

Today's issue of PD

Pharmacy Daily today features three pages of news, plus a fact sheet from **CHP Australia** and full pages from:

- Essity
- Sigma Healthcare

AdCheck insights

CHP Australia shares insights from their AdCheck experts in today's factsheet, with helpful information about advertising therapeutic goods in compliance with TGA standards.

See **page four** for more.

ProShield masks

PHARMACISTS can secure a 30% discount when they purchase three boxes of Essity's ProShield N-95 respirator masks before 31 Aug.

See **page five** for more.

Pharmacy COVAX rollout gains pace

PHARMACISTS from more than 100 community pharmacies across Australia are administering their first COVID-19 vaccines today, with a further 300 stores due to be activated by the end of the week.

Speaking after receiving his first dose of the AstraZeneca vaccine, at the Alive Pharmacy in Innisfail in Far North Queensland, Pharmacy Guild of Australia National President, Trent Twomey, said "all of Australia's 6,000 pharmacies will be onboard by the end of Aug".

Twomey's announcement followed National Cabinet's move to accelerate the vaccination rollout campaign by inviting all 3,930 stores approved by the Commonwealth Department of Health to request supplies of the vaccines from today.

In a statement issued yesterday, the Pharmacy Programs Administrator (PPA) noted that "the Australian Government COVID-19 Taskforce has also advised that community pharmacies that agree

to be activated to administer the AstraZeneca vaccines will be progressively transitioned to administer mRNA vaccines (Moderna and/or Pfizer), as supply of mRNA vaccines ramps up later this year".

Pharmacies will be asked to complete an online form to:

- Advise whether they are willing and able to commence administering AstraZeneca vaccines.
- Confirm they can and will meet all relevant Australian Technical Advisory Group on Immunisation (ATAGI) requirements associated with the administration of AstraZeneca and mRNA vaccines.
- Provide their Australian Immunisation Register (AIR) provider number – noting that completion of the form and activation as a COVID-19 vaccine site will not be possible without an AIR provider



number. Pharmacies that do not yet have an AIR provider number will need to apply for one via Services Australia and submit their online form once they have their AIR provider number.

As part of the rollout plans the taskforce has advised that "those assessed as 'suitable' as part of the expression of interest process undertaken earlier this year will be prioritised" for access to vaccines, the PPA said.

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*OTC pain relief value sales, Nicholas Hall Global CHC database, DB6 2019. †Based on two caplet dose.

^Qi DS et al. Clin Ther. 2012 Dec;34(12):2247-2258 (sponsored by Tylenol®).

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Crucial self-care role for pharmacists

COMMUNITY pharmacists have a key role to play in helping patients to take better care of themselves, Pharmaceutical Society of Australia National President, Associate Professor Chris Freeman, believes.

Marking International Self-Care Day on Sat 24 Jul, Freeman said it was an opportunity for pharmacists to raise awareness of healthy lifestyle programs and practices that encourage consumers to be more conscious of their wellbeing.

"In everyday practice, pharmacists are passing on their extensive knowledge and expertise to consumers, helping them to better understand and manage their health," he said.

"Medicines are our most common health care intervention and consumers place a high degree of trust in the advice that pharmacists provide on a daily basis – empowering them not only to use

medicines safely, but also educating them on the raft of non-medicine, lifestyle and self-care approaches to better health," Freeman said.

"Self-care is an approach that activates consumer engagement in health care, helping consumers to understand what keeps them healthy – ultimately allowing them to take informed action to avoid preventable poor health.

"If COVID-19 has shown us anything, it is the importance of improving health literacy amongst the Australian population, by encouraging individuals to take greater responsibility for the management of their physical and mental wellbeing.

"PSA has been supporting Australian pharmacists for decades through the provision of evidence-based, consumer focused self-care fact cards. These fact cards continue to evolve to meet the



emerging needs of consumers and now include a digital format – so that up-to-date, evidence-based self-care advice is readily available from Australian pharmacists all over the country."

Freeman also voiced the PSA's support for the *Australian Self-Care Alliance's Self-Care Policy Blueprint*, which promotes self-care as a core element of a sustainable National Health and Care Policy for Australia.

Weigh the risks

THE Australian Technical Advisory Group on Immunisations (ATAGI) has reaffirmed its advice that in large outbreaks, the benefits of the COVID-19 Vaccine AstraZeneca are greater than the risk of rare side effects for all age groups.

In a statement published over the weekend ATAGI said "all adults in greater Sydney should strongly consider the benefits of earlier protection" with the AstraZeneca vaccine, "rather than waiting for alternative vaccines".

Welcoming ATAGI's latest statement on the vaccine over the weekend, a spokesperson for AstraZeneca said the vaccine "continues to be an important tool in overcoming the COVID-19 global health emergency".

Guild hosts suicide prevention training

PHARMACY staff and members of the communities of Brisbane, Logan and the Redlands are being invited by the Pharmacy Guild of Australia Queensland Branch, to participate in early suicide prevention programs.

The Conversations for Life and Stronger Smarter Yarns for Life programs are being run as four fully-funded workshops in the areas from Mon 16 Aug to Thu 19 Aug.

Queensland Guild Branch Acting President, Chris Owen, said the workshops aimed to educate and upskill Queenslanders and "increase the confidence of community members and pharmacy staff so they can engage in conversations



with people at risk".

"The program will also highlight referral pathways to locally-led suicide prevention services to support practical and ongoing community collaboration," Owen said.

CLICK HERE to register.

Fed Court hits Lorna Jane with \$5m fine

ACTIVEWEAR brand, Lorna Jane, is set to pay \$5 million in penalties after the Federal Court found it had made false and misleading claims about its LJ Shield Activewear.

The company admitted that between 02 and 23 Jul 2020, it had promoted its Shield Activewear as being able to "eliminate" and "stop the spread" of "viruses including COVID-19".

The company admitted it did not have any scientific testing results to support its claims.

Welcoming the Federal Court ruling, Australian Competition and Consumer Commission (ACCC) Chair, Rod Sims, said the advertising campaign had been



"based upon consumers' desire for greater protection against the global pandemic".

"The \$5 million in penalties imposed by the Court highlights the seriousness of Lorna Jane's conduct, which the judge called 'exploitative, predatory and potentially dangerous'," he said.



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Dispensary Corner

MAYBE it's a mid-life crisis, or it could be something to do during Sydney's ongoing lockdown, but **Pharmacy Daily** Editor, Nick O'Donoghue is moving from mo to mohawk to raise funds for the Pharmacists' Support Services (PSS).

Having cultivated facial fuzz to support the profession's peer-to-peer helpline last Nov, the greying Sydney-based journo has decided to take on a new follically-focused challenge.

O'Donoghue pledged to ditch his traditional short back and sides look to embrace a 1980s London punk style mohawk for the duration of the current COVID-19-induced lockdown, to raise funds for the PSS.

With no clear end-date in sight, and some Sydneysiders still failing to grasp the reality of the current outbreak, O'Donoghue could be spending quite a bit of time styling his new look.

"COVID has been taking its toll on everyone, particularly frontline workers including pharmacists and pharmacy assistants, who have been continuously on the frontline supporting their communities," he said.

"PSS has been there for them, fielding increasing call volumes, and if growing a conversation-starting hairstyle (and writing about it) can help raise awareness of the service, and some additional funds, it's the least I can do."

CLICK HERE to donate to the PSS and type #PDMoMohawk in the message box.

FIP backs COVID testing

GROWING numbers of countries are introducing community pharmacy-based COVID-19 testing services, with the International Pharmaceutical Federation (FIP) backing the profession to play a greater role in health screening.

Launching the *Community pharmacy at a glance 2021* report, on Fri, FIP Community Pharmacy Section President, Lars-Ake Soderlund, noted that expanding the scope of pharmacists delivers additional services and better patient care, while securing increased remuneration.

While the report found that 18% of countries were using pharmacy-based COVID testing services in Dec 2020 - when FIP issued its annual survey - the authors noted that "at the time of publication the number of countries that had introduced pharmacy-based testing for COVID-19... had increased".

The report noted that a number of countries were providing third-party funding for pharmacies to conduct COVID testing.

However, speaking at a recent FIP webinar, Pharmaceutical Society of Australia (PSA) National President, Associate Professor Chris Freeman,

suggested Australia was unlikely to roll out similar services, with pharmacists' concerns about the potential impact it could have on the provision of other health services.

"In Australia we had long health policy debates around the best way to undertake COVID-19 testing," he said.

"Mostly this has been done through jurisdictional large-scale centres.

"We had on trial [of pharmacy-based testing] in South Australia, and a proposed trial up in Queensland... my understanding is those sites have been limited in the number of patients they've actually physically tested.

"So while community pharmacy from an access point-of-view offers an ideal situation to offer COVID testing, in the depths of the pandemic, when numbers were high here there was concern from our members that that would actually put themselves and their staff at risk, but all their other patient populations which didn't currently have COVID."

CLICK HERE to access the latest FIP report.

COVID-19 claims earn Canberran fine

THE Therapeutic Goods Administration (TGA) has issued a \$2,664 infringement notice to an individual from Canberra over alleged unlawful advertising of a homeopathic medicine.

The Canberran's website promoted the product as providing "a more competent immune response to the COVID-2 virus, and also to those who [are] presenting with post COVID symptoms".

The ad even claimed that the homeopathic remedy was made from "the SARS COVID-2" virus.

The TGA noted the ad was unlawful, as it made claims in relation to its ability to treat COVID-19 without prior authorisation.

The regulator also expressed concern that the advertisement could result in some Australians delaying vaccination while relying on an unapproved product.



Weekly Comment

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



Partner, TerryWhite Chemmart Barham and Castlemaine, VIC.

Where there is a crisis, there are opportunities

IN THE past, my 85-year old mother refused to learn how to SMS - now she calls me via video link from the USA and is very proficient at gathering information on her mobile phone.

This pandemic has presented huge challenges to us but also great opportunities and none more so than improving the ways we can engage with all our customers including our elderly and vulnerable population.

These past few years have seen many of my elderly customers transition to visiting us online and via their electronic devices.

The TerryWhite Chemmart 'myTWC' customer engagement tool and the online trading platform are just some of the many tools we can easily employ to stay relevant and engaged with all our customers.

Through myTWC my patients will be able to order scripts, shop online, request click and collect, delivery or digital receipts, receive health alerts, book vaccination and other health services as well as earn Rewards points.

These tools help to service our patients in the most sophisticated ways inside and outside the pharmacy.

It's great to be part of a brand that is revolutionising the way we interact with all patients through technological innovation.

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.



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*Amcal Guardian LEAPP 2017 Cohort vs Amcal Guardian Non-LEAPP pharmacies



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