

## Take a LEAPP

**PHARMACY** owners looking to grow their businesses are being invited to join Sigma Healthcare's LEAPP Foundations model.

The pharmacist-led advice-driven service approach aims to support better patient outcomes and deliver improved performance, and is exclusively available to Amcal and Guardian Pharmacies.

See **page four** for more.



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## Pharmacists indemnified

**PHARMACISTS** participating in the COVID-19 vaccination campaign will be covered by the no-fault indemnity scheme for general practitioners, announced by Prime Minister, Scott Morrison, last night.

While details of the scheme have yet to be fully revealed, Pharmacy Guild of Australia National President, Trent Twomey, told *Pharmacy Daily* that the Federal Government had confirmed the scheme would be available to pharmacist immunisers who have completed the relevant training.

"The new indemnity arrangements announced last night will apply for all health professionals administering the vaccine," he said.

"More info [is due] to follow over the coming days."

Announcing the introduction of the scheme after last night's National Cabinet meeting, Morrison said the no-fault indemnity cover was aimed at "encouraging Australians to go and chat to their GP about their vaccination and to have their vaccination administered".

"The Australian Technical Advisory Group on Immunisation advice talks about a preference for AstraZeneca to be available and made available

as preferred for those over 60, but the advice does not preclude persons under 60 from getting the AstraZeneca vaccine," he said.

"So if you wish to get the AstraZeneca vaccine, then we would encourage you to go and have that discussion with your GP and we've already made announcements to support those additional consultations with the GPs so you can have that conversation."

The Prime Minister also noted that the Federal, State and Territory Governments were continuing to ramp up immuniser numbers with "additional numbers of pharmacists also becoming involved" in the COVID-19 vaccination rollout.

"They are playing an important role at this state of the vaccination program in filling gaps in regional and remote areas where they can provide that support," he said.

### Today's issue of PD

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

- Sigma Healthcare
- Pharmacy Guild of Australia

## AdCheck insights

**A YEAR** on from the introduction of mandatory pre-approval requirements for ads relating to therapeutic products, CHP Australia has released insights from its AdCheck service.

AdCheck aims to help advertisers navigate compliance for digital and social media ads.

See today's fact sheet on **page three** for more.



Pharmaceutical Society of Australia

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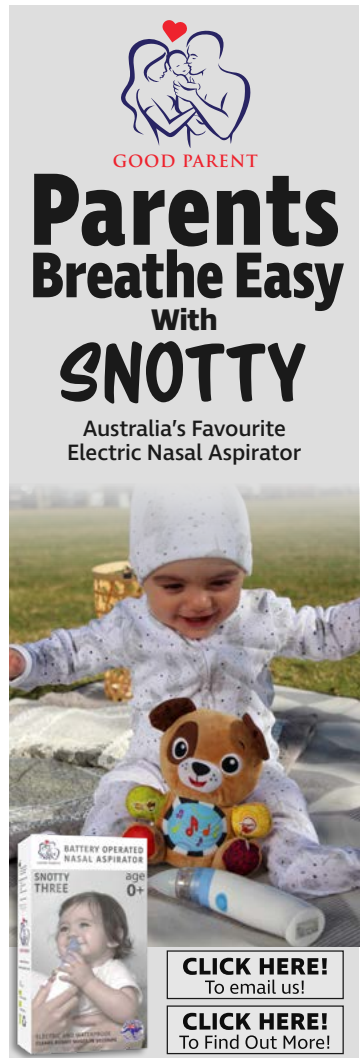
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## Dispensary Corner

**DISPENSING** rhyming couplets with poetic licence, the UK-based Poetry Pharmacy, is in the running for a Rural Business Award.

Based in the Shropshire village of Bishop's Castle, the Victorian-era apothecary, features the store's original mahogany dispensary counter, with literary gifts and products to address patients' emotional needs, owner, Deborah Alma, told the *Shropshire Star*.

"We're absolutely delighted to have been shortlisted for Best Rural and Creative Artisan Business," she said.

"What a lovely thing to have been recognised in this way."

The Rural Business Awards Co-Founder, Jemma Clifford, said it was exciting to be able to celebrate excellent enterprises after the challenges of the COVID-19 pandemic in the UK.

"We are passionate about creating a nurturing environment where rural businesses can develop, and this starts by showcasing the great work they do," she said.

"On behalf of everyone at the Rural Business Awards, we want to say well done to the Poetry Pharmacy and wish them luck ahead of the regional finals."



## Unleash pharmacy now

**ALLOWING** pharmacists to practice to their full scope is now an economic and healthcare imperative, the Pharmacy Guild of Australia believes.

With the 2021 Intergenerational Report (IGR) - released yesterday - presenting a "sobering long-term economic and fiscal outlook for Australia" over the next 40 years, Guild National President, Trent Twomey, called on Federal, State and Territory Governments to "unleash the skills of the most trusted health professionals - community pharmacists" to boost productivity within the health system.

"This is both in the immediate term to administer COVID-19 vaccines but also in the medium to longer-term through regulatory reform to allow community pharmacists to practise to their full scope," he said.

"Productivity of the health sector should be optimised by ensuring all health care professionals work to full scope of practice.

"Community pharmacists are not only a highly trained profession

but are the most easily accessible, located in all regions of Australia and often operating for extended hours including evenings, weekends and public holidays.

"Utilised to its full scope of practice, community pharmacy can boost the productivity of the health sector and provide quality primary healthcare in a cost-effective way.

"Scope of practice entails many functions that pharmacists have training to do, and pharmacists can be used more effectively to support people with self-management of their health conditions, medication administration and review, management and continuation of treatments for long-term health conditions as well as ordering and interpreting laboratory tests.

"Policy and regulatory reform at all level of government to enable scope of practice will ensure savings to the health system materialise."

Twomey noted that utilising the community pharmacy network to its full potential would be key to managing the challenges posed by Australia's ageing population.

## Guild welcomes Gillespie return

**PHARMACY** Guild of Australia National President, Trent Twomey, has welcomed the appointment of Dr David Gillespie as Minister for Regional Health.

Twomey noted that Gillespie has previous experience as Assistant Minister for Rural Health and Assistant Minister for Health.

"We look forward to working closely with Dr Gillespie," Twomey said.

## Nominate a PATY

**PHARMACISTS** and pharmacy staff have until Fri to nominate a colleague for the 2021 Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year (PATY) Award.

The national PATY winner will be announced at the Pharmacy Assistant National Conference 2021 in Brisbane in Oct.

Pharmacy assistants can self-nominate until 16 Jul.

See **page five** for more information.

## Guild Update

### COVAX rollout

**LAST** week, National Cabinet met to discuss scaling up of the vaccine roll-out program via the implementation of Operation COVID Shield, along with future planning.

In a statement, Lieutenant General John Frewen said there had been discussions on "how we will continue to roll out vaccinations through pharmacists, both in cities and regional areas".

In regards to vaccine safety and stock availability, Lieutenant General John Frewen said: "ATAGI has put some recommendations around AstraZeneca... it is still an effective vaccine... still appropriate for those people who are taking it... other drugs will become available throughout the year and we will adjust the allocations and the cohorts as we go.

"... we are still in a resource-constrained environment... we are looking forward to ramp up availability of Pfizer through August into September and into October."

The Guild continues to work with the Department of Health in each State and Territory to ensure that community pharmacy is significantly part of the national roll-out. The Guild will communicate any and all movements in this area to Members as soon as they become available.



## 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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## TO FIND OUT MORE CONTACT

[dispensary.services@sigmahealthcare.com.au](mailto:dispensary.services@sigmahealthcare.com.au)

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



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