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### Ease winter woes

**DISCOVER** products to help tackle stiff joints on cold winter mornings, and a quick solution to clearing infants' blocked noses, with today's Winter Spotlight.

Bondi Vite Joint Health's formulation of Glucosamine, Chondroitin and OptiMSM has been designed to reduce joint pain and inflammation.

While the Snotty nasal aspirator's "constant suction" can help parents clear up kids' congested and runny noses with a flick of a button.

See **page six** for more information.

## Pharmacy COVAX starts in Qld today

**PATIENTS** in rural and remote parts of Queensland are the first in Australia to be eligible to receive their COVID-19 vaccines (COVAX) from community pharmacies.

Pharmacist immuniser, Sue Pocock, from Footes Boonah Pharmacy, became the country's first pharmacist immuniser to administer a dose of COVAX in a community pharmacy this morning, when she gave the jab to Pharmacy Guild of Australia Executive Director, Suzanne Greenwood.

Guild Queensland Branch Acting President, Chris Owen, welcomed the start of the COVAX rollout through pharmacies, with 49 of the 56 stores that were initially slated to join the campaign offering free vaccines to their communities from today.

"We're very proud to once again be leading the way in Queensland," Owen said.

"The Federal and State Governments have shown great

leadership in ensuring Queensland pharmacies would be able to make sure communities across Queensland would have access to COVAX.

"Community pharmacies have a proud history of being at the forefront of supporting patients through the best primary healthcare practices.

"The rollout of the COVAX is the most critical health initiative in our generation, and community pharmacies are well placed to deliver."

Guild National President, Trent Twomey, said empowering pharmacists to administer COVAX was "a watershed moment in helping maximise the uptake of COVID-19 vaccines in Australia".

"This makes it far more convenient for patients to be able to get their vaccination," he said.

As the first person to receive a COVAX shot in a community pharmacy, Greenwood expressed



her confidence in the profession's ability to play a key role in the campaign.

"Knowing the training pharmacist have undergone, and the stringent approval process they have been subjected to, gave me extreme confidence in having my vaccination delivered at a community pharmacy," she said.

**Pictured**, Guild Executive Director, Suzanne Greenwood, being immunised by pharmacist, Sue Pocock at Footes Boonah Pharmacy.

### Today's issue of PD

**Pharmacy Daily** today features three pages of news, plus full pages from:

- Juno Labs
- Sigma Pharmaceuticals
- Winter Spotlight feature

## Welcome to Wizard Pharmacy

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**David Gooderham**  
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## CWH swoops on ex-Guild spokesman

**FORMER** Pharmacy Guild of Australia Communications Director, Greg Turnbull, is joining Chemist Warehouse (CWH) as an independent communications advisor to the discount giant.

CWH announced Turnbull's appointment less than a month after he was let go by the Guild as part of a restructure of the organisation's Canberra headquarters, which also saw a number of other staff members leave (**PD** 19 May).

CWH Co-founder, Damian Gance, said the group would benefit from Turnbull's knowledge of the pharmacy sector - having served as the Guild's most senior communications officer for 12 years - as well as skillset in media and politics.

"Our network of pharmacies is in high demand, as the pharmacies of choice for millions of Australians every week," Gance said.

"We intend to continue to make our case for beneficial regulatory reform of the community

pharmacy sector in the interests of consumers and patients - and we value Greg's input into this work," he said.

"CWH and its pharmacists are rightly proud of the manner in which they deliver professional services, including immunisation services which are contributing to public health.

"CWH pharmacists have administered the influenza vaccine to over 250,000 Australians so far this season.

"We are also very keen to make a contribution to the fight against COVID-19 through providing COVID vaccinations by our trained pharmacists as soon as possible.

"Greg Turnbull will be assisting us to ensure the significant contribution to Australians' health and wellness by CWH outlets across Australia is acknowledged and understood."

In a statement released this morning, Turnbull - a former senior media advisor to ex-Prime Minister, Paul Keating - described



CWH as "Australia's champion retail pharmacies" and appeared to take aim at the Pharmacy Location Rules.

"Consumers have voted with their feet and given the group overwhelming support day after day," he said.

"There is no substitute for price, convenience and quality service - and that is what CWH strives to deliver, ideally in a regulatory environment that encourages rather than stifles competition."



### Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is

**David Gooderham**,  
People and Culture Officer,  
Wizard Pharmacy.



### Achieving Customer Success

**DELIVERING** a memorable customer experience creates top-of-mind brand recognition, encourages return visits, grows customer loyalty and increases basket sizes.

But how do you deliver a memorable customer experience?

By implementing an effective customer service development framework, you can empower your team with the tools to effectively engage with customers, clarify their needs and offer a personalised health solution, all while maximising value for customers and your business.

We must ask ourselves - "If I were the customer, what kind of experience would I be looking for?" Keeping that customer hat on is key.

Making widespread changes to a business culture requires everyone to keep an open mind and remain committed. It's all well and good to introduce a framework, but unless you have leaders in your pharmacies who have the confidence and skills to maintain and implement it, it's not going to work. Changing behaviours takes time and resources to get right, but the results are worth it.

Wizard Pharmacy's Customer Success framework was designed exclusively for Wizard by behavioural psychologists. **CLICK HERE** to find out what it can do for you and your team.

### Pharmacy added to Vic watchlist

**CHEMIST** Warehouse Merrifield City Shopping Centre is the latest pharmacy to be impacted by Victoria's ongoing COVID-19 outbreak.

Customers who visited the store between 9.45am and 10.40am on 31 May have been urged to get tested urgently and isolate until they receive a negative result.

Another Tier 2 alert was issued for pharmacies at Craigieburn Central relating to potential exposure on 31 May between 4pm and 5.30pm.

### Former Guild President joins API Board

**IMMEDIATE** Past President of the Pharmacy Guild of Australia, George Tambassis will join the Board of Australian Pharmaceutical Industries (API).

In a statement to the Australian Securities Exchange (ASX) this morning, the wholesaler announced Tambassis's appointment as a Non-Executive Director.

API Chair, Ken Gunderson-Briggs, said the former Guild National President will bring significant strategic and operational experience to the Board.

"Few individuals can rival George's depth of knowledge of community pharmacy," Gunderson-Briggs said.

"He is one of the most highly respected business leaders in the sector and has played an integral role in shaping modern community pharmacy in this country.

"We are honoured that George has agreed to join our Board."

API revealed that Tambassis will see election to the Board at the company's Annual General Meeting, which is scheduled to take place on 14 Dec.



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## Guild to continue Amazon opposition

**AMAZON'S** withdrawal of its application to trademark 'Amazon Pharmacy' (*PD breaking news*) in Australia are being welcomed by the Pharmacy Guild of Australia, who believes the rollout of the brand would have breached pharmacy legislation.

Guild National President, Trent Twomey, told *Pharmacy Daily* that the organisation would continue to oppose any future efforts to register the Amazon Pharmacy brand in Australia.

Twomey noted that Australia's pharmacy ownership laws were likely to have played a part in the online retail giant's decision to pull the pin on its trademark application with IP Australia last week.

"The Australian regulatory environment for prescription medicine supply may have been an impediment to Amazon's ambitions, but is designed to provide an environment of optimum benefit for patient safety and quality use of medicines," Twomey said.

"Furthermore, the Pharmaceutical Benefits Scheme



(PBS) significantly subsidises many prescription medicines, including all PBS medicines dispensed to concession cardholders – so it is unlikely Amazon could supply medicines at a cheaper price.

"It has been more than a year since the Guild filed our Notice of Intention to Oppose Amazon's attempt to register the trademark, and the Guild had every intention to continue to fight against this application to the fullest extent possible.

"Patient-centric care and medication safety are always front and centre for community pharmacy."

Amazon submitted a trademark application on 09 Jan 2020 (*PD 15 Jan*), with the Guild submitting an Intention to Oppose Notice on 05 May 2020.

Twomey confirmed that the Guild would continue to monitor Amazon to ensure there are no future contraventions of any relevant pharmacy legislation.



## Dispensary Corner

**DISPENSING** protocols have changed a lot over the years, with the Black Country Living Museum, in the British Midlands painting a less than flattering portrayal of Victorian pharmacists in a recent TikTok video.

Thankfully the museum was referring to pharmacists in the mid-1800s rather than our readers, suggesting they would readily supply arsenic without asking too many tough questions.

In the short clip an actor noted that prior to 1850 disgruntled housewives could spike their husbands' food with the deadly chemical "pretty much anonymously from anyone including chemists like myself".

The actor noted that even after requirements that customers buying arsenic had to sign a ledger were implemented in the Victorian-era, people could provide a fake name.

"However, I don't ask questions, that's not my job," the would-be pharmacist said.

The clip ends with the actor holding up a newspaper with the headline, "Dudley wife poisons husband with arsenic".



## Win thanks to Crampeze!

Crampeze Night Cramps is for chronic cramp sufferers and is ideal for long term use, offering a unique combination solution to leg cramps and spasms to provide more effective relief than magnesium alone. It contains Viburnum Opulus (Cramp Bark) traditionally used in western herbal medicine to help relieve muscle cramps. To learn more, [CLICK HERE](#).



**Is Crampeze a superior solution for muscle cramps and spasms vs. Magnesium alone?**

To win, be the first person to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

## IOC anti-doping course opens

**PHARMACISTS** looking to support elite athletes to make the best choices regarding clinical drug options while complying with anti-doping rules, are being invited to enrol in the International Olympic Committee's six-month online postgraduate Certificate in Drugs in Sport program.

The course launches in Sep with the deadline for enrolment 15 Aug.

[CLICK HERE](#) for more.



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Pharmacy Daily's Winter spotlight is your guide to all the essentials - from products to assist with coughs and colds through to keeping you hydrated and vitamin boosted - ready for this year's Winter season. To feature here email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

## Bondi Vite Joint Health Glucosamine + Chondroitin + MSM

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Perfect for stiff joints on cold winter mornings.

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Designed to protect the integrity of your joints and reduce pain and inflammation, this comprehensive combination of ingredients will have your joints thanking you on those cold winter mornings for those still getting outside and being active.

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**Stockist:** To place an order and for more information please contact Power House Pharmacy Brands via [sales@powerhousepharmacybrands.com.au](mailto:sales@powerhousepharmacybrands.com.au)  
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SNOTTY is the natural and healthy way to care for children with congested or runny noses.

SNOTTY is proud to be Australia's most popular constant suction nasal aspirator since launch in 2010, a natural and easy way of clearing nasal passages at a flick of a button.

**Stockists:** Retailers can be found at [snotty.com.au/locate](http://snotty.com.au/locate) (ALL stockists/retailers will receive this complimentary listing)

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