



PSA appoints Mark Kinsela as CEO

AUSTRALIAN Digital Health Agency (ADHA) Chief of Staff, Mark Kinsela, will be the next CEO of the Pharmaceutical Society of Australia (PSA) (breaking news today).

The Society announced Kinsela's appointment this morning, with the former Australian Army Nursing Officer set to assume the position on 02 Dec, following an extensive search in the wake of former CEO, Graham Catt's departure in Feb, after less than a year in the position.

Announcing the appointment, PSA National President, Dr Chris Freeman, said Kinsela will bring extensive experience in health advocacy working as an adviser to the Commonwealth Minister for Health and Minister for Social Services and Aged Care.

"We are delighted to have someone of Mark's experience leading PSA into its next stage," Freeman said.

"PSA is focused on ensuring the role of pharmacists is optimised as Australia strives to provide quality, safe, and effective care to all.

"We believe Mark's training as a health care provider and executive MBA, combined with his impressive professional background, will

help PSA continue to ensure our profession has the opportunity to positively contribute to policy making at the highest levels and achieve the goals outlined in our Pharmacists in 2023 vision."

Former PSA National President, Dr Shane Jackson, who has held the CEO position on an interim basis will step down to make way for Kinsela, who spent three years in the ADHA.

However, with negotiations surrounding the Seventh Community Pharmacy Agreement (7CPA) set to be finalised before the end of the year, Freeman said that Jackson will continue to lead the PSA in talks over the tripartite deal with the Department of Health, Pharmacy Guild of Australia and the PSA.

Recently appointed Guild Executive Director, Suzanne Greenwood, welcomed Kinsela's appointment, saying he would bring invaluable experience to the role.

"Kinsela brings broad knowledge of the health sector as well as executive experience to this important position of leadership," she said.

"The sector faces increasing challenges, but I am confident that



working together for the good of the profession and our patients we can achieve strong and positive outcomes."

Today's issue of PD

Pharmacy Daily today has three pages of news including our weekly **Health & Beauty** feature and full pages from:

- Amcal Private
- Healthed

AusPAR update

THE Therapeutic Goods Administration has released updated Australian Public Assessment Reports (AusPAR) for prescription medicines.

CLICK HERE for more.

Topical corticosteroid options for eczema, dermatitis and other steroid responsive skin conditions.

Potent strength topical corticosteroid 1
PRESCRIPTION ONLY

KLOXEMA
clobetasone butyrate 0.05% w/w

Moderate strength topical corticosteroid 1

Therapeutic Guidelines recommend moderate strength topical corticosteroids for first-line use in atopic eczema of the trunk and limbs²

- Chlorocresol free

DermAid
hydrocortisone 1.0% w/w, 0.5% w/w

Mild strength topical corticosteroid 1

Therapeutic Guidelines recommend hydrocortisone for first-line use in:^{2,3}

- Mild atopic eczema on the face, axillae or groin
- Facial, flexural or scrotal seborrhoeic eczema, in combination with an antifungal²
- Contact dermatitis on the face²
- Psoriasis of the face in children²

GOING FROM STRENGTH MADE EASY

TO STRENGTH

DermAid: Use for the temporary relief of minor skin irritations, itching and rashes due to eczema, dermatitis, cosmetics, jewellery, itching genital and anal areas and sunburn.

Kloxema: Short term (up to 7 days) treatment of milder forms of eczema, dermatitis and other steroid responsive skin conditions. **Dosage:** For 12 years and over. Apply a thin film and gently rub in, using only enough to cover the affected area twice daily for up to 7 days.

References: 1. Dermatology Expert Group. Therapeutic Guidelines: Dermatology, version 4. Topical corticosteroid preparations (Appendix 4.1). Therapeutic Guidelines Ltd [Internet]. 2019 [cited 2019 June 28]. Available from: <https://tdgdp.to.org.au/ViewTopic?topic=topic-topical-corticosteroid-preparations>; 2. Dermatology Expert Group. Therapeutic Guidelines: Dermatology, version 4. Dermatitis. Therapeutic Guidelines Ltd [Internet]. 2018 [cited 2019 June 27]. Available from: <https://tdgdp.to.org.au/ViewTopic?topic=dermatitis>; 3. Dermatology Expert Group. Therapeutic Guidelines: Dermatology, version 4. Psoriasis. Therapeutic Guidelines Ltd [Internet]. 2018 [cited 2019 June 27]. Available from: <https://tdgdp.to.org.au/ViewTopic?topic=psoriasis>

Before recommending please refer to the full Product Information. Full Product Information is available on request from Ego Pharmaceuticals Pty Ltd.

EGO PHARMACEUTICALS PTY LTD, 21-31 Malcolm Road, Braeside 3195 Australia
"Ego", "DermAid" and "Kloxema" are trademarks of Ego Pharmaceuticals Pty Ltd.
©2019 Ego. ask@egopharm.com www.egopharm.com Prepared October 2019



the science
of healthy skin

minfos

Minfos and MIMS integrate*
to provide you with improved
clinical information.

Learn more

1300 887 418 | minfos.com.au
*This is not a replacement for eMIMS

Together we can*



MediChoice Paracetamol Rapid Release

The only competition to the originator
Great value to consumer – High margin for Pharmacy
Convenient Pharmacy shelf display packs

	20pk	40pk
API	45860	45861
DHL	514465	514466

For current deals contact Clear Sales Australia on 1800 640 043

Amcal pollen counting ad

AMCAL Pharmacy has launched a new hay fever campaign highlighting the pollen count using digital billboards across Brisbane, Melbourne and Sydney.

The ads will provide pollen count warnings to commuters.

Win with NS8

Everyday this week Pharmacy Daily and NS8 are giving away a prize pack valued at over \$30.

NS 8 Heel Balm is a fast absorbing, non-slip, cream which rapidly repairs dry cracked and calloused feet and heels. NS 8 Deo Foot and Shoe Spray has a 4-way action to treat smelly sneakers, shoes and feet. NS 8 Natural Footcare is diabetes friendly and recommended by podiatrists. Visit: www.ns8.com.au for more.

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

After how many days will you feel the difference with NS 8 Heel Balm?

Congratulations to yesterday's winner, Noelene Morris.



Prescribing within pharmacist's scope

NO BARRIERS exist to prevent prescribing being included within a pharmacist's scope of practice, the Pharmacy Board of Australia believes.

In a position paper released yesterday the Board noted there was strong support for pharmacist prescribing in both the community and hospital settings, under a structured arrangement and under supervision - two of the three models outlined in the Health Professionals Prescribing Pathway 2013 (HPPP).

The announcement came a day after the Australian Medical Association issued its minimum standards for prescribing, which it claimed ruled out pharmacist prescribing.

The Board concluded that under the National Law there were no regulatory barriers in place for pharmacists to be able to prescribe in two of those models of care within a collaborative healthcare environment, via a structured

TerryWhite Chemmart are the only pharmacy partner to reward customers with Qantas Frequent Flyer Points...

Need some real chemistry like this in your business?

Visit www.realchemistry.com.au to find out more.

TerryWhite Chemmart
that's real chemistry

FREQUENT FLYER

prescribing arrangement or under supervision.

However, the Board stated its view that autonomous prescribing by pharmacists would require additional regulation via an endorsement for scheduled medicines.

"This would require the Board to make an application to the Ministerial Council for approval of endorsement for scheduled medicines under section 14 of the National Law and to develop a registration standard for endorsement of registration," the Board said.

"The Board is not making an application for approval of endorsement for scheduled medicines at this time."

The announcement has been welcomed by the profession, with the Pharmacy Guild of Australia saying it outlined a clear pathway and process to achieve autonomous pharmacist prescribing.

Guild National President,



George Tambass, urged the Board to take the next step to empower pharmacists to prescribe autonomously.

"Quite clearly, autonomous pharmacist prescribing would improve access to treatment options for conditions that can be managed by a pharmacist – including after hours and on weekends when access to other health care professionals is limited or non-existent," he said.

"If pharmacist prescribing is to contribute to the delivery of sustainable, responsive and affordable access to medicines then it has to be autonomous, and we should proceed with the work required to achieve this."

Wizard's magic

FRANCHISE group, Wizard Pharmacy, is rolling out its new customer success model, after a successful pilot.

The model is built around patient care and developing long-term relationships that add value and exceed customers' expectations.

Pharmacies involved in the trial saw improved customer loyalty and increased sales.

Are you – or anyone you know – redefining pharmacy?

Win \$5000 as the 2019 Innovative Pharmacist of the Year, sponsored by AstraZeneca.

Applications close 25 October

Find out more, or nominate

SPOT THE DIFFERENCE?

Solar Keratosis

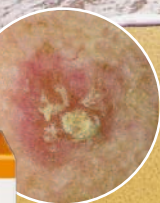
RED OR WHITE RAISED MARKS

Aids the removal of sunspots (solar keratoses), hard or rough skin found on hands, arms, face, ears and scalp. Softens and removes the unwanted skin tissue. Results in 4 weeks.

Hyper-Pigmentation

FLAT, BROWN MARKS

Pharmacy strength spot treatment for pigmentation correction. Hydroquinone is the gold standard for fighting pigmentation at the source. Results in 6 weeks.



This medicine may not be right for you. Read the label before purchase. If symptoms worsen or change unexpectedly, talk to your health professional. Follow the directions for use.

Dispensary Corner

A **BRITISH** pharmacist has landed himself a six-month jail sentence after self-medicating with vodka aboard a flight from Manchester to Marrakech.

Muhammed Azam, 37, was described as one of the "worst plane passengers" by Thomas Cook staff who had to deal with the fiery father of six who was going on a "dads' holiday" to Morocco, after he downed a bottle of duty-free vodka, that he'd illegally smuggled onto the flight.

Manchester Crown Court heard Azam came to the attention of the now defunct airline's cabin crew early in the flight due to his loud swearing, prompting both his friends and the cabin crew to ask him to be quiet.

Shortly before landing, Azam approached galley asking for orange juice, telling the crew he was diabetic and would be ill without it.

He then asked for a bottle of juice, and was refused.

As the crew prepared for landing Azam became rude and accused them of racism.

After the plane landed he stood up despite the fasten-seatbelts sign being on and shouted, "I'm a pharmacist, I work hard for my money... you can't tell me what to f\$%@ing do".

Azam's lawyer said he accepted his behaviour was inappropriate, describing it as "laddish", and warned a custodial sentence would "result in him losing in job".

His pleas fell on deaf ears with the magistrate jailing him.

Medicines saving lives and money

AUSTRALIANS are living longer, healthier lives due to the introduction of new medicines, according to research from Columbia University Business School Professor Frank Lichtenberg quantifying the human and economic impact of innovative drugs.

Released yesterday at Medicines Australia's PharmAus19 conference at Parliament House, the study found premature mortality in Australia fell 22.6% between 1998 and 2015, with 94% of this fall attributed to better medicines and treatment.

New medicines launched in Australia between 1986 and 2000 reduced the total number of hospital stays in 2015 by 1.71 million days reducing hospitals costs by \$3.47 billion, as well as



some 3,500 lives saved last year by new cancer drugs.

In addition, medicines introduced between 1987 and 2003 contributed an additional 586,714 years of life to Australians aged up to 90 years in 2015.

Lichtenberg's research, *Measuring the Impact of Pharmaceutical Innovation in Australia 1998-2018* was commissioned by Medicines Australia (MA) and a group of pharmaceutical companies.

He analysed the outcomes of

pharmaceutical innovation on premature mortality, hospital utilisation and cancer patient outcomes up to 2018.

MA CEO, Elizabeth de Somer, said the work highlighted pharmaceutical intervention as both effective, and cost-effective.

PBS webinar

THE Department of Health will be hosting a webinar on 28 Oct, 10:30am – 12:00pm, to provide industry, consumers and clinicians with information on the soon to be released Medicine Status Website.

There will be a live Q&A session at the end of the webinar.

Register at pbs.gov.au.

NEW PRODUCTS

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

Get that Hawaiian glow all year round with NEW Hawaiian Tropic's self-tan range

Hawaiian Tropic's self-tan range is infused with the iconic tropical scent that will transport you straight to Hawaii, the new range includes the Hawaiian Tropic 1HR Express Self Tan and Hawaiian Tropic Everyday Gradual Tanning Milk.

The express self-tanning foam pampers your skin while you tan in as little as one hour, with an ultra-light formula, containing Vitamin E, that hydrates your skin. The everyday tanning milk provides a long-lasting gradual tan, when used daily and provides 24 hours hydration.

Both the Hawaiian Tropic 1HR Express Self Tan and Hawaiian Tropic Everyday Gradual Tanning Milk are Australian made, paraben free, not tested on animals and the formula is clinically tested.

Stockist: Priceline

RRP: Self Tan 200gm: \$23.99 Tanning Milk 375mL: \$16.99

Website: www.hawaiiantropicsun.com.au

* beautyheaven 4.5 Star Rating Applicable To Hawaiian Tropic 1HR Express Self Tan



IBERISIG®

9 herbal ingredients for
the symptomatic relief of:

- Indigestion
- Digestive discomfort
- Flatulence
- Medically diagnosed IBS
- Suitable for babies,
children and adults

- An innovation by Sigma
Private Brands
- Amazing GP\$
- Exclusively available
from Sigma wholesale





The GENERAL 2019

PRACTICE EDUCATION DAY

SYDNEY • PERTH
BRISBANE • ADELAIDE
MELBOURNE

**AUSTRALIA'S MOST POPULAR PRIMARY CARE SEMINARS
NOW ACCREDITED FOR PHARMACISTS!**



apc | ACCREDITED
CPD

**PHARMACISTS CAN EARN UP TO
16 GROUP 2 CREDITS***

\$99 SPECIAL FOR PHARMACISTS!

MELBOURNE, 19 OCTOBER

8:30am-6:30pm

Melbourne Convention & Exhibition
Centre, South Wharf

Accreditation Number: A1910HED1

CLICK HERE TO REGISTER FOR:

MELBOURNE

[BROCHURE](#)

BRISBANE, 26 OCTOBER

8:30am-6:30pm

UQ Centre,
St Lucia

Accreditation Number: A1910HED1

CLICK HERE TO REGISTER FOR:

BRISBANE

[BROCHURE](#)

PERTH, 2 NOVEMBER

8:30am-6:30pm

Perth Convention
& Exhibition Centre

Accreditation Number: A1910HED1

CLICK HERE TO REGISTER FOR:

PERTH

[BROCHURE](#)

Are you up to date on the latest changes in therapy?

- ✓ Symbicort for mild asthma is now the norm!
- ✓ EpiPens, anaphylaxis and young people
- ✓ Meningitis vaccines – talking to patients
- ✓ Inhaler devices – common user errors
- ✓ Non-insulin injectables are here
- ✓ The latest on pancreatic enzymes

...and MUCH MORE in this unrivalled, comprehensive update – now accredited for Pharmacists!

These extremely popular, multi-topic one-day seminars are already highly rated by health professionals across Australia and are now accredited by the **Australian College of Pharmacy**. Each lecture is 25-30 minutes in duration, featuring expert presenters structured into a well organised professional day.

Get all the updates you need in a single day!

TOPICS OF INTEREST

Anaphylaxis – How and When to Use The EpiPen With Children Aged 5-12:

Dr Wendy Norton, GP; Royal Melbourne Hospital

Meningitis Vaccination – Communicating with Patients:

Dr Lisa Beecham, GP, Gold Coast Primary Health Network

COPD Inhaler Devices – Common

User Errors: Prof Hubertus Jersmann, Respiratory and Sleep Physician, The Royal Adelaide Hospital

Safe and Responsible Use of Traditional Opioids: Prof Milton Cohen, Pain Specialist, St Vincent's Hospital

Understanding the Atypical Opioids:

Prof Stephan Schug, Pain Management Specialist Physician

Enzyme Supplements and Chronic

Pancreatitis: Dr Andrew J Metz, Gastroenterologist, Royal Melbourne Hospital

Non-Insulin Injectables: A/Prof Neale Cohen, Baker Heart and Diabetes Institute

New Therapeutic Guidelines for Mild Asthma – Symbicort vs Ventolin:

Dr Christopher Worsnop, Respiratory Physician, Austin Hospital, Melbourne

Schizophrenia in General Practice – 1st, 2nd, 3rd generation Antipsychotics:

Prof David Castle, Professor of Psychiatry, St Vincent's Health

Terms and conditions including cancellation policy available at www.healthed.com.au Phone 1300 797 794 Fax 1300 797 792 Email info@healthed.com.au

*This activity has been accredited for 8 hours of Group 1 CPD (or 8 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to 8 hours of Group 2 CPD (or 16 CPD credits) upon successful completion of relevant assessment activities.