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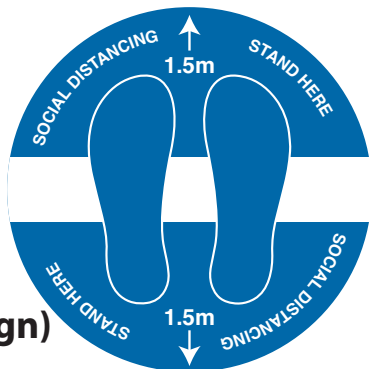
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Design 1



Design 2



Design 3



ANTISLIP FLOOR DECALS

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Today's issue of PD

Pharmacy Daily today has two pages of news plus a front cover wrap from **MSC Signs**, and full pages from:

- Australian Garlic Oil
- Nova Pharmaceuticals

Protect your staff

WITH pharmacies on the frontline of healthcare, dealing with potential COVID-19 infections on top of the usual health concerns of patients, it's more important than ever to be protecting your staff.

MSC Signs offers a range of products which can be used to protect pharmacists, including sneeze screens and anti-slip floor decals.

See the **front cover** for details and to order.

RACGP calls for COVID collaboration

PHARMACISTS and general practitioners need to work together to educate the public about COVID-19, Royal Australian College of General Practitioners (RACGP) Chair, Dr Charlotte Hespe, believes.

Speaking during a webinar hosted by the Pharmaceutical Society of Australia (PSA), Hespe said primary care professionals had a crucial role to play in support their communities at this time.

"Community pharmacists and GPs, we're in the prime position to make a huge difference for our population during this pandemic," she said.

"And I really laud all of you for the wonderful work that you do.

"I just ask that we go together in partnership as the two professions that are facing the people in the community.



"Our role is to educate them, decrease the anxiety and make sure that they are all doing the right thing, so that we can get through it with as few deaths as possible."

PSA National President, Dr Chris Freeman, thanked pharmacists for the work they have done to date and echoed Hespe's call for inter-professional collaboration, describing general practice and community pharmacy as "the

pillars of primary care".

"I have heard of many people going above and beyond to make sure their communities are as well looked after as they possibly can be," he said.

"So thank you to the many pharmacists out there who are doing an absolutely amazing job and working closely with their GP colleagues to provide those critical services."

Zero-tolerance for poor behaviour: APA

AUTHORITIES are being urged to adopt a zero-tolerance approach to patients who threaten and abuse pharmacy staff, the Australian Patients Association (APA), believes.

In a statement released today the group warned that anti-social behaviour towards pharmacists and other health professionals was putting unnecessary strain on the health system, during the COVID-19 pandemic.

APA CEO, Stephen Mason hit out at the poor behaviour.

"In the case of pharmacists,

we've heard reports of people getting abusive at staff because pharmacies had sensibly introduced limits in an attempt to stop customers stockpiling prescription medications and stripping their shelves of painkillers, cold and flu tablets, hand sanitiser, toilet paper and asthma medication," he said.

"What these people fail to realise is that hoarding of medicines or stripping pharmacy of basic health items is putting the lives of medically compromised Australians at risk."

Asthma flu push

PHARMACISTS are being urged to encourage asthma patients to get the influenza vaccination this year, amid concerns of their potential risk from the COVID-19 pandemic.

National Asthma Council CEO, Siobhan Brophy, said the profession had a key role in supporting patients in the coming months.

"Receiving a vaccination in April, ahead of the peak influenza period, will help protect your patients' health," she said.

"Pharmacists can help by identifying and assisting people with asthma who might not otherwise go to their doctor and checking their asthma control and device technique."

Brophy's advice came as Royal Australian College of General Practitioners (RACGP) Chair, Dr Charlotte Hespe, urged pharmacists to refer patients with respiratory conditions, and those in other at risk groups, to their GP to receive the flu vaccine this year.

Focus on winter

DESPITE COVID-19 dominating headlines, the usual winter cold and flu season is also on its way in Australia, so make sure to remind pharmacies to stock up on the must-haves with the **Pharmacy Daily** Winter Spotlight.

Once again we are running this feature, which serves as a great way to highlight products targeted for the flu season including those offering relief of sore throats, cough and pain medication, as well as cold and flu medicines.

The Winter Spotlight provides the ability to promote your product with a series of listings including an image, description and call-to-action.

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Travel & Cruise Weekly

Dispensary Corner

A DISTURBING new trend has emerged on social media, with the UK's Metro.co.uk reporting a number of videos have emerged of influencers doing the 'coronavirus challenge'.

The ridiculous stunt sees people licking surfaces in public, including an airplane toilet seat, car handles, a pole on public transport, a windscreen wiper and a football, among others.

Although the trend seems confined to some so-called influencers, who lack more than two brain cells to rub together, health experts are concerned that the videos, mainly shown on the platform TikTok, might encourage similar stunts by bored teens.

One retired health expert said "our NHS staff are working round the clock to prepare to treat those who need it during the peak of the pandemic – the last thing they need is internet trends unnecessarily putting people in hospital."

TikTok has said it will remove all content showing the coronavirus challenge.

MANY new mums and dads are understandably concerned in these uncertain times, but maybe these parents should have chosen a more timeless name for their newborn.

A baby boy born in India on the day marking the start of the country's curfew has been called Lockdown.

His parents said they hoped the name would remind people of the importance of taking precautions during COVID-19.

PSA flags telehealth frustrations

PHARMACISTS are facing an increased administrative burden as a result of the rollout of general practitioners' telehealth consultation, Pharmaceutical Society of Australia (PSA) National President, Dr Chris Freeman, says.

Freeman raised the issue during a PSA-hosted COVID-19 webinar on Wed night, saying the increasing volume of prescriptions being presented in non-traditional forms was fuelling frustration within the profession.

"We think it's a really good thing to enable GPs to connect with patients over the mechanism, and [we] are fully supportive of it," Freeman said.

"Unfortunately, one of the things

we've seen as a downside to that is the demand on the community pharmacy sector, as many pharmacies are having to deal with these types of prescriptions coming in.

"I've had a report from a couple of pharmacists that around 60-80% of their prescription volume on Tue was through faxes, through emails or pictures of their patients' prescriptions.

"The administrative burden of workflow issues that have come out of this have been really problematic.

"We have raised these now directly with the Department of Health, and have done so for the last couple of weeks when we were



predicting this might happen.

"I sense the frustration in the community around this, knowing that the initiative itself is a good one, but the flow-down affects for community pharmacy have been a challenge."

COVID ad concerns

HEALTH practitioners, including pharmacists, are being warned against making advertising claims about preventing or protecting patients from contracting COVID-19.

The Australian Health Practitioner Regulation Agency (AHPRA) warned it would take disciplinary action against health professionals making misleading claims.

AHPRA urged pharmacists to rely on scientifically accurate and from authoritative sources, such as a state, territory or Commonwealth health department or the World Health Organization (WHO) sources when sharing information with patients, rather than other sources.

CLICK HERE for more.

APC waives first aid cert requirement

REQUIREMENTS for pharmacist immunisers to hold current first aid and CPR certificates to renew their accreditation have been temporarily waived by the Australian Pharmacy Council (APC) for the duration of the COVID-19 crisis.

Under the modified

requirements, first time immunisers who have not had any prior first aid or CPR training must still complete suitable training, unless such requirements have been waived by the State or Territory where they are working.

CLICK HERE for more relating to immuniser training.



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