



NEW **Ferro-Max C™**
For higher iron absorption.

Available from Symbion, Sigma and API.

Use only as directed. Consult your healthcare professional if symptoms persist.



Today's issue of PD

Pharmacy Daily today features three pages of news, plus a full page from Willach.

Maxman warning

THE Therapeutic Goods Administration has issued a warning for patients to stop taking Maxman XI tablets after testing revealed they contain undeclared sildenafil.

Users have been urged to dispose of any remaining tablets at their local pharmacy.

Pharmacy in a year like no other

BUSHFIRES and the COVID-19 pandemic have seen pharmacies across the country take on multiple challenges in 2020 to meet the needs of patients.

Marking the lengths pharmacists have gone to, to support their communities the Pharmacy Guild of Australia has launched a new Community Pharmacy Heroes video series, featuring interviews telling the stories of those on the frontline.

Wheatbelt Health Centre Pharmacy in Western Australia,

Managing Partner, Daniel O'Driscoll, said 2020 has been "a time when pharmacy could really show its benefits, and I think we did".

Illawong Pharmacy (NSW) Pharmacist Manager, Connie Arronis, who has received nominations as part of the News Corp Thanks A Million campaign, and as the 2020 Community Pharmacy Hero (*PD* 22 Sep), said the year had seen pharmacists face "many unprecedented and confronting situations and challenges".

Arronis reflected on stock shortages of medications for chronic conditions.

"I never expected [at] any time during my career in pharmacy to see the shelves bare of those items," she said.

"It's still unbelievable to me that we experienced that."

2020 Pharmacy of the Year Winner, Capital Chemist Chisholm (ACT) Owner, Rebecca Young, said the challenges have allowed the profession to utilise an increased scope of practice to support patients, highlighting the benefits of the Continued Dispensing measures, which have been



extended until 31 Mar 2021.

"This has been really useful when we've had patients who've run out of their prescription, they've come into us, when they can't get in to their usual doctor," she said.

"We've been able to provide them with ongoing supply for a month and it's meant they haven't gone without their medication, which has improved health outcomes, so this is something I hope will continue."

For the co-owners of Westgarth Pharmacy in Victoria, Claire Elovaris and Stephanie Miridakis, noted the COVID lockdowns have seen their team dealing with the mental health of patients.

[CLICK HERE](#) to watch the series.

Dispense your customers' scripts in a strip

MediMe personalised medication packs, medication management (and business growth) made easy!

- Script loyalty
- Increased OTC sales
- Aged care solutions
- 7CPA opportunities

Call us now on 1300 306 748 to learn more about MediMe, DoseAid's new and improved DAA.



Contour

Second-chance® Sampling
Apply extra blood to the same strip – reducing strip wastage and relancing

UPDATED

UPGRADE TODAY



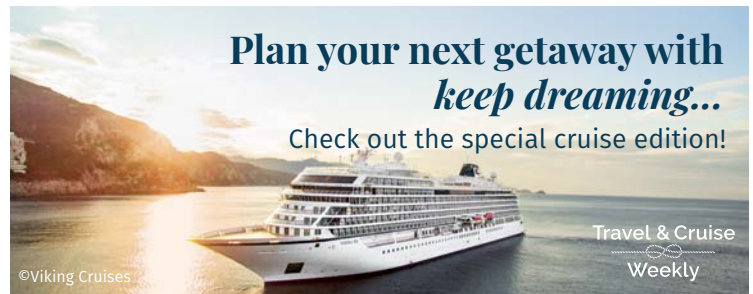
Contact your Ascensia Territory Manager or call 1800 289 312 to find out how to upgrade today. Always read instructions for use. Consult your healthcare professional if this product is right for you.

Footfall counters have come a long way.

Does your footfall counter provide you with the following actionable insights?
Sales conversion | Dwell time | Turn-in rates | Repeat patronage | Occupancy control

If the answer is no and you're interested in securing an advantage, call NostraData on 1300 466787 to speak with one of our friendly team.





Research, analysis skills key to future

PHARMACISTS need to ensure they have skills in research, data analysis and informatics to support their roles in a post-COVID-19 world, Australian Pharmacy Council (APC) Chair, Associate Professor Sue Kirsa, believes.

In a message posted on the APC website, Kirsa noted that pharmacists across community, hospital and academic settings have faced significant challenges due to the COVID pandemic.

“Universities have been hit hard by the global pandemic,” she said.

“They’ve had to turn around, in very short timeframes, their models for delivery of degree courses as well as seeing much of their research suspended.

“Hospital pharmacists have worked hard to maintain the supply of medicines to our patients.

“For many hospital pharmacies, there was a need to act quickly

to secure additional spaces for medicines storage.

“Our community pharmacy colleagues have also been doing it tough over the last few months.

“Especially as the hint of shortfalls in medication supplies caused public concern.

“Front-line community pharmacy staff have continued to serve the public despite personal risk.

“Pharmacists have also been at the forefront of data analysis to determine what impact COVID-19 has had on medical supplies.

“They have worked with the states and the Commonwealth on real-time data, monitoring:

- treatment regimens, and
- increasing visibility of medicine supplies across the country.

“This work has highlighted that skills in research, data analytics and informatics are important for us to attain.



“They are core skills that pharmacists of the future need.”

Heralding the profession’s efforts during the crisis, Kirsa added, “let’s hope the Commonwealth recognises both the great job pharmacy has done during the pandemic and the likely challenges that the pandemic will bring to the supply chain for medicines.”

SHPA honours Vaughn Eaton

SOUTH Australia’s Vaughn Eaton has been named as the 2020 Society of Hospital Pharmacists of Australia (SHPA) Medal of Merit recipient.

Eaton, who holds academic positions at the University of SA, Flinders University and Monash University, was awarded the medal for his “selfless sharing of expert pharmacy knowledge” over 30 years.

SHPA President, Peter Fowler, said Eaton was a “truly deserving recipient”, highlighting his role in developing a state-wide pharmaceutical contract model and medicines formulary in South Australia, which “had led to unprecedented efficiencies and savings for SA Health”.

Politicians review tobacco strategies

A FEDERAL Senate select committee is set to report on tobacco reduction strategies, including the use of vaping, in the wake of the Therapeutic Goods Administration’s (TGA) interim decision to make certain nicotine-containing products Prescription-Only.

Centre Alliance Senator, Stirling Griff, called for the Senate to note “research by the Australian National University, which confirms that non-smokers who vape are three-times more likely, on average, to take up tobacco

smoking” and “for people trying to quit tobacco smoking, e-cigarettes tend to result in prolonged use of nicotine, rather than cessation”.

Liberal Senator, Jonathon Duniam, called on the Senate not to pre-empt the work of the select committee, noting “the proposed changes would mean that certain nicotine-containing products could only be supplied with a doctor’s prescription”.

He added the TGA’s decisions were made independently based on expert medical advice.

Seqirus seals deal to supply UQ COVAX

CSL subsidiary, Seqirus, has finalised an agreement with the Federal Government to supply 51 million doses of the COVID-19 vaccine (COVAX) candidate being developed by the University of Queensland and CSL.

The deal includes an up-front commitment from the Government to support the clinical and technical development activities required to progress the vaccine, if clinical trials are successful.

In an announcement to the Australian Securities Exchange

(ASX), CSL said it is “almost ready” to start a large-scale Phase 2b/3 randomised, observer blinded, placebo-controlled study.

“Subject to progress in the current Phase 1 study, the first subject for the Phase 2b/3 [trial] would be enrolled in Dec, with the goal of completing recruitment by Mar 2021,” the company said.

The ASX announcement also noted CSL is working with the Therapeutic Goods Administration to get the vaccine to market quickly and safely.

make a positive difference

for you & your baby

Natalis is the **NEW** pregnancy multivitamin formulated to help support increased nutritional needs right across the motherhood journey – from pre-conception to pregnancy and breastfeeding.

Formulated to support healthy development www.natalispregnancy.com.au

Speak to your Apotex or Arrow Sales Representative today or call 1800 276 839



ALWAYS READ THE LABEL. FOLLOW THE DIRECTIONS FOR USE. VITAMIN AND MINERAL SUPPLEMENTS SHOULD NOT REPLACE A BALANCED DIET. DO NOT EXCEED THE STATED DOSE EXCEPT ON MEDICAL ADVICE. IF YOU HAVE HAD A BABY WITH A NEURAL TUBE DEFECT/SPINA BIFIDA, SEEK SPECIFIC MEDICAL ADVICE.



TWC delivers support for Vic nurses

NURSES on the frontline of Victoria's COVID-19 response at St Vincent's Private Hospital are being treated to some much needed skin care products, thanks to TerryWhite Chemmart (TWC) and Galderma Australia.

Responding to a call for support from nurse Jacqueline Lodge, TWC Head Office recruited supplier, Galderma who shipped Cetaphil products to TWC Hawthorn's Catherine Cumming and Andrew

Farmer, who delivered 50 packs to the hospital.

"Our nurses are so selfless that they are deliberately dehydrating themselves so they don't have to go to the toilet whilst on the COVID-19 wards as they are so busy caring for their patients," Lodge said.

"This is obviously taking a toll on their skincare with many of my colleagues suffering reddened noses and multiple skin breakdowns on their cheeks also from the tight N95 masks they have to wear.

"They are also sweating so much they have rashes on their arms and eczema on their skin.

"We love the skincare ranges on offer at TWC so I thought why not... let's put a call out and see what happens."

Farmer said the TWC Hawthorn team was happy to help their nursing colleagues.

"This pandemic is taking a huge



toll on all our frontline healthcare workers, and to know we could do something small like this, which will hopefully make a difference to their daily working lives, is gratifying," he said.

"We are thankful to Galderma for their donation and are thinking of all our doctors and nurses working tirelessly on the frontline."



BUGS Bunny eat your heart out.

A London street looked likely to suffer a massive overdose of vitamin A this week after 32 tonnes of carrots were dumped as what turned out to be part of an art installation.

The mystery mound of vegetables appeared on a road within the University of London campus, with locals taking to social media with photos (**pictured**) and questions about the humongous heap.

A spokesperson for the university's Goldsmiths Art College eventually confirmed that the produce pile was actually an exhibit titled "Grounding" by Master of Fine Arts student Rafael Perez Evans.

"Rafael has arranged for the carrots to be removed at the end of the exhibition and donated to animals," he said, with the installation aiming to raise awareness of food waste.

However to help the industry out, the scientific team here at **Pharmacy Daily** world headquarters has also done some analysis of the incident.

One large carrot contains six milligrams of beta carotene, which converts to 1,000 micrograms of vitamin A - meaning the roughly 500,000 carrots dumped on the street equates to about 16,000 100-packs of a typical 10,000 IU vitamin A softgel supplement.



Win with Bayeco

Everyday this week Pharmacy Daily and Bayeco are giving away a Bayeco Green Tea Multi action Serum worth RRP \$49.95.



This serum gives your skin instant hydration boost so that it feels and looks soft, silky and smooth. Supercharge glowing skin with Genecare OSMS, a natural active derived from silver beet. It locks in moisture and prevents water loss to plump and soften skin to give a youthful glowing look. For more click here.

Orders: Power House Pharmacy Brands
Phone: 0430 241 521
Contact: helen @ powerhousepharmacybrands.com.au
Website: www. powerhousepharmacybrands.com.au

Q: Is Bayeco safe to use during pregnancy?



To win be the first to send the correct answer to comp@pharmacydaily.com.au

Priceline relaunches Sister Club

PRICELINE Pharmacy's revamped Sister Club is set to offer members a new level of personalisation, perks, prizes and gifts.

The new look loyalty program will deliver rewards all year round for members, with "Sisters" earning a point per dollar spent, while Diamond members pick up two points for every dollar spent, and Pink Diamond members get three points.

Priceline will also reward members with \$5 as soon as they reach 400 points.

Members who spend \$400 in 12 months will be elevated to



Diamond status, while those who spend \$800 will become Pink Diamond Members, like Priceline Pharmacy Ambassador, Chrissie Swan (**pictured**).



Time to rethink your packing area?

For the past 15 years, Willach Pharmacy Solutions has been creating spaces and systems that save time, optimise efficiency, reduce errors, improve medicine management and ultimately maximise your returns.

Call our team on (03) 9429 8222 to find out more about the FAMA Worktops.



Designed, engineered and manufactured in Germany



Ready for immediate installation



Instant asset write-off*



Willach | Pharmacy Solutions

WHERE THERE'S A WILLACH THERE'S A WAY

www.willach.com.au

Tel: (03) 9429 8222

info@willach.com.au

* To find out if your business is eligible for the instant asset write-off, consult your financial adviser.