

WHO IS PROTECTING YOUR SENSITIVE PHARMACY DATA?

fred.com.au/fred-protect

Compatible with ANY dispense software

Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from Seipel Group.

Nominate an amazing PA

NOMINATIONS for the 2021 Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year (PATY) Award are open.

Marking the launch of the PATY campaign, Guild National President, George Tambassis, noted "it has been a busy 12 months supporting the Australian community through the COVID-19 pandemic, and pharmacy assistants (PAs) have served patients on the frontline."

The national winner receives more than \$10,000 worth of prizes.

CLICK HERE to nominate now.

All Aussies worthy of quality care

URGENT action is required to boost medicines safety challenges in rural and remote parts of Australia, the Pharmaceutical Society of Australia (PSA) believes.

Launching its *Medicine Safety: Rural and Remote Care* report over the weekend, the PSA issued five recommendations to improve quality use of medicine, by boosting the rural pharmacist workforce capacity and capability; encouraging collaborative pharmacy practice; improving access to medication management reviews (including removing caps for the provision of Home Medicine Reviews and Residential Medication Management Reviews in Modified Monash Model three to seven areas); embedding pharmacists within Aboriginal Community Controlled Health Organisations (ACCHOs); and developing national minimum medicine safety standards and quality benchmarks.

The report noted that medication

non-adherence was a significant issue in rural Australia, creating an estimated \$2 billion in healthcare costs, while the rate of unintentional drug-induced deaths was significantly higher than in capital cities.

PSA National President, Associate Professor Chris Freeman, said the seven million Australians living in rural locations "deserve better".

Freeman also noted that there was a lack of data with medicine safety problems not being routinely logged, reported and monitored.

"This is in part due to the tyranny of distance, inflexible regulations and health workforce shortages," he said.

"One of the most concerning findings is the lack of data and these numbers are conservative and a gross underestimation.

"We need to be far better at recording these medicine-related problems when they occur so we can provide better care and better solutions.



"Pharmacists in rural and remote areas are often the main available health care provider and we need to allow them to be able to use their expertise to support the patients.

"It should not matter where you live – all Australians are worthy of the best health care the country can provide.

"We must address rural and remote challenges of medicine safety as a matter of urgency."

Ease bladder fears

HERBAL formula, Urox, can help support patients living with bladder issues to do the things they love, without fear.

The award winning product has been designed to strengthen and tone the muscles of the bladder wall, pelvic floor and sphincter, while supporting healthy connective tissue surrounding the bladder to allow it fill to and empty effectively.

See **page four** for more information.

McMillan named Deputy NRHC

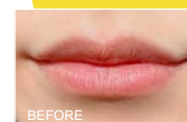
INDIGENOUS pharmacist, Associate Professor Faye McMillan, has been named as the one of two Deputy National Rural Health Commissioners (NRHC).

McMillan will play a key role in the Federal Government's agenda to boost access to rural health services and address rural workforce shortages.

DU'IT

Antioxidant Intensive Lip Balm

Moisturises and Softens Lips



Visible Effects Instantly



Are your customers looking for calm, clear focus?

Recommend the clinically researched* KeenMind® difference!

To discover the latest pharmacy specials on KeenMind®, contact your Flordis™ representative - www.flordis.com.au/health-professionals/

Always read the label. Follow the directions for use. If symptoms persist, talk to your health professional.

Stough C et al. Psychopharmacology. 2001;156(4):481-484. Stough C et al. Phytother Res. 2008;22(12):1629-1634. Benson S et al. Phytother Res. 2014;28(4):551-9. Downey L et al. Phytother Res. 2013;27(9):1407-13





AMH CHILDREN'S DOSING COMPANION IN BOOK OR ONLINE. ORDER NOW.

To find out more go to www.amh.net.au



PharmOnline founder PSA NSW PotY

TELEPHARMACY pioneer, and PharmOnline founder, Anna Barwick, has been named as the Pharmaceutical Society of Australia (PSA) NSW Pharmacist of the Year (PotY).

Presenting the award at the Pharmaceutical Society of Australia's (PSA's) NSW/ACT Annual Therapeutic Update in Sydney at the weekend, NSW Branch President, Chelsea Felkai, praised Barwick's work in improving communication between pharmacists and the general community.

"Anna's pioneering work in this field has led to the formation of PharmOnline, a 24/7 telehealth advisory service which provides opportunities for the community to access health and medicines advice. Anna has also served as a member of PSA's NSW Branch committee," Felkai said.

"Her work and advocacy in this field has certainly improved



opportunities for rural communities to access advice and treatment opportunities where they have traditionally proved very difficult."

PSA NSW Branch Committee member and International Pharmaceutical Federation (FIP) Next Generation Pharmacy Committee Vice President, Dr Sarah Dineen-Griffin, was awarded the NSW Early Career Pharmacists' Award.

"Sarah has led research into pharmacists providing non-urgent care, minor ailment services and self-care and is a leader in paving a bright future for early career pharmacists," Felkai said.

Illawarra-based hospital pharmacist, Bridgette Mackley, took home the PSA NSW Intern of the Year title, having completed her internship at Wollongong Hospital.

Employees urged to call Senators

EMPLOYEE pharmacists' union, Professional Pharmacists Australia (PPA) is urging members to contact cross bench Senators in a last ditch effort to sway votes ahead of efforts to pass an *Industrial Relations Omnibus Bill*, which is expected to go before the Parliament this week.

PPA President, Dr Geoff March, warned the proposed legislation would "hurt pharmacy workers and strip away hard-won rights", describing the Bill as "the most extreme attack on our rights since WorkChoices".

"To stop these harmful laws, you can send your personal message to the cross bench Senators explaining how these laws will hurt you and why they must oppose them," March said.

make a positive difference

for you & your baby

Formulated to support healthy development
www.natalispregnancy.com.au

PRE

DURING

POST

Natalis is the **NEW** pregnancy multivitamin formulated to help support increased nutritional needs across the motherhood journey – from pre-conception to pregnancy and breastfeeding.

As seen on TV
medifacts

Speak to your Arrotex OTC Sales Representative today or call 1800 276 839



Always read the label. Follow the directions for use. Vitamin and mineral supplements should not replace a balanced diet.

Do not exceed the stated dose except on medical advice. If you have had a baby with a neural tube defect/spina bifida, seek specific medical advice.



Dispensary Corner

WE ALL push our luck when travelling from time-to-time to see if there's any chance of an emergency-row seat or even an upgrade to the pointy-end of the plane.

However, one young British bride-to-be has pushed the boat out a little, texting a pharmacist she had not spoken to in years, to see if she and her future husband could skip the COVID-19 vaccine queue, to ensure a honeymoon to remember, Metro.co.uk reported.

"I'm due to be married and wondered if you had any contacts that could get me and my fiancé vaccinated before our wedding so we get a chance at going on a honeymoon?" the woman asked.

"I understand the priority list, and that this is a long shot, but we would really like to maximise some of our chances if possible with so many choices taken away from our wedding."

The Oxford-based pharmacist, described the request as "selfish", adding the woman was asking her to do something that could lead to her losing her job.



Syd pharmacist's fraud

A SYDNEY pharmacy owner with a "booming" business will undergo an 18-month intensive corrections order with 350 hours of community service, after being convicted of defrauding the Pharmaceutical Benefits Scheme (PBS).

Sabina Grewal, the proprietor of Lindfield Pharmacy, has had her professional registration suspended following her conviction relating to 524 fraudulent PBS claims worth \$365,922.09, which she has committed to repaying.

The Daily Telegraph reported that between Nov 2015 and Aug 2018, Grewal submitted fake claims for herself and family members, using provider numbers from other businesses, including her own general practitioner's practice.

Sydney District Court heard that Grewal had purchased the North Shore pharmacy in Oct 2015, with support from her parents.

Judge Garry Neilson noted that Grewal's behaviour appeared to be motivated by concern for her finances, despite the store's records showing it was thriving.

"She says 'I don't remember exactly when I decided to defraud Medicare, I'm at a loss to understand how I thought I was



helping my parents overcome their financial woes,'" Neilson said.

"It would appear she was making the necessary gross profit but in order to bolster herself she decided to defraud Medicare."

The court heard that Grewal's GP told her that she was under investigation for using his practice's provider number on a number of the fraudulent claims.

"The offender says 'the next three months (before I was charged) were tortuous days of fear, paranoia and anxiety,'" Neilson said.

"She says 'I was steeped in shame'."

Grewal has previously owned or co-owned pharmacies in Cronulla and Paddington.

Pfizer COVAX change approved

THE Therapeutic Goods Administration (TGA) has approved a storage condition for Pfizer's COVID-19 vaccine (COVAX) of $-20\pm 5^{\circ}\text{C}$ for up to two weeks win the six-month shelf-life when stored as -90°C to -60°C .

An updated Product Information sheet will be published shortly, the TGA said.

Win The Greats & All Star Essentials gift pack

Everyday this week Pharmacy Daily & DU'IT are giving away one of their Greats & All Star Essentials gift pack worth RRP \$34.95

DU'IT Australian made functional skincare products are clinically proven to repair, hydrate, soften and smooth skin with visible effects in 1 day. Infused with active moisturising ingredients and essential oils, DU'IT products are free from parabens, mineral oils and propylene glycol.

To learn more, click [HERE](#).

Q: Why is Roll-On-Heel Balm so unique?



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

CRAMPEZE
THE
MORE THAN JUST
MAGNESIUM
14 DAY CHALLENGE

**PROMOTION RUNS FROM
1ST FEBRUARY TO 15TH APRIL 2021**

Must purchase any Crampeze product between 1st February – 31st March 2021.

For promotion details and full terms and conditions visit crampeze.com.au/14daychallenge

crampeze.com.au

This medicine may not be right for you. Read the warnings before purchase. If symptoms worsen or change unexpectedly, talk to your health professional.

Are bladder issues stopping you from doing the things you love?

Try Urox®



“ With Urox®, my life has changed tremendously. I don't have that fear about going out in public and having to rush off somewhere. It's really enhanced my lifestyle – Alma ”

Urox® is powerful herbal formula that supports healthy bladder function.

- ✓ Clinically researched*
- ✓ Award Winning
- ✓ Australian Owned & Operated
- ✓ Over 1M bottles sold globally

Live your life your way. Try Urox® today.

*Schoendorfer et al, BMC-CAM, January, 2018. Research funded by the Australian Federal Government and Seipel Group.
For relief of urinary incontinence and urgency associated with medically diagnosed overactive bladder. Always read the label. Follow the directions for use. If symptoms persist, talk to your health professional

**Multi-award
winning formula**



uroxbladderhealth.com.au

For orders and enquiries contact customer.service@healthone.com.au