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Today's issue of PD

Pharmacy Daily today has three pages of pharmacy news, plus a full page from Sigma Healthcare.

Meds list push

NPS MedicineWise is urging patients to update their medicines lists to ensure they are prepared ahead of an anticipated increase in the number of patients seeing healthcare during the COVID-19 pandemic.

Patients should record the active ingredient of each medication they take, what the medicine is for, how and when they take the drugs.

Biz healthcheck

SIGMA Healthcare is offering pharmacy owners an opportunity to assess the health of their business.

The online assessment tool reviews customer experience, employee engagement and financial performance.

See page four for more.

Border closure hits pharmacy workers

VICTORIAN pharmacies along the NSW border are facing workforce shortages as result of the unintended consequences of COVID-19 measures.

Pharmacy Guild of Australia Victorian Branch President, Anthony Tassone, told Pharmacy Daily that travel exemptions had been granted to some hospital pharmacists who live outside of the defined 'border zone', but not to those working in community pharmacy.

Under the current restrictions pharmacy staff who reside or need to travel to just outside the 'border zone' are not able to do so without having to quarantine for 14 days.

"Whilst it is understandable that the NSW Government takes measures to protect members of the community from their state, there are glaring unintended consequences of the NSW/Victoria border closure that could potentially have serious consequences on healthcare in communities nearby to the border, and the livelihoods of pharmacists and pharmacy staff that may actually reside in NSW," he said.

"The fact that hospital pharmacists, but not community pharmacists have been given

exemption from the border order is a massive slap in the face to the tirelessly working community pharmacy teams on both sides of the NSW/Victoria border.

"Pharmacists that are at the frontline in patient facing roles are critical. Full stop.

"Not just hospital pharmacists, but also absolutely community pharmacists."

Tassone noted that some of the towns impacted by the border restrictions had no active cases.

"We are already being contacted by a number of members spreading across Northern Victoria (e.g. Rochester, Shepparton and Wangaratta) whose staff are not able to travel to their pharmacies and caught out by this bizarre anomaly.

"These are communities already stretched and challenged by rural health workforce shortages without a state government telling their teams they're not considered 'critical' enough to be given rights of passage to and from their employ.

"Community pharmacists and their teams have continued to turn up day in day out throughout the COVID pandemic, and in some



of these affected communities – during the bushfire crisis earlier in the year, doing whatever they could to look after their communities.

"We call upon the NSW government to urgently review this border order and include pharmacists on the frontline – not just hospital pharmacists, in the exemption from their border order."

Meanwhile, the ABC reported that staff at Wangaratta Hospital were being forced to work double shifts following the implementation of changes to the permit scheme allowing essential workers to traverse the border last week.

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MedAdvisor primed for global growth

MEDICATION management company, MedAdvisor, is targeting global growth after reporting 20% year-on-year growth.

In a statement to the Australian Securities Exchange (ASX) MedAdvisor CEO, Robert Read, noted the business had seen "green shoots from initial revenues in the US", in the fourth quarter of the 2020 Financial Year.

The company reported a total Q4 FY2020 revenue of \$4.4 million, a 99.8% increase on Q3 FY2020 revenues.

"MedAdvisor has delivered another record revenue quarter as we continue to deliver on our strategic priorities," he said.

"In Australia and around the world, pharmacists are at the coalface of the COVID-19 fight - we are making their lives simpler with easy-to-use digital tools that



streamline their workflows and improve customer experience and loyalty."

MedAdvisor reported continued growth in the Australian market, with close to 1.7 million patients signed up to the platform.

The company told the ASX its on-demand home delivery service had processed more than 12,000 delivery requests and had seen more than 34,000 items ordered on the platform.

Internationally, MedAdvisor said its new strategic alliance with HMS was a highlight of the quarter.

"The HMS Eliza business has sent more than 865 million unique patient outreaches since 2016,"

MedAdvisor said.

"MedAdvisor will receive a revenue share for each of the secure digital messages that are sent.

"The new integration is expected to go live towards the end of Q2 FY2021."

The company said it had progressed initial marketing with the UK National Pharmacy Association for its pharmacy app, which is due to go live in Q2 FY2021.

MedAdvisor also told investors that it was on track to deliver revenue in Q1 FY2021 through its Asian joint venture with Zuellig Pharma, with the MedExpress App expected to go live in the first quarter.

Pharmacist jailed over murder

A **BRITISH** pharmacist who had planned to move to Australia will spend the next 30 years behind bars after being convicted of his wife's murder.

Mitesh Patel strangled his wife with a plastic bag at their home in May 2018, in what has been described as a premeditated attack.

Birmingham Live reported that the pharmacist had intended to claim a £2m life insurance payout before fleeing to Australia with his male lover, who he had met on the gay dating app, Grindr.

Patel had attempted to cover his tracks by staging a break-in to support claims that an intruder had killed his wife.

However, his plan was undermined by the health app on his smartphone, which recorded "frantic activity" as he raced around his house after the murder.

The jury took two hours and 50 minutes to come to a decision.

PSA issues Victorian COVID call

MEMBERS of the public in Victoria are being urged not to enter community pharmacies if they have COVID-19 symptoms.

The Pharmaceutical Society of Australia (PSA) called on the State Government to direct patients not to go into pharmacies while waiting for results from a COVID test.

Commenting on data released last week, which revealed 90% of Victorians diagnosed with COVID in the previous fortnight had not self-isolated between developing symptoms and being tested for the virus, PSA Victorian Branch President, John Jackson, said pharmacists were concerned by the findings.

"We have listened to our members and advocated on their behalf and I call on the government to pass these

concerns on to all Victorians," he said.

"Our members have told us that people who are self-isolated are confused as to whether they are to go to a pharmacy to access health care while in self-isolation and inconsistent information provided to people undergoing testing regarding requirements to self-isolate.

"To stop community transmission and to protect the health of pharmacists and pharmacy staff, if members of the community have been tested or are in self-isolation do not go out into the public."

Jackson also welcomed the State Government's decision to distribute 2.1 million reusable face masks to vulnerable members of the public and health workers.



Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is

Judy Cheung-Wood, Inventor, Founder & MD, SkinB5.



Maskne. The frustrating side-effect from regular face mask wearing.

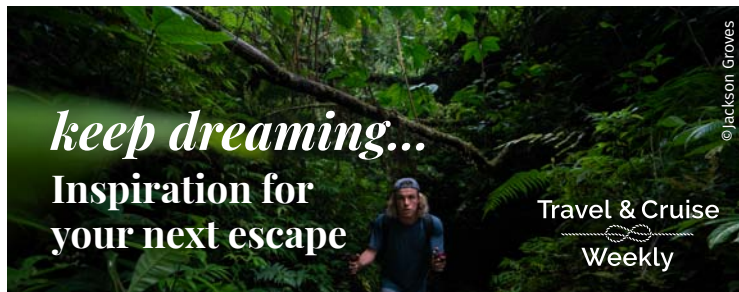
HERE in Melbourne, wearing face-masks to slow the spread of COVID-19, is now compulsory. At skinB5 we've been hearing from customers worldwide that their face coverings haven't been so skin friendly and as a result they are experiencing breakouts.

Maskne is now a real concern for many people. So much so that the COVID-19 task force of the American Academy of Dermatology (A.A.D.), felt compelled to release advice on the subject!

Maskne can happen to anyone, even those who are not usually acne prone. According to research published in the *Journal of the American Academy of Dermatology*, at least 83% of health care workers in Hubei, China, reported skin problems on the face as a result of extensive mask wearing.

Some measures to prevent maskne: Wash chemicals off brand-new cloth fabric face mask before wearing; Replace or wash your reusable face mask after each use; Avoid wearing makeup when wearing a mask; Rinse your face with water throughout the day; Switch to a light facial moisturiser; Take a skin health + immunity booster supplement.

Read our case study on maskne at: www.skinb5.com/blog/



Dispensary Corner

WHILE one “Karen” went viral hitting out at being asked to wear a face mask to go into a Bunning’s store over the weekend, a Caroline has been busy creating personalised N95 masks for workers on the COVID frontline.

US pharmacist, Caroline Dees, has made more than 1,000 masks for her fellow healthcare workers since Apr.

Having started by taking apart an N95 mask and working out how to create something similar, Dees has started taking design requests, which have seen her make masks inspired by Britney Spears and the Rolling Stones.

“Someone asked me to do a handlebar moustache on his mask and it kind of exploded from there,” she said.

“I’m just a creative person and said that’s what keeps me going.

“It’s just kind of the wheels are spinning, how can I make this different? And how can I make this reflect someone’s personality because no one likes wearing a mask for extended periods of time.”



CWH hit by COVID hoax

STAFF at a Chemist Warehouse (CWH) in Ballarat were forced to evacuate the pharmacy on Fri after a hoax call claiming a person who tested positive for COVID-19 had been to the store.

The Sebastopol pharmacy was called by someone who claimed to be from Ballarat Base Hospital, prompting the closure of the store.

Having made the decision to evacuate the store CWH staff called the hospital to seek advice regarding what they should do next only to be told that there was no record of anyone calling the pharmacy or a positive case linked to it.

Senior pharmacist, Rachael Harrison, told local media outlets that she wanted to ensure other businesses in the area were aware that people have been making hoax calls.

“It’s an awful thing for someone to do,” she said.

“We want to let other businesses know that people are doing this, and we’ll be following up with



police as well.”

A Victorian Department of Health and Human Services (DHHS) spokesperson condemned the prank caller.

“We’re all working hard to do the right thing, so this kind of behaviour is appalling and completely unacceptable,” the spokesperson said.

“If any business has concerns about a call or any information provided, they can call the DHHS on 1800 675 398 or request a confirmation email be sent with instructions on how to proceed if there is a positive case detected at their business.”

UniWA’s Gray named 2020 PSotY winner

THE University of Western Australia’s Kurtis Gray has been named as the Pharmaceutical Society of Australia/Mylan Pharmacy Student of the Year (PSotY) 2020.

This year’s finalists faced the unusual scenario of consulting a patient via video link, with Gray shining in what PSA National President, Dr Chris Freeman, described as a “very strong field”.

“It is great to see such talented and passionate pharmacy students showcasing their skills and knowledge,” he said.

“This competition provides students with the opportunity

to grow and learn with active listening, gaining patient insights and patient understanding important skills that support medicine safety and maximise patient outcomes.

“It is heartening to see the future of our profession in good hands and we were impressed with the overall level of knowledge from students during both the state and national finals.”

Gray said he was honoured to have landed the SPotY Award.

Monash University’s Thomas Duong took out the People’s Choice Award.

PDL issues UTIPP-Q risk advice

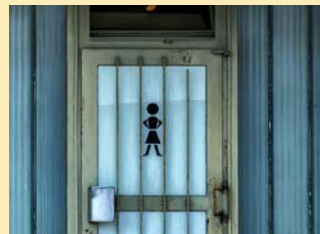
PHARMACISTS taking part in the Urinary Tract Infection Pharmacy Pilot - Queensland (UTIPP-Q) program are being urged take a number of risk management steps by indemnity insurer, Pharmaceutical Defence Limited (PDL).

In a practice alert issued on Fri, PDL Deput Chair, Gilbert Yeates, noted that pharmacists who have consented to be part of the trial can only dispense UTI treatments in accordance with the pilot’s protocols if the pharmacy they are working in at the time is also registered as part of the program.

“If you work across multiple pharmacies it is critical that you talk to your manager or proprietor to determine that the pharmacy is also enrolled in the pilot, because that is the only location from which you can offer this service,” he said.

Yeates stressed that the UTIPP-Q is only in place in Queensland, warning pharmacists operating in northern NSW that they may see patients cross the border and requesting UTI treatments without a prescription.

CLICK HERE to watch a video outlining the latest practice advice relating to the UTIPP-Q from PDL.



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