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## Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from WholeLife Pharmacy & Healthfoods.

## WholeLife at APP

WHOLELIFE Pharmacy and Healthfoods is offering pharmacists the chance to win one of four Endota Day Spa vouchers by completing a survey and attending an information session at APP next month, see page four for more.

# Greens back pharmacists 100%

**URGENT** action is required to tackle the issue of inappropriate prescribing and medication use in aged care facilities, and pharmacists should be "front and centre" in fixing the problem, the Australian Greens believe.

Speaking at the launch of the Pharmaceutical Society of Australia's (PSA's) *Medicine Safety: Aged Care* report (PD 26 Feb), former Greens Leader, Senator Richard di Natale, said "the facts do not lie", when discussing the high rate of medicine-related harm in the sector.



"Your report calls for the Government to take urgent action and commit the required funding to turn this problem around," he said.

"The Greens back you 100% in that and your call that pharmacists be front and centre in fixing this problem.

"This is an issue which will require collaboration across States and Territories and across sectors, but it must happen, and fast.

"Medicines safety is clearly a real problem and one that will require engagement with pharmacists to improve."

Di Natale said there were huge numbers of people doing "a wonderful job every day" in aged

care facilities, but governments led by both the Australian Labor Party and the Liberal Party have failed to appropriately fund the sector and let "problems fester".

**MEANWHILE**, Society of Hospital Pharmacists of Australia (SHPA) CEO, Kristin Michaels, also voiced support for the PSA's report, saying its recommendations to improve safe and quality pharmacy care in Australia's aged care facilities, reinforced the call for physically embedded pharmacists within aged care teams.

Michaels said there was a need for greater funding to boost integrated multidisciplinary care.

**CLICK HERE** to read the full report.

# Sunburn? DermAid!

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<sup>1</sup> Due to corticosteroid responsive skin conditions

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## e-scripts to erode market share by 20%

**TRADITIONAL** pharmacies could see their market share slashed by up to 20% when electronic prescriptions are introduced, digital medication management company, MedAdvisor, warns.

Outlining the potential impact e-prescribing could have on the sector as part of its first-half 2020 financial results, the company noted the impact of the move to e-prescribing was "expected to be significant", with online pharmacies likely to gain traction with patients.

"Experience internationally suggests that when e-prescribing is introduced...traditional community pharmacy market share is eroded in the order of 10-20%," the company told the Australian Securities Exchange (ASX).

The commentary follows the Australian Digital Health Agency's Nov forecast that e-prescribing would come into effect before the end of Mar (PD 15 Nov 2019).

Meanwhile, MedAdvisor reported a 14.4% increase in its first-half operating revenue to \$4.4 million, driven by a combination of recurring SaaS



(software as a service) revenue through a growing pharmacy network, and user-based revenue from health services and programs that promote health literacy and improved adherence.

Annual recurring revenue climbed 31.1% for the year to 31 Dec, with 3,400 pharmacists using MedAdvisor, connecting with approximately 1.3 million patients, and processing \$150 million in medication orders in first six months of the financial year.

The company also noted it had signed long-term agreements with Chemist Warehouse and Sigma Healthcare in H1FY20, while also announcing a deal for click and collect, and home delivery facilities as part of its PlusOne platform.

## Cyber security critical

**PHARMACY** owners and managers are being urged to cut former employees' access to pharmacy IT systems to avoid potential data breaches, following a recent court case involving a disgruntled former staff member who attempted to access a Gold Coast pharmacy's network.

Fred IT General Manager Managed Services, Andrew McManus, told *Pharmacy Daily* that the case emphasised the need for pharmacists to act quickly to secure their IT infrastructure following the termination of a colleague's employment.

"Cyber security is more important than ever, with increasing threats from cyber-criminals and as we saw recently, from an ex-employee," he said.

"Couple that with the Notifiable Data Breach Scheme and cyber security needs to be managed like any other business risk.

"Breaking it down to people, process and technology can help identify the main areas to focus on.

"There are specific things that are important to keep in mind when an employee leaves, in short, it is disabling their access to any pharmacy or general IT systems.



"Particularly anything that allows remote access.

"It's good to regularly review whether remote access is really required and who has it. Fred recommends caution anytime a remote application is set-up as they are common targets for hackers."

McManus said owners and managers should disable the former employee's access to remote access networks, email accounts, store wi-fi, telephone systems, and ensure they return any work-issued hardware or devices such as laptops or phones.

He also recommended contacting suppliers to inform them of the employee's departure, and where applicable to change door codes, or locks to secure the physical store.

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## Dispensary Corner

**DESPITE** having sharing nothing more than a name with the coronavirus, beer drinkers in the US are eschewing Mexican cerveza, Corona, since the outbreak.

Data from market research company, YouGov, found intent to purchase the beer has hit a two-year low, while the value of shares in the beer's parent company, Constellation Brands Inc, have plummeted 8% in recent days.

In an article outlining the beer's unfounded connection between the virus and the brand, YouGov noted "first it was a joke, but Corona beer is really suffering from coronavirus news".

"Corona Extra beer has become part of the story in the coronavirus-dominated news cycle," the authors said.

"Several stories have described an uptick in online searches for 'corona beer virus' and 'beer coronavirus'.

"We'd like to take a moment to repeat: The coronavirus has nothing to do with Corona the beer; the virus is named after the Latin word for crown thanks to an exterior structure that features little crown-like spikes, while the beer is named for the Sun's corona."



## TWC targets 500+ stores

**TERRYWHITE** Chemmart (TWC) is aiming to expand its network to more than 500 stores over the next 12 months, from its current 450 pharmacies.

Outlining the group's strategy for the coming year, TWC CEO, Duncan Phillips, said the it was "committed to seeing TWC grow".

"We have carved out a significant growth trajectory adding 16 new stores to the network over the last six months, so the capacity for further growth is already there," he said.

As part of its new "TWC Plus" strategy, the group has launched a "performance promise" for any pharmacy that joins the network between now and the end of 2020, which offers to refund the store's member fees if the business does not improve under the TWC brand.

However, Phillips said he was confident TWC would not be providing any refunds.

"The results across our pharmacies in the TWC network are outperforming the market, and most recent stores who have joined



the brand are already seeing the benefit, with customer numbers growing close to 5% and gross profit dollars lifting over 6%," he said.

"When you combine these results with our brand fees which, compared with other major pharmacy groups, are significantly lower and far more reasonable, we have an attractive brand offer that promises to deliver on performance."

"In the three years since TWC came to market, the brand is in the strongest position it's ever been in, with further positive growth to come, in spite of a challenging retail and pharmacy marketplace."

### 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: [www.aromababy.com](http://www.aromababy.com).

To win, be the first person from NSW or ACT to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

*Congratulations to yesterday's winner Carmel Mackintosh.*



Is AROMABABY a pharmacy focused brand?



## 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).

**06 - 08 Mar:** NSW/ACT Annual Therapeutic Update 2020; Crowne Plaza Terrigal; [www.psa.org.au](http://www.psa.org.au)

**19 - 22 Mar:** APP 2020; Gold Coast Convention & Exhibition Centre; [www.appconference.com](http://www.appconference.com)

**04 - 05 Apr:** VIC/TAS Annual Therapeutic Update, 381 Royal Parade, Parkville, Melbourne; for more information visit: [www.psa.org.au](http://www.psa.org.au)

**18 - 19 Apr:** Pharmeducation Clinical Update; Holiday Inn, Potts Point, Sydney: register at [www.pharmeducation.com.au](http://www.pharmeducation.com.au)

**06 May:** APC & ANMAC Interprofessional Colloquium 2020; QT Hotel, Canberra; for more info visit: [www.ipecolloquium.com/](http://www.ipecolloquium.com/)

**18 - 19 Jul:** Pharmeducation Clinical Update 2020; Brisbane Airport Conference Centre; [www.pharmeducation.com.au](http://www.pharmeducation.com.au)

**31 Jul - 02 Aug -** PSA National Conference; Sydney Hyatt Regency; for more visit: [www.psa20.com.au](http://www.psa20.com.au)





# WHOLELIFE

PHARMACY & HEALTHFOODS

## IS 2020 THE YEAR THAT YOU ARE GOING TO MAKE A CHANGE FOR THE BETTER?

### ARE YOU....

1. Worried that your pharmacy isn't standing out in the ever-crowded pharmacy sector?
2. Concerned that you don't seem to be tapping into the latest trends in the health and wellness market?
3. Keen to introduce new categories and products for the changing market, but don't know where to start?
4. Looking for the next big thing in pharmacy?

WholeLife Pharmacy and Healthfoods is Australia's leading health and wellbeing pharmacy destination.

WholeLife is transforming the future of retail pharmacy and providing our store owners with the opportunity to diversify, expand and future proof their businesses, as the market for wholistic and healthy living continues to grow.

We are inviting interested pharmacy owners who are passionate about holistic health, retail excellence and leading positive change to join us for a detailed information session on the WholeLife concept at the APP Conference on the morning of the 21st March 2020.

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