



AN IMPORTANT MESSAGE TO ALL PHARMACIES

COVID-19 has disrupted many things and consumer shopping patterns has certainly been at the forefront of the disruptions. Stock piling and out of stocks in grocery stores has seen an increase in foot traffic in pharmacies to a level we haven't seen in 40 years of operation. Every day has been like Christmas trade and our reps have certainly been run off their feet, just as we have seen for every person operating in retail pharmacy.

To ensure our team are supporting and not hindering you, we have temporarily changed what they do and where they call. In short, the team have been instructed to spend more time;

- advising what stock is available and from which wholesalers so that your orders are fulfilled
- offering consumer substitution guides for shelf so that if consumers can't find their preferred product, they can find an alternative
- ensuring shelves are replenished where there is stock in store waiting to go out
- expanding their physical call coverage into stores that may not normally receive a physical call to assist with stock ordering etc

Our team are adhering to public guidelines such as hygiene & sanitisation, social distancing and self isolation if required.

Please do not hesitate in contacting your local sales representative or state office if we can assist in any way during these challenging times. For a list of all brands we can assist you with, please visit www.pharmabroker.com.au.

Best regards,

Geoff Lovell
General Manager

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Today's issue of PD

Pharmacy Daily today has three pages of news, a front cover wrap from Pharmabroker plus a full page from:

- Keyromar

Pharmabroker Sales changes

PHARMABROKER Sales has announced temporary changes to how its reps interact with community pharmacies, as part of its response to the COVID-19 pandemic.

In an open letter to the industry published on today's cover page, Pharmabroker Sales General Manager, Geoff Lovell, said the business wanted to "support and not hinder you", as foot traffic in pharmacies surges.

The business will focus on advising pharmacies on stock availability, providing consumer substitution guides and ensuring pharmacies' shelves are replenished where stock is in store waiting to go out.

See cover page for more.

Australia needs you vaccinating

PHARMACY owners are being urged to ensure their pharmacists are trained to vaccinate, to support efforts to bolster immunisation rates ahead of the influenza season.

Pharmacy Guild of Australia Queensland Branch Director, Gerard Benedet, told delegates watching the Australian Pharmacy Professionals (APP) Conference online, last week that Federal, State and Territory health authorities were anxious about the potential impact the flu could have, as they treat patients with COVID-19.

"I cannot plead enough with pharmacists to get trained to be able to administer vaccinations," he said.

"This flu season will be incredibly large.

"They [government health departments] are paranoid about the influenza peak being at the same time as the COVID peak in their hospitals, because it will cause enormous disruptions.

"Demand will outstrip what emergency departments will be able to handle.

"So please, if there's a message you get out of this, [it] is get your staff trained and get them up to date to ensure they can deliver



vaccinations."

Former Guild National President and APP convenor, Kos Sclavos, added that the whole community pharmacy network needed to be in a position to provide immunisation services, should a vaccine for COVID-19 become available.

"The main message to pharmacists is when there is a vaccine for COVID-19 governments will be bashing down our doors to ensure that pharmacy quickly vaccinates," he said.

"Now there are a lot of myths out there that it could be weeks away,

but when it comes whether it be six months, 12 months [or longer] our profession needs to be ready.

"We can't have 3,000 pharmacies doing it, we need 5,700 pharmacies providing the service."

Benedet confirmed Guild branches will continue to provide vaccination training courses throughout the COVID-19 pandemic.

The programs have been adapted to ensure compliance with close contact and social distancing recommendations, he said.

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Click here for details.

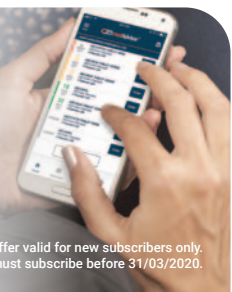
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*Offer valid for new subscribers only. Pharmacy must subscribe before 31/03/2020.



Pharmacists told to ACT now

PHARMACISTS on the frontline of Britain's efforts to support the community during the COVID-19 pandemic are being urged to take measures to protect their mental health and wellbeing.

The UK-based Pharmacist Support group has produced resources for coping whilst at work, stressing the need to allow time for wellbeing; consider the needs of your colleagues; and take action.

To access the resource, **CLICK HERE**.

If you are experiencing stress as a result of the impact COVID-19 contact Pharmacists Support Service on 1300 244 910.

Meds compliance COVID 'saviour'

EMBRACING technology, and medicines compliance apps in particular, will be key to supporting patients during the COVID-19, Guild Digital General Manager, Aaron D'Souza, believes.

Speaking at the Australian Pharmacy Professionals (APP) Conference online on Sat, D'Souza told pharmacists "medication compliance is going to be the saviour of the next six months".

"While we're focused on pandemic planning and focused on COVID-19, we cannot drop the ball on medicines compliance," he said.

"Otherwise heartattacks will go up, otherwise other co-morbidities will go up and other chronic illnesses [will go up].

"It's critically important - especially now that we had the

announcement that one month's supply will be the rule.

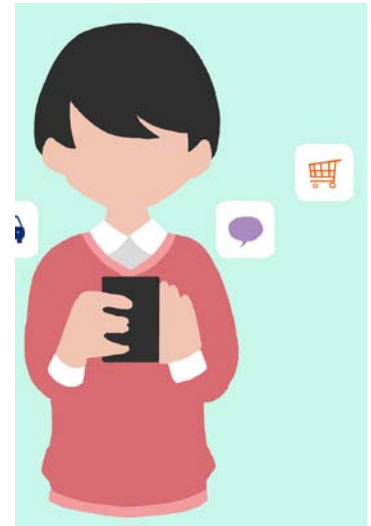
"One month's supply in a time of uncertainty can cause panic... so how do we use technology to overcome that?"

"Use the app to say to your customers, 'if you leave your scripts on file with us, and if you use the app, we will be able to plan out our workforce, plan out to make sure you have your medicines, we could even deliver it to you and we will message you a few days before your script is due'.

"There is no greater time to push the button on the apps like My Pharmacy Link [and MedAdvisor].

"If you've got GuildCare, if you've got access to My Pharmacy Link, there is no greater time.

"This is a call to action - make it



happen now - medicine compliance is critical, [and] convenience to customers is critical."

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Ditch signatures for safety: Twomey

PHARMACISTS are calling on the Federal Government to "immediately suspend" the requirement for Pharmaceutical Benefits Scheme (PBS) and Repatriation PBS (RPBS) prescriptions to be signed, in response to the going COVID-19 pandemic.

Heeding advice from international colleagues, former Pharmacy Guild of Australia National President, Kos Sclavos, said "the signing pen will be out biggest risk", during a panel discussion at the Australian Pharmacy Professionals (APP) Conference online, on Fri.

Guild National Vice President, Trent Twomey, called on the Department of Health to provide clear guidance as to whether signatures would continue to be required during the crisis, noting he had taken the decision not to ask patients to sign for PBS and RPBS scripts as a COVID-19 risk mitigation strategy.

"I'm not asking a patient to sign anything in any of my pharmacies," he said.

"I would love the situation where a Commonwealth Government agent comes and



asks me why I haven't done that.

"I'm relishing the opportunity for one of them to come and have that conversation with me about why I didn't comply with that in this crisis."

Twomey stressed that his decision not to seek patient signatures for scripts was not Guild policy, nor a recommendation from the organisation.

However, he did suggest that pharmacy owners and manager should consider removing "superfluous stuff", which could become contaminated with the virus, such as signing pads and pens from the dispensary, and promote the use of soap and water over hand sanitiser, for staff handwashing.

AFL

AFL R1 WINNER

Congratulations

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Ashley is the top point scorer for Round 1 of Pharmacy Daily's AFL footy tipping competition.



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Which oceanview room has the most space?

Find out more in the Autumn edition of *Travel & Cruise Weekly*

Travel & Cruise Weekly

Dispensary Corner

WITH stocks of face masks being stretched around the globe, as a result of the COVID-19, US nurses are encouraging people to stitch up some homemade models.

Nurse, Kristen Thompson, issued a call on Facebook noting the hospital she works in was "critically low on masks".

"According to the Centers for Disease Control and Prevention (CDC), fabric masks are a crisis response option when all of our supplies have been exhausted," she said.

"I'm calling on all my friends who quilt and sew - we are needing 100% cotton, double layer, reusable/washable masks.

"Those of us healthcare workers on the frontline would appreciate it so much.

"Please help the frontline workers in this crisis.

"PS - they don't have to be pretty or perfect."

The CDC notes that homemade masks are a "last resort" for healthcare professionals treating patients with COVID-19, adding they should be used with a face shield that covers the entire front and sides of the face.

CLICK HERE for more.



Corum, PharmX move

PHARMACY software provider, Corum Group, is set to pursue its option to buy-out Fred IT Group's stake in PharmX.

In an announcement to the Australian Securities Exchange (ASX), Corum stated it intended to increase its stake in the business, following the conclusion of proceedings in the Supreme Court of Victoria, late last year.

"PharmX is the pre-eminent electronic gateway that links pharmacies, pharmaceutical wholesalers and direct suppliers to the pharmacy market," Corum said.

"PharmX is co-owned by Corum and three other investors, including Fred IT Group Pty Ltd.

"As noted in Corum's 2019 Annual and 2020 Half-Year Reports, proceedings were commenced in 2019 in the Supreme Court of Victoria relating to PharmX.

"The court proceedings arose, in part, from the failure of PharmX to pay certain distributions to investors and, in part, from an alleged change of control of Fred IT that had occurred in 2013, but was not reported at that time to the



other investors, as required under the investors' agreement.

"In Dec 2019, the court found that Fred IT had in fact undergone a change of control in 2013.

"As previously announced, the court ordered the parties to enter mediation.

"The mediation was unsuccessful in resolving the issues in dispute.

"Corum has now elected to exercise its right under the agreement to acquire its share of Fred IT's investment in PharmX... Corum will pay approximately \$700,000 for this investment."

Guild Update

Dispensing limits welcomed

THE Pharmacy Guild of Australia has welcomed the sensible measures announced today to curb stockpiling of essential medicines in the face of heightened demand caused by anxiety over the COVID-19 pandemic.

The National President of the Pharmacy Guild, George Tambassis, urged all pharmacists across Australia to comply with the new restrictions in the interests of the national public health and quality use of medicines.

"These sensible and timely limits announced by the Government will apply to particular classes of medicines which must remain available for patients in need. It is regrettable that such measures are needed, but these are unprecedented and drastic times. We ask all patients to understand the need for these restrictions and to be respectful towards pharmacy staff," Mr Tambassis said.

"With extremely high demand and panic buying, it became clear supply interruptions would occur if nothing was done.

"We are determined that no patient in need of a medicine in Australia should be deprived of that medicine because of unnecessary hoarding by others," Mr Tambassis said.

Win with Munch Mitt

Everyday this week Pharmacy Daily and the Dale Group are giving away a 3 piece Malarkey Munch Mitt kit valued at RRP \$57.

The **Malarkey Munch Mitt** is the world's first silicone wearable teething mitten, made of 100 per cent food-grade silicone and BPA, latex and phthalate-free and offers three-way sensory stimulation. It's also machine washable. Malarkey Kids are leaders in fun and functional kids products.

Stockist Inquires:
helen@powerhousepharmacybrands.com.au
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Submit your answers to comp@pharmacydaily.com.au

Congratulations to yesterday's winner Amanda Jansen

Question 2:
 What is the Munch Mitt made from?



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