



News article shows "obvious prejudice"

CLAIMS that patients living in rural parts of Australia pay three times more for prescriptions under the Pharmaceutical Benefits Scheme (PBS) than those living in metropolitan areas reported in *News Corp* publications over the weekend displays "willful ignorance" of how the system works, a Pharmacy Guild of Australia spokesperson says.

The article published on Sun, highlighted Federal Health Minister, Greg Hunt's pledge that funding announced in the Seventh Community Pharmacy Agreement (7CPA) would "effectively be guaranteed", the deal - which has yet to be reached - would push medicines prices up (**PD** 11 Sep).

"The story in the *News Corp* newspaper on the weekend was another biased, unfair and error-ridden attack on community pharmacy written with an obvious prejudice against pharmacy," the Guild spokesperson told **Pharmacy Daily**.

"To assert as fact that 'patients in the bush pay three times more for medicine than those in the city' is an absurd lie that betrays wilful ignorance of how the PBS works.

"At the heart of the unfairness of the article is the perverse assumption that pharmacists are not entitled to remuneration for their skill, expertise and training in dispensing prescription medicines."

Responding to the story on Twitter, a number of pharmacists highlighted flaws in the reporting, with one suggesting the reporter "never lets facts get in the way of a story".

"PBS expenditure in community pharmacy fell around 10% last year from less meds attracting benefits (i.e. fees)," the pharmacist said.

"PBS spending [is] increasing only in chemotherapy - up 60% - which community pharmacy see buggin' all of."

Guild Victorian Branch President, Anthony Tassone, described the



article as "lazy reporting" on Twitter.

"CPAs have guaranteed taxpayer expenditure on our medicine subsidy scheme, pharmacy owners agreeing to reforms that have produced \$20 billion [in] savings over the past decade to help list life saving drugs on the PBS," he said.

"No other part of the health sector has achieved this."

Today's issue of **PD**

Pharmacy Daily today has three pages of news plus a full page from Healthed.

Pharmacist Day celebration

TOMORROW 25 Sep is World Pharmacist Day and pharmacists around the world are being urged to join their colleagues highlighting and celebrating their role in public health and safety.

The International Pharmaceutical Federation said this year's World Pharmacist Day theme 'Safe and effective medicines for all' promotes pharmacists' crucial role in safeguarding patient safety through improving medicines use and reducing medication errors.

Promotional materials and the app are available at fip.org.

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Jenny Bergin, General Manager of the Australian College of Pharmacy.

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24 CPD Activities/over 78 group 2 CPD credits available
Development of these modules has been supported by an unrestricted educational grant from Bayer Australia.

NPS launches pharmacist opioid training

NPS Medicinewise has launched a new *Pharmacy Practice Review* focused on opioid medications.

The new, CPD accredited, program aimed to equip health professionals with tools and resources to reduce the harms of opioids while ensuring appropriate pain management and quality of life for patients with chronic non-cancer pain.

NPS Medicinewise CEO, Steve Morris, said pharmacists could be among the first to take part on the program, which was launched this week.

"This *Pharmacy Practice Review* focuses on the important role pharmacists play to ensure the safe use of opioids for chronic non-cancer pain and to identify patients who may be at risk of harm from long-term use," he said.

"I strongly encourage pharmacists to upskill in this



important area to help support quality use of opioids for their patients."

The review has been designed to help pharmacists identify factors that place patients at increased risk of harms and strategies that have been implemented to promote safe use of opioids.

The program has been accredited for up to eight hours of Group 3 CPD, or 24 CPD points.

CLICK HERE to take part.

"One FIP" global strategy

DECREASING the gaps in pharmaceutical science, practice and education between different regions of the world is among the aims of a new International Pharmaceutical Federation (FIP) strategy announced yesterday by FIP President, Dominique Jordan (pictured), in Abu Dhabi, UAE.

Jordan outlined the "One FIP" strategy in his opening address at the 79th World Congress of Pharmacy and Pharmaceutical Sciences, saying that all pharmacists, pharmaceutical scientists and educators have a "key role in this, and in the evolution of the profession around the world".

The FIP President said that "the 21st century will be the century of pharmacists," highlighting that "working together, we will have huge opportunities".

The six aims of the new "One FIP" strategy are:

- 1) Everyone has access to the medicines they need.
- 2) Everyone has access to the health and medicines-related information they need.
- 3) Everyone benefits from new medicines, services and health technologies.
- 4) Pharmacists ensure the responsible and quality use of medicines.
- 5) Healthcare professionals and



patients work together to ensure comprehensive health care for all.

6) FIP is a vibrant and growing organisation that meets the needs and functions of its members.

Falling out of the new FIP strategy are new "Global Development Goals, which will incorporate its existing goals for pharmaceutical workforce development alongside goals for services, patient and public needs, and innovations in practice and science".

Some 2,652 pharmacists, pharmaceutical scientists and pharmacy educators from 115 countries heard the President's address in the Abu Dhabi National Exhibition Centre.

FIP maintains official relations with the World Health Organization and through its 151 member organisations, it represents over four million practitioners and scientists around the world.

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Dispensary Corner

IRISH pharmacist, Emmett McCann, is being hailed as a hero for keeping calm under pressure and delivering two life-saving shots of adrenaline to a woman who came into his pharmacy suffering for anaphylactic shock.

The 28-year-old McCann, single-handedly demonstrated pharmacists' ability to diagnose symptoms and triage the patient telling *The Irish Sun* that it was "quite a stressful and scary situation".

"She was really struggling to breathe," he said.

"I could see the rash on her neck so I knew she had an allergy.

"I thought I'd have to do CPR on her. I gave her a shot of adrenaline and it didn't really do anything.

"Then I gave her a second and it seemed to work until the ambulance arrived.

"I then heard that she required two more in the ambulance, but from what I've heard she seems to be good now, thank God."

The patient's Brussels-based daughter took to Twitter to express her thanks to the heroic pharmacist.

"A pharmacist called Emmett... saved my mum's life this evening," she tweeted.

"Four adrenaline shots, resus and a hair's breath from life support... whoever you are Emmett... I will be forever be grateful."

The humble hero took the opportunity of his moment in the limelight to remind allergy sufferers to carry and Epipen.

Nat Pharmacies new CEO



NATIONAL Pharmacies has announced the appointment of Vito Borrello as the new Chief Executive Officer for the mutual organisation, following the retirement of Tony Wojciechowski, who has been with the company for 17 years.

Borrello (pictured) will assume the position on 01 Oct.

He previously held the position of General Manager Operations with the business, a role in which he led store operations, optical,

merchandise, marketing and property.

National Pharmacies Chair, Pauline Carr, said Borrello had more than 35 years of retail expertise at a management level, six of them at National Pharmacies.

"I congratulate Vito on his well-deserved promotion," Carr said.

"Vito is the right person to take National Pharmacies forward, grow the business and deliver value to our growing member base."

Win with AROMABABY

This week *Pharmacy Daily* & AROMABABY are giving away each day, a prize pack valued at \$39.95.

AROMABABY is celebrating 25 years of caring for sensitive skin. From newborn to older children, choose from a complete range of naturally soothing products to cleanse, moisturise, protect and pamper. Offering a variety of unscented options, AROMABABY prides itself on a long history of safety and efficacy as a pharmacy specialist brand.

For more info see www.aromababy.com.

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

Check here tomorrow for today's winner.

Is AROMABABY suitable for use on sensitive skin?

Guild Update

MIMS/Guild Intern of the Year Award 2019

NOMINATIONS are now open for the MIMS/Guild Intern of the Year Award 2019.

The competition winner will be announced, and the prize awarded, at the APP conference in March 2020.

The winning intern will receive a travel and educational scholarship valued at \$4,500, courtesy of MIMS Australia.

The MIMS/Guild Intern of Year Award aims to celebrate an intern who has proactively sought to implement positive change to their pharmacy and in the process has demonstrated excellence in one or more of the core judging criteria.

Intern candidates can be nominated by their supervising preceptor, employer, pharmacist or colleague, Guild ITP clinical tutor or they can nominate themselves.

To find out more or nominate for the MIMS/Guild Intern of the Year Award, visit www.internpharmacist.com.au/intern-of-the-year/ or email info@internpharmacist.com.au.

Nominations close Sunday, 19 January 2020.

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Implementing the New Therapeutic Guidelines for Mild Asthma



Prof Peter Wark

Senior Staff Specialist, Respiratory and Sleep Medicine, John Hunter Hospital, Newcastle; Conjoint Professor, the University of Newcastle

Accreditation Number: A1909HED1*

Asthma is the most common chronic respiratory condition, affecting over 2.5 million Australians of all ages, yet serious problems still exist in managing it. Poor or only partial asthma control is seen in more than half of those with asthma, and many still suffer from exacerbations that require oral corticosteroids. Important changes have occurred in asthma management, with a focus away from the relief of symptoms alone. This webcast will cover asthma diagnosis in primary care, the role of anti-inflammatory treatment, and the new treatment options for people with mild to moderate asthma.

*This activity has been accredited for 1.5 hrs of Group 1 CPD (or 1.5 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to 1.5 hrs of Group 2 CPD (or 3 CPD credits) upon successful completion of relevant assessment activities. All Australian pharmacists can convert their group one credits to group two credits by completing the assessment component of this activity on the Australian College of Pharmacy (ACP) website: <http://www.acp.edu.au>. The assessment will be accessible via the ACP website once registered as a complimentary member (non-member) for free.

Anaphylaxis in Infants and Young Children



A/Prof Richard Loh

Paediatric Clinical Immunologist, Perth Children's Hospital; Clinical Associate Professor, UWA; Co-Chair, National Allergy Strategy

Accreditation Number: A1909HED1*

This presentation will address the early signs and symptoms of anaphylaxis in infants and young children and advise on how to treat anaphylaxis in infants and young children. The presentation also covers the effectiveness of using adrenaline as an anaphylaxis treatment.

COPD – Inhaler Devices - Common User Errors



Dr Christopher Worsnop

Respiratory Physician, Austin Hospital, Melbourne; Fellow, Royal Australasian College of Physicians

Accreditation Number: A1909HED1*

This workshop will describe how each of the inhalers prescribed for COPD patients are used, including various tricks to make sure that patients are getting the drugs from the devices into their lungs. The positive and negative features of each inhaler will be discussed so that the most appropriate inhaler for each patient can be chosen.