



Today's issue of PD

Pharmacy Daily today features three pages of news, plus a fact sheet from **CHP Australia** and a full page from **Pharmaceutical Society of Australia**.

AdCheck insights

CONSUMER healthcare brands can discover how to ensure their advertising can manage their compliance obligations and liabilities with AdCheck.

The expert advertising advisory service helps advertisers to minimise their risk of breaching regulations and comply with confidence.

See **page four** for more.

PSA refresher

SEE the NT while boosting your professional knowledge. See **page five** for more.

Pharmacies 'the missing link' - report

DELAYS in activating community pharmacies as COVID-19 vaccination (COVAX) sites are "baffling" McKell Institute Executive Director, Michael Buckland, believes.

Launching the McKell Institute's *The missing link: How pharmacies can accelerate Australia's vaccine rollout*, Buckland urged the Federal Government to "pull out all the stops" to engage community pharmacies as soon as possible.

The report noted that as of 12 Jul, 65 pharmacies were administering the vaccines, just 3% of the 2,000 that the Government had targeted in its original COVAX roadmap, while close to 4,000 pharmacies have been approved by the Department of Health.

"The Government now understands we are in a war against COVID-19, so it's baffling it's been so slow to deploy one of our most powerful divisions – the nation's pharmacies," he said.

"The vaccine supply issues have

been resolved, but it's not much good having the ammunition if you don't get it into the hands of people who know how to use it.

"Recent moves to accelerate the use of pharmacies in the wake of lockdowns are welcome.

"But in reality the Government shouldn't rest until every one of the 4,000 eligible Australians pharmacies is administering vaccinations on a daily basis.

"It's natural to focus on conscientious objectors as an impediment to Australia's vaccine rollout, but the evidence indicates the administrative difficulties people face are a bigger problem.

"Making jabs available at the local pharmacy would go a long way to fixing this.

"Although it's strange that the pharmacies have been under-utilised to date, the important thing now is that the government moves swiftly to get all 4,000 delivering vaccines immediately.

"We all want to see the back of



lockdowns, and if the Government moves swiftly it will save us all two months and \$12 billion."

The report noted that expanding the number of pharmacies administering COVAX could accelerate the program by up to 56 days, compared to the current situation, with Buckland suggesting 80% of the adult population should be immunised by Christmas, if all eligible pharmacies were to be activated.

The McKell Institute report added that having 4,000 pharmacies activated could result in 7.6 fewer days at risk of lockdown.

Not just a brand

- INVENTORY MANAGEMENT
- PROFESSIONAL SERVICES
- RETAIL SERVICES
- MARKETING SOLUTIONS
- COMMUNITY PARTNERSHIPS
- BUSINESS SYSTEMS
- TRAINING

CUSTOMER SUCCESS

A complete
pharmacy platform

WIZARD pharmacy

A Wizard Pharmacy Franchise is designed to drive profitability and deliver a better customer experience.

A recent franchisee, who chose to implement our full pharmacy platform, reported a significant increase in these key pharmacy measures compared to the same period the previous year.

Sales | GP Dollars | Script Volume | Customer Count

A saving was also achieved on wages, contributing to a significant overall improvement in profitability!

"The entire team at Wizard Pharmacy Services has exceeded my expectations and I'm very impressed by their commitment to provide the best pharmacy support system in the market."

I wish I'd joined sooner! "

Andrew Stent WIZARD PHARMACY FRANCHISEE JOINED 2020

Want to know more? Click the link below or contact

Jenny Hall - 0419 969 471

Rachael Runner - 0449 543 776

WA & EASTERN STATES

SOUTH AUSTRALIA & NORTHERN TERRITORY

wizardpharmacy.com.au/joinus

Political hesitancy a COVAX challenge

POLITICAL hesitancy is behind delays in activating community pharmacies to administer COVID-19 vaccinations (COVAX) Pharmaceutical Society of Australia, NSW Branch President, Chelsea Felkai, believes.

Welcoming NSW Health's decision to give the green-light for selected pharmacies to join the vaccination campaign, Felkai told **Pharmacy Daily** that there had been "huge hesitancy" about the move amongst public health officials in the State.

Felkai said the latest COVID outbreak in Sydney had forced the State Government into activating pharmacies.

"I was starting to get really frustrated that there was no good reason [why pharmacies were not involved]," she said.

"There was supply and there was this huge hesitancy from our Chief Health Officer, Dr Kerry Chant, and I tried to pin her down to tell us why that hesitancy exists.

"It don't think it's gone away, it's just the situation has pressured her to the point where she had to make that decision.

"I just want to do everything in my power to ensure the rollout within NSW goes as smoothly as possible to prove that this is absolutely manageable within community pharmacy and there was no need to wait that long to get it there."

Felkai added that the Australia COVAX effort had been hampered by indecision, mixed messages from different levels of government and concerns over the risk of thrombosis with thrombocytopenia syndrome (TTS) associated with the AstraZeneca vaccine.

"We have wasted the last six months with bickering that happens between Federal and State Governments," she said.

"Now that the outbreak's happening it's driven them into action, but now it really is a race against time.



"We'll look back and think we wasted six months of being in a COVID-free world when we could've been out there really pushing the vaccinations, but we were taking a risk adverse way because of fearmongering around TTS clots."

MEANWHILE, the Commonwealth Government has announced that it has activated seven community pharmacies in Melbourne's outer suburbs to administer the AstraZeneca vaccine, following a request from the Victorian Department of Health.

Pharmacy COVAX coming too late

THE rollout of NSW's pharmacy-based COVID-19 vaccination pilot has come too late, one participating pharmacist believes.

Riverina-based pharmacist, John Shawky told *The Daily Advertiser* that there was little interest in receiving the AstraZeneca (AZ) shot from patients in the region.

"Most of them are already vaccinated by the doctors, because the rollout [of the AZ vaccine] from GP's in this area was in Apr," he said.

"If we had the Pfizer in store I would have had a line up by now."



THE SUPER SOLUTION AGAINST SUPER LICE

Chemical-free head lice treatment

15% OFF!
for an assortment of 3 units

Product	API	Sigma	Symbion	CH2	RRP
V-Comb A1 Rechargeable	56101	335661	671894	2541193	\$72.99
V-Comb Supra DC-Powered	56102	335414	671908	2541206	\$59.99
V-Comb A1/Supra Capture Filters 6pk	56103	335422	671916	2541214	\$11.99

LICETEC.COM.AU | marketing@tolife.com.au | +61 8 9350 5688

Always read the instructions for use. Follow the instructions for use. If symptoms persist, talk to your health professional. V-Comb® A1 and V-Comb® Supra are patented and design registered products. V-Comb® is a registered trademark.

Dispensary Corner

HEALTHY eating is likely to take a bit of a hit during the current COVID-19 lockdowns - and this is only going to make it worse.

Fortunately not available in Australia, food giant Kraft has released new limited edition "mac and cheese" flavoured ice cream in the USA, in partnership with frozen confectionery maker Van Leeuwen.

The outrageous treat will hit freezers this week - just in time for National Mac & Cheese Day.

"We know that there is nothing more refreshing on a hot summer day than ice cream," said a Kraft spokesperson, adding: "that is why we wanted to combine two of the most iconic comfort foods to create an ice cream with the unforgettable flavour of Kraft Macaroni & Cheese we all grew up with," she enthused.

PPA hits out at Board

PROFESSIONAL Pharmacists Australia (PPA) has criticised the Pharmacy Board of Australia's decision to suspend a Queensland-based pharmacist from practising for more than four years based on an "inaccurate diagnosis" that the pharmacist suffered from an alcohol abuse disorder.

Speaking after the Queensland Civil and Administrative Tribunal (QCAT) found the Board had unfairly placed restrictions on the pharmacist's registration without adequate evidence, and lifted all restrictions, PPA Principal Industrial Officer, Jacki Baulch, raised concerns about the way the case was handled.

"We were appalled by the Pharmacy Board's approach to this case, which discredited our member based on a previous history of mental illness and incorrect/unfounded assumptions about drug and alcohol use," she said.

PPA noted that from 2016 the pharmacist had been suspended

from practising, or had been forced to work as a pharmacy assistant, while being directed to undertake weekly drug tests at their own cost.

The Board took further action in Dec 2018, after the pharmacist failed to attend a drug test as directed, prompting the PPA to apply to QCAT for a review of the decision to place continuous restrictions on the individual's registration.

"PPA submitted evidence from independent medical professionals which countered the evidence of the Board and demonstrated that an inaccurate diagnosis had been made that the member was suffering from an alcohol abuse disorder," the PPA said.

"The independent medical professionals led evidence that the mandated drug test was not suitable as the only evidence in support of the diagnosis.

"PPA used witnesses in support of the pharmacist's good work in the community, their current mental health and the absence of any addiction problems."



Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Judy Mather, Network**



Partner, TerryWhite Chemmart Waroona, WA.

Our first week as Covid-19 vaccinators

I AM enormously proud to be one of the first pharmacists across the country to offer the Covid-19 vaccine to my community as part of the rural rollout in WA.

Within 10 minutes of advertising the service, we received 8 bookings and 3 walk-ins with spaces filling up steadily for the next few weeks.

We have received numerous enquiries regarding the vaccine itself presenting us with a great opportunity to address vaccine hesitancy. The training materials provided by TerryWhite Chemmart were incredibly helpful in this regard.

The support from TWC and across the broader industry has helped us prepare for the launch - sourcing the necessary consumables, checking our systems and training were up to date and ensuring our team felt confident in first aid, CPR and using the defibrillator and other systems - all of this giving our patients the best possible experience on the day.

It's great to see the positive response from the community and wonderful that community pharmacists can play a role in providing this critical public health service.

Win With Dermal Therapy

Dermal Therapy and Pharmacy Daily are this week giving away 1 of 5 \$50 Woolworths Gift Cards.

Dermal Therapy's Lip Balm Original is a highly concentrated formula that is specially designed to hydrate and soften severely dry lips.

Proudly Australian made and owned Dermal Therapy's Lip Balm Original is the No. 1 selling lip balm product in Australian Pharmacy*

With visible results in just 1 day, it's no wonder this ultra-moisturising lip balm is Aussie's most loved! [CLICK HERE](#) for more information.

*IQVIA™, RMS/Sell Out Service, 'Skin treatment & Beauty products', Australian Pharmacy, Total value sales and units, MAT to 29/8/2020

Is Dermal Therapy's Original Lip Balm 10g Australia's No.1 Lip Balm in Pharmacy?

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



Vic MP blasted

VICTORIAN State Deputy Opposition Leader, Georgie Crozier, is under fire over a lockdown checklist suggesting women should "reschedule mammogram" appointments after the State entered its fifth COVID-19-induced shutdown.

Responding to the post on Twitter a number of pharmacists called on Crozier to delete the tweet, saying it was giving the public "misleading information regarding mammograms" and urging patients to go to appointments.

Advertising Therapeutic Goods? What you need to know

one year on from TGA mandatory pre-approvals

Since 1 July 2020, advertisers have had to manage their compliance obligations and liabilities without the compliance safety net of TGA mandatory pre-approvals.

In this new compliance environment, advertisers need to be confident they not only understand what the compliance requirements are, but also how to appropriately apply them to advertising.

AdCheck – an expert advertising advisory service – was established to help responsible advertisers minimise their risk in this new compliance environment, and has helped over 100 businesses comply with confidence.

Insights from the AdCheck Experts

1. The TGA has taken strong action against advertising breaches, issuing over \$1,026,500 in fines in the last 12 months.

2. Ensuring advertising is consistent with public health campaigns and advice has never been more important or more scrutinised.

3. With consumer expectations that businesses behave socially responsibly at an all-time high, noncompliance risks not only heavy fines but also brand and reputational damage.

4. Most common compliance issues:

- a. Missing or incorrect presentation of mandatory statements
- b. Misleading presentation of claims or benefits
- c. Restricted representations.

5. An estimated 8 out of 10 ads submitted to AdCheck were assessed to require some form of compliance amendment.

6. Navigating TGAC compliance for digital & social media ads is particularly dynamic and complex. Given the practical limitations of some platforms, advertisers investing in this area should reassess their compliance capabilities and liabilities.



Comply with Confidence



Visit AdCheck.com.au

46

46th PSA Onshore Refresher Conference 2021

DARWIN

1 – 7 September 2021

PRE-CONFERENCE

The Red Centre (Uluru, Kings
Canyon, Alice Springs)
25 August – 1 September, 2021

PRE-CONFERENCE

Alice Springs only
29 August – 1 September, 2021

POST-CONFERENCE

Katherine & Kakadu National Park
7-11 September, 2021



For more information visit: www.psaonshore2021.com.au