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## Today's issue of PD

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

## Online shopping

**NUTRITIONAL** supplements followed by meal replacement products are the top selling categories through pharmacies' websites, data recorded by pharmacy e-commerce specialist, Storbie, reveals.

An analysis of Storbie-developed pharmacy websites found that the average order value of online sales tripled in 2021, with almost half of all purchases being made by consumers aged 25 to 44 years.

Online enquiries jumped by 450% this year compared to 2020, with "face mask", "meal replacement" and "thermometer" the top search terms, Storbie revealed.

See **page four** for more.

## Wesfarmers to safeguard Sister Club

**COMPETITION** for control of Australian Pharmaceutical Industries (API) and its prized Priceline Sister Club program, is heating up, with Wesfarmers pledging to safeguard pharmacy customers' data from its Flybuys scheme.

In a statement to the Australian Securities Exchange (ASX) this morning, the Western Australia-based company moved to ease pharmacists' concerns that Priceline Sisterhood data could be shared with Coles.

"These pharmacists and franchisees highlight the significant product overlap between pharmacies and supermarkets, which compete across non-prescription health, personal care and beauty categories," Wesfarmers said.

"Wesfarmers demerged Coles Limited in 2018, which is now a stand-alone and independent company, but remains a 50% joint venture partner in Flybuys, the second largest supermarket-

anchored loyalty program in Australia, behind Woolworths' Everyday Rewards.

"In recognition of the competitive overlap between API and supermarkets, Wesfarmers has undertaken to keep all API customer data separate from Coles.

"This assurance provides API and its community pharmacists, including current and future Priceline franchisees, with comfort that their customer data will be protected from supermarket competitors."

In the statement, Wesfarmers also pledged to use its existing 19.3% stake, "and any other shares that it may acquire" in API to block Woolworths' \$872 million bid for the pharmacy wholesaler (**PD** 02 Dec).

"Wesfarmers does not intend to accept into any takeover offer made by Woolworths for API," the company said.

Wesfarmers Managing Director, Rob Scott, also reiterated the company's commitment to



maintaining the current pharmacy ownership and location rules.

"Wesfarmers supports the community pharmacy model which allows pharmacists to meet the health and wellbeing needs of their patients," he said.

"We're committed to supporting pharmacist owners... to grow their pharmacies over time.

"This includes growth in prescription medicines along with growth in services and broader non-prescription health, personal care and beauty products."

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## NACCHO calls for CTG PBS support

**COMMUNITY** pharmacists are being urged to help Aboriginal and Torres Strait Islander peoples to make sure they are registered for the Closing the Gap (CTG) Pharmaceutical Benefits Scheme (PBS) co-payment program by 31 Jan 2022, by the National Aboriginal Community Controlled Health Organisation (NACCHO).

Since the introduction of the national registration system for the program, run by Services Australia, the organisation noted that "not all patients who previously received CTG scripts were transferred to the new database, resulting in some people paying more for medicines".

"Potentially thousands of people who have previously had CTG scripts may be affected," NACCHO said.

"NACCHO is urging all Aboriginal and Torres Strait Islander people

to talk with their health service, GP and/or pharmacy to check if they are correctly registered for the program through the new HPOS system.

"If this is not resolved as of Feb 2022, then the cost of that person's medicines will increase.

"Health service providers, including Aboriginal Community Controlled Health Organisations (ACCHOs) and GPs, may want to communicate directly with their local pharmacies to see if they have received PBS warnings on their dispensing systems (warning code 810).

"Pharmacists can check if patients are registered, but only PBS prescribers or Australian Health Practitioner Regulation Agency registered Aboriginal and Torres Strait Islander Health Practitioners



can register patients via the Services Australia HPOS, through the 'PRODA' portal."

Meanwhile, the Pharmacy Guild of Australia has previously advised pharmacists to contact prescribers when they receive 810 code warnings, to register patients on the program.

The Guild has also called for reforms to regulations around Continued Dispensing to allow CTG scripts to be dispensed under the program.

## MM2021 returns

**AUSTRALIA'S** largest scientific pharmacy conference, Medicines Management (MM) is set to return in 2022 after a two-year hiatus.

The Society of Hospital Pharmacists of Australia (SHPA) event, which will run under the MM2021 banner, will be hosted in Adelaide on 25 and 26 Feb 2022, with "Future-proof" as the theme.

SHPA CEO, Kristin Michaels, said the organisation is offering a fully flexible registration promise of a 100% refund if the event is cancelled for any reason, or if a delegate is unable to attend due to a direct impact of COVID-19.

**CLICK HERE** to register and avail of earlybird savings.

## TGA warns against imported ivermectin

**AUSTRALIANS** are being advised against using ivermectin as a treatment for COVID-19, after a number of counterfeit products were identified by the Therapeutic Goods Administration (TGA).

The regulator reported that laboratory testing of three imported products labelled as ivermectin contained less than the active pharmaceutical ingredient declared.

"The results of the TGA testing serve as a warning against buying ivermectin products from

unverified online sellers," the TGA said.

"Counterfeit products may contain undeclared and hazardous ingredients that could cause a serious adverse reaction. "The TGA strongly discourages self-medication and self-dosing for the treatment or prevention of COVID-19.

"It is very dangerous to take large doses of ivermectin and there is insufficient evidence to validate its safe and effective use for COVID-19."

**CLICK HERE** for more.

## UK scraps booster observation period

**BRITISH** patients will no longer be required to wait for 15 minutes observation after receiving a COVID-19 booster vaccine, under temporary guidelines released by the UK's Department of Health and Social Care last night.

The Department said the suspension of the observation period was "part of measures to

speed up the booster rollout" as part of the country's "emergency response to the rapid spread of the Omicron variant".

The Department added that the move was made on the basis that maintaining the 15 minute rule would cause more harm than it would avert, and it would allow more people to be vaccinated in a shorter period.

## WIN A \$50 VOUCHER!

Every day this week, Deep Heat & Pharmacy Daily will give away a **\$50 Voucher** to celebrate the launch of **Pain Relief Naproxen Liquid Capsules!**



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## Christmas is coming early.

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### Dispensary Corner

**WORKING** from home during the COVID-19 pandemic must certainly have led to less accidents while commuting, but a landmark decision by a German court this week has found that even a personal residence can be unsafe.

A man who slipped while walking from his bed to his desk has had the incident ruled as a "workplace accident," with a judge deciding that technically he was travelling to his office even though it was within the same premises.

The court cited the insurance policy held by the man's employer which covered him on his "first" journey to work - meaning that if he had stopped off en route in the kitchen for a bite of breakfast no payout would have been necessary.

The case was brought by the insurer, which had refused to pay the claim for the man's medical expenses which were significant given that he broke his back in the slip and fall from a spiral staircase between his bedroom and home office on the floor below.

The judge found that "the first morning journey from bed to the home office was an insured work route," and ordered the company to pay the claim.



## HEALTH & BEAUTY

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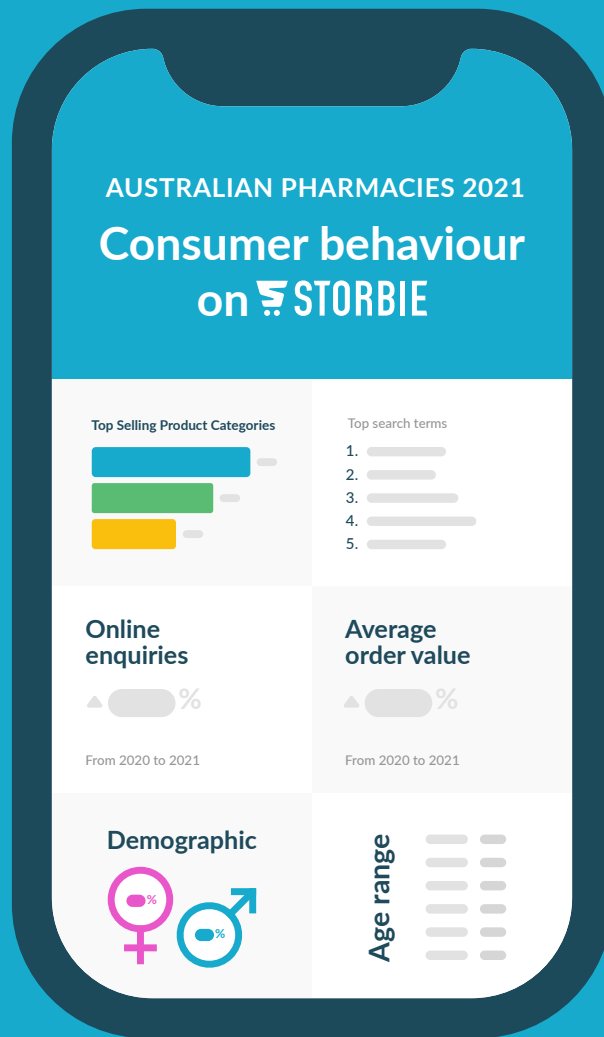
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# Consumer behaviour on Storbie Pharmacy Websites

We've collated the data, sliced and diced it, and here's what we learned about how consumers are interacting with pharmacies online.

[Download infographic](#)

[storbie.com/2021-year-in-review](https://storbie.com/2021-year-in-review)