll

AN AUDIT report on My Health Record (MHR) has declared its implementation "largely effective" and the "implementation planning, governance and communication were appropriate" according to a report in the Pharmacy Guild of Australia's weekly *Forefront*.

Conducted by the Australian National Audit Office, the report found that risks relating to privacy and the IT core infrastructure were "largely well managed, but management of shared cyber security risks was not appropriate and should be improved".

It also found monitoring and evaluation was largely appropriate, but future planning for this could be improved.

The report made a series of recommendations around risk management and evaluation.

The Australian Digital Health Agency and the Department of Health agreed with the recommendations - see details at guid.org.au.

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Dispensary Corner

THERE are a lot of pluses to our modern society: infrared thermometers are much less invasive than their rectal predecessors and blood glucose monitors can connect to smartphones allowing parents of children with type-1 diabetes monitor blood sugar levels.

Unfortunately, not all advancements have been so positive.

While you may see your smartphone as an invaluable device for day-to-day living, its front of screen camera has become a health hazard of sorts.

The rise of the selfie has been identified as a major cause of an explosion of head-lice with children and teens desperately touching heads to get a great photo of a ridiculous-looking duck-faced-pout.

Once common in primary schools, Irish head lice specialist, Sinead O'Reilly, said nits had crept into secondary schools, with teenagers staring at screens together, hugging and posing for selfies, contributing to the problem.

Meanwhile, pharmacist Cormac Spooner has urged parents to put "nit watch" at the top of their list of things to do.



Vexatious notifications

THE Australian Health Practitioner Regulation Agency (AHPRA) has announced the launch of a series of podcasts, dubbed *Taking care*, designed to help health practitioners, the first looking at vexatious notifications.

The subject of concern for many health practitioners, vexatious reports can be motivated by negatively reactive sentiment resulting in damaging statements being made to the health regulator.

In the first of the series, podcast host, Susan Biggar, speaks with Associate Professor Marie Bismark at the University of Melbourne, Kate Griggs, a health consumer advocate and member of AHPRA's consumer reference group, Dr Sara Bird, manager of medico-legal and advisory services at MDA National, and National Director of Notifications for AHPRA, Matthew Hardy.

"This episode talks about the defining characteristics of vexatious notifications and how common they are."

AHPRA CEO, Martin Fletcher, said, "It also looks at the impact they



have on practitioners and explores how the regulator is working to identify, respond and manage vexatious notifications".

"The podcast is a continuation of the work AHPRA and the National Boards have been doing to improve the notifications experience for notifiers, practitioners and their support people, and to make information about notifications accessible to a broader range of people," Fletcher said.

"We know that being the subject of a notification is often very stressful for a practitioner.

"While the numbers are small, we recognise that the impact of a vexatious notification is very significant for the practitioner."

The general approach of the podcast series is to explore how to best protect the public and support the safe delivery of health care in Australia.

Win with freeze:frame

This week Pharmacy Daily and freeze:frame are giving readers the chance to win NEW WRINKLE BLOCK valued at \$69.

WRINKLE BLOCK blocks visible expression wrinkles up to 78% in 30 minutes without paralysing muscles. This fast-acting anti-ager delivers a near 40% wrinkle and 76% eye bag reduction in just 7 days. 2 powerful peptides simultaneously slow down expressions whilst charging skin with the energy to bounce back. Visit freeze-frame.com.au for more.

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



Fill in the missing word: WRINKLE BLOCK blocks more than _____ of expression wrinkles in 30 minutes.

Congratulations to yesterday's winner, Chun Lam Lu.



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Travel & Cruise Weekly*.

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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.

Understanding how pharmacies and your customers and patients will be affected is essential. This informal presentation will cover:

- 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?

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