

Today's issue of PD

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

- Sigma Healthcare
- PSA

Funding for QUM

RESEARCHERS from the University of Sydney have secured \$6.5 million in Federal Government funding to support three projects aimed at boosting quality use of medicines (QUM).

The program will aim to help osteoporosis sufferers and people at risk of chronic kidney disease, and to develop a system to help pharmacists and GPs work better together.

Sydney School of Pharmacy Dean, Professor Andrew McLachlan, welcomed the funding announcement saying the projects would help address the global challenge of medication safety.

Guild surprised by Moderna plan

UP TO 1,000 community pharmacies are expected to be given access to supplies of the Moderna COVID-19 vaccine by Oct, in a surprise update to the Federal Government's vaccination campaign.

Federal Health Minister, Greg Hunt, told a press conference in Canberra yesterday, that the Government hoped to "bring on pharmacies outside of rural and regional areas" by Sep, to boost immunisation efforts.

"As we go into the last quarter, we'll have over 27 million Pfizer doses, and that will be all hands on deck," Hunt said.

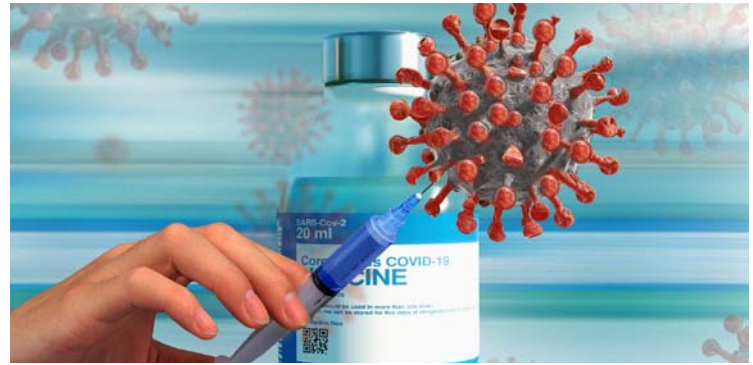
"That will be using all of our 4,400 GPs, potentially another 700 to 800 plus that may come on board, plus a significant number of pharmacies, as well as all of the state systems.

"If we do get Pfizer earlier, over and above what we've already got planned, we'll be able to bring that commencement in to Sep.

"It's most likely that the



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pharmacies will do Moderna.

"Simply - that's the initial planning at this stage, but it has exactly the same impact."

A Pharmacy Guild of Australia spokesperson told the *Sydney Morning Herald* that the organisation was surprised by the number of pharmacies that the Department indicated would be involved in the rollout campaign, given close to 4,000 stores had been deemed suitable following an Expression of Interest process earlier this year.

"This is news to the Guild," the spokesperson said.

"[It] is in contrast to the advice we are receiving from a growing number of states and territories who want all the pharmacies in their jurisdiction activated immediately.

"Australians expect to be able to access their vaccinations at a site of their choosing."

Pharmacy Daily understands that the Guild is in ongoing negotiations with the Government to clarify yesterday's announcement.

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Counselling trial not a pro-life push

PHARMACISTS are being forced to defend plans to offer patients who access emergency contraception with advice about future options as part of a trial, over a misinterpretation of what "counselling" means in pharmacy.

A report published across a number of *News Corp* titles on Sat sparked controversy on social media with Victorian State Minister for Prevention of Family Violence, Gabrielle Williams, describing it as pushing a "not-so-subtle pro-life agenda", to which others said "counselling assumes I'm doing something wrong".

Study lead, Monash University Chair of General Practice, Professor Danielle Mazza, told *The Guardian* that the article had misinterpreted the focus of the research.

"The perception was that this trial would put an additional barrier up for women at the time when they were feeling stressed," she said.

"What the trial is actually doing is training pharmacists to be

able to offer optional services to improve women's understanding of the contraceptive options available to them."

Responding to criticism of the trial from Williams, Pharmacy Guild of Australia Victorian Branch President, Anthony Tassone, said "the term 'counselling' means something very different in this context of imparting medicines informations and awareness for patients making their own informed choice".

"As a pharmacist I'm not part of a 'not-so-subtle pro-life agenda', I'm pro-patient choice," he said.

Tassone told *Pharmacy Daily* that the initial reports about pharmacists providing counselling had been misunderstood by readers, with many feeling it was inappropriate.

"In the context of a pharmacist's practice, 'counselling' refers to the provision of medicines information and other advice to suit the needs and enquiries of the patient," he said.

"Pharmacists have been



entrusted to provide emergency contraception without a prescription for over a decade and have done so by following a protocol that is underpinned by professional guidelines to ensure it is done so safely and appropriately for patients.

"Like many of my pharmacist colleagues I imagine I've lost count of the times I've spoken with a patient and they weren't aware of other contraceptive options, the timeframe that emergency contraception is effective and what actions to take should certain adverse effects occur."

Freeman reappointed as PSA President

THE Pharmaceutical Society of Australia (PSA) has confirmed incumbent National President, Associate Professor Chris Freeman, has been reappointed to the position following a meeting of the organisation's newly elected Board.

PSA Vice Presidents, Michelle Lynch and Renae Beardmore, has also been re-elected, with Lynch set to continue as Chair of the PSA's Finance, Audit and Risk Management Committee, while Beardmore will also retain the Chair of the Policy and Advocacy Committee.

The incoming Board members will officially take office from 01 Jul.

Following the elections the new PSA Board will include more female members than men for the first time.

In a statement released on Fri, the PSA noted the incoming

Board will include a diverse range of experience with new members coming from a range of practice settings including community pharmacy, academia and research, general practice, interdisciplinary care, hospital pharmacy and the pharmaceutical industry.

The new Board reaffirmed the PSA's commitment to achieving "pharmacists' scope of practice fulfillment, improved pharmacist remuneration and conditions, and better recognition for pharmacists' contribution to patient care".

They also acknowledged the contributions made by retiring Directors, former National President, Joe Demarte, ex-PSA NSW Branch President, Professor Peter Carroll, Lauren Burton - who steps down as the early career pharmacists' Board Director - and Chris Shenton.

Code of Conduct feedback wanted

THE Pharmacy Board of Australia is requesting feedback on the shared Code of Conduct, which set out the expected professional behaviour and conduct for pharmacists.

The Board is currently undertaking a review and is looking to hear from those who use the code or have an interest in contributing to it.

Board Chair, Brett Simmonds, said that while "not proposing major changes, the updated code includes new guidance about clinical governance, performance targets, bullying and harassment and vexatious complaints".

"Your feedback will help to make the updated code more relevant to practitioners and better able to protect the public," he said.

CLICK HERE for more.



Weekly Comment

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

Lyndon Dyson,
Founder and CEO, Wizard Pharmacy.



Differentiate via value

THERE is the belief that to maintain sales, Pharmacists have to compete on price, but this is neither smart nor practical. When you try to compete with discount chemist giants on price alone, you may start to see negative financial outcomes along with increased personal stress levels of business owners because they're not producing enough profit to be economically viable.

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A patient and customer-centric business model supported by the analytical use of data demonstrates that we can provide better health outcomes through personalisation. This is done by delivering meaningful and relevant health information to engage with and strengthen our relationships with our customers and patients, thereby maximising pharmacy value.

What has fundamentally been forgotten is that value is a personal perception, not just a singular component such as price or convenience. Value is balanced around many facets that work together to make up the complete customer experience. There is a way to balance the price component in all facets of the equation in a value pharmacy proposition. It's what we have built Wizard Pharmacy around. **CLICK HERE** to learn more.



Dispensary Corner

BUILDING strong customer relations and making clients feel special can help businesses find an edge in a competitive world.

For example an email offering a discount on retail purchases can be a nice way to mark a customer's birthday.

However, if you're going to take a different approach in a bid to stand out of the crowd, please think of your limitations and reconsider any plans to follow the lead of a US pharmacy that left a voicemail for one patient.

The 25-year-old birthday-girl arrived home to find a message on her family's answering machine, which she subsequently shared on TikTok.

"Hello, this is United Pharmacy," a slightly robotic voice said.

"Our pharmacy team has a message for you on your special day."

A group of out of tune voices then launched into a rendition of 'Happy Birthday' that was suddenly interrupted by a weird combination of static and the screeching of a modem using a dial-up internet connection.

Check out the video [HERE](#).



Pharmacists honoured

DEPUTY National Rural Health Commissioner, Associate Professor, Faye McMillan, was one of three pharmacists recognised in the Queen's Birthday Honours list yesterday.

McMillan was named as a Member of the General Division of the Order of Australia for her "significant service to Indigenous mental health and to tertiary education".

South Australian pharmacist and the former owner of Burge Pharmacy in Edwardstown South Australia, Donald Burge, received the Medal of the Order of Australia in the General Division, "for service to the community through a range of roles".

Former visiting lecturer at the Griffith University School of Pharmacy, Brenley McMillan Milson, was also awarded the Medal of the Order of Australia in the General Division for "service to the community of the Gold Coast".

Pharmaceutical Society of Australia National President, Associate Professor Chris Freeman, said it was great to see pharmacists being recognised in the honours list.

"I congratulate all of the Queen's Birthday Honours recipients and



thank them for their ongoing service to the pharmacy profession and their local communities," he said.

"As Australia's first registered pharmacist who identifies as Aboriginal, McMillan has been an exemplar for the pharmacy profession for many years.

"Faye has already had an illustrious career and her appointment as the Deputy National Rural Health Commissioner in Mar was seen as a pivotal moment in the better utilisation of the workforce in rural and remote Australia."

"Faye is an outstanding pharmacist; I congratulate her on her AM and look forward to working with her in her role as the Deputy National Rural Health Commissioner to better utilise the network of pharmacists in rural and remote Australia."

Medi-Map offers aged care solution

CLOUD-BASED medical charting vendor, Medi-Map, is helping pharmacies working with aged care providers to ensure the medication needs of patients can be safely and accurately recorded and delivered.

Medi-Map General Manager, Christelle Ucinck, said the platform was designed to support pharmacies, doctors and aged care providers by sharing

real-time medication chart data.

"Medi-Map seamlessly fits in with an aged care provider's pharmacy packing and dispensing software, to create workflow efficiencies without having to install additional software programs," she said.

"Our team of pharmacists have designed Medi-Map based on their knowledge of pharmacy systems, prescriber flow and the needs of residents in care."



Guild Update

Pharmacy Assistant of the Year

Pharmacists wanting to nominate an outstanding pharmacy assistant for this year's Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year (PATY) Award have until 02 Jul to do so.

The PATY Award is the premier award for Australian pharmacy assistants, recognising outstanding pharmacy assistants' skills, knowledge, leadership and customer service.

The prizes for PATY are impressive, with the top 10 finalists in each State invited to participate in virtual State workshops, which will provide professional development opportunities for participants.

State winners will also receive travel and registration to the Pharmacy Assistant National Conference, exclusive training and development sessions, and a profile in national Guild electronic and social media platforms.

The national winner will receive more than \$10,000 worth of prizes including a cash prize of \$5,000, a customised training package, and return flights, accommodation and registration to the 2021 Pharmacy Assistant National Conference and the 2022 Australian Pharmacy Professional Conference (APP).

CLICK HERE for further details on how to nominate.

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46

46th PSA Onshore Refresher Conference 2021

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PRE-CONFERENCE

Alice Springs only
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POST-CONFERENCE

Katherine & Kakadu National Park
7-11 September, 2021



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