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Today's issue of PD

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

- Wizard Pharmacy Services
- Pharmacy Guild of Australia

Wizard success

WIZARD Pharmacy Services is aiming to equip its franchisees with the skills to deliver an improved in-store experience, encouraging customers to keep coming back.

The group provides owners with access to its People and Culture division who can train staff to better meet the needs of patients, creating a successful and happy team that can have a positive effect on the pharmacy business and customers.

See **page five** to discover how Wizard Pharmacy Services can support your store and drive customer loyalty.

Victoria extends free flu shot push

VICTORIANS who have yet to receive a State-funded influenza vaccine will be able to go to their community pharmacy for a shot until 10 Jul.

The program had been scheduled to come to an end on Thu, in line with similar programs across the country, which are due to wrap up on 30 Jun.

However, rising case numbers have prompted the Victorian Government to extend the campaign.

Pharmacy Guild of Australia Victorian Branch President, Anthony Tassone, welcomed the State Government's decision.

"The program has already seen significant increases in the uptake of flu vaccines by Victorians surging past record levels seen in 2020 - with over 700 pharmacies nationwide participating in the program," he said.

"This winter has seen high flu case numbers on top of the ongoing COVID pandemic resulting in significant disruptions to school,

work and added pressure on an already stretched health system.

"Community pharmacies continue to show how important we are in the delivery of primary and public health services - with helping boost free flu vaccine programs that have been launched in most states and territories.

"Looking ahead, we need to have a coordinated national program for the 2023 flu season to ensure primary care, pharmacies, and general practice, can plan well ahead for vaccine stock procurement and their workforce.

"The Guild stands ready to work with government at a State and Federal level to help make this happen."

With more than 55,000 confirmed cases recorded across Australia in the last two weeks, Seqirus Vaccines and Biosecurity Managing Director, Dr Daniel Furtner, said the company would support state governments to extend their free vaccination campaigns.



"With our healthcare system facing pressure from COVID-19 and influenza this winter, achieving high influenza vaccination coverage is crucial in ensuring we help to reduce the strain on hospitals," he said.

"We are committed to protecting the health of Australians and we are partnering with government and immunisation providers to make flu vaccines available to help protect Australians this season.

"We welcome any moves to extend the various state government vaccination programs, giving more Australians the opportunity to help protect themselves and their family against flu."



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Graphic labels improve meds use

TAILORING labels on prescription medicines to the needs of patients from culturally and linguistically diverse backgrounds can boost medicines safety, a study reveals.

Researchers from the University of Sydney School of Pharmacy found that linguistically enhanced labels (LEs) and linguistically and graphically enhanced labels (LAGELs) improved comprehensibility of instructions compared with standard labels.

The study, published in the *International Journal of Pharmacy Practice*, noted that LEs offered patients directions in their native language and in English, with numbers presented numerically, rather than spelt out, as per standard labels, while LAGELs also used graphics to highlight important directions.

"This study has highlighted opportunities for improvement in delivery of the integral service of pharmacist-affixed prescription medicine labels to patients of

non-English-speaking backgrounds within a predominantly English-speaking country, such as Australia," the authors said.

"The findings of this study affirmed that linguistic expressions used, as well as the graphic representation of prescriber directions influence comprehensibility, and that dual enhancements including both language modification and graphic representation, were particularly beneficial for more complex medicine use instructions.

"Study findings clearly highlighted that tailoring medicine labels to accommodate for patients' needs is an essential part of cultural and linguistic adaptation within healthcare.

"The enhanced labels investigated in this study represented a beneficial adjunct to pharmacist interactions with low English proficiency patients that can improve communication and are potential prototypes that can



ensure medicine use instructions are correctly comprehended.

"Since comprehension of medicine use instructions is an important factor, albeit only one of many others, that can influence compliance and patient outcomes, there is potential for these labels to provide longer-term benefits too, for low English proficiency patients.

"This has implications for future directions in Australian pharmacist dispensing practice."

COVAX booster key for Omicron

HAVING a COVID-19 vaccine (COVAX) booster shot provides 65% greater protection against hospitalisation and death from the Omicron variant than having two primary doses alone, Australian research shows.

The study, led by the National Centre for Immunisation Research and Surveillance, found that for every 192 Australians aged 70 years and older who received a third dose of COVAX, at least one death was prevented.

"In Australia about 70% of the eligible population has received a third COVAX dose," one of the authors said.

"Our study shows that optimal protection occurs when vaccine recommendations are followed, I urge those 30% who are yet to receive a third dose to do so as soon as possible."

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▼ This vaccine is provisionally approved and is subject to additional monitoring in Australia. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse events at www.tga.gov.au/reporting-problems.

References: 1. Moderna Data on File. 2. Spikevax Product Information, 18 February 2022.

3. <https://www.health.gov.au/initiatives-and-programs/covid-19-vaccines/getting-your-vaccination/booster-doses#winter-dose>. Accessed 25 March 2022.

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PATY 2022 now!

NOMINATIONS are about to close for the Pharmacy Guild of Australia's Pharmacy Assistant of the Year (PATY) 2022 Award.

Pharmacy owners, managers and colleagues wishing to nominate pharmacy staff for the accolade must do so by this Fri 01 Jul, when third-party nominations close.

PATY provides a national platform for the recognition of pharmacy assistants, showcasing their dedication to work, patient commitment and integral role in the community pharmacy team.

A prize pool of more than \$10,000 is up for grabs, including \$5,000 in cash along with a customised training package and travel to Guild events.

Nominees will have until 15 Jul to explain in 300 words or less why they should be considered - see the **last page**.

PSA to push for broader scope in Vic

PHARMACEUTICAL Society of Australia (PSA) Victorian Branch President, John Jackson, has welcomed the appointment of Mary-Anne Thomas (**pictured**) as the State's new Health Minister.

Thomas replaced Martin Foley in the role over the weekend (**PD 27 Jun**), after he announced plans to retire from politics ahead of Nov's State election.

Jackson said the PSA was committed to working with Thomas to ensure Victorian pharmacists can work to their full scope of practice.

"PSA looks forward to working with the new Health Minister Mary-Anne Thomas to ensure that pharmacists can continue to deliver accessible health care," he said.

"Like many other states, Victoria faces significant health challenges including unsustainable pressure on our emergency departments.

"PSA reaffirms its commitment to working constructively with the Victorian Government to improve the pharmacy sector's response to

increasing demand.

"PSA renews our calls for the Andrews Labor Government to improve medicine safety in Victoria by embedding pharmacists in state-run Residential Aged Care Facilities and increase the availability of clinical pharmacy services in public hospitals.

"As medicine safety experts and one of Victoria's most accessible frontline health workforces, pharmacists can play a greater role in improving access to medicines and health care for the Victorian population and individual patients to enable better health outcomes for Victoria."

Jackson also thanked Foley for his contribution to the profession during his time as Health Minister.

"As the Minister for Health in Victoria, Minister Foley has been responsible for allowing pharmacists to administer more vaccinations than ever before, allowing pharmacists to deliver COVID-19 and influenza vaccinations to children as



young as five, and also expanding the vaccination program to include Japanese encephalitis," he said.

"He also oversaw the establishment of the Richmond medically supervised injecting room (MSIR), which has helped reduce individual risk of opioid use, as well as identify more people who are seeking treatment for substance use disorder.

"Minister Foley has led the Victorian health sector through a turbulent few years.

"PSA joins the entire health sector in thanking him for his leadership and wishing him the best for the future."

FOR ADULTS 60 YEARS AND OVER, SEVERAL INFLUENZA VACCINE OPTIONS ARE AVAILABLE

Your state health department can provide you with up-to-date information on any cost reimbursement that may be available.

It's important to discuss influenza protection and vaccine options with your older patients.



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Dispensary Corner

AUSSIE pharmacist, Jordan Papandrea, brought the profession's physical attributes well and truly to the fore through his appearances in Channel 9's *Ninja Warrior* show (PD 24 Jul 2019), and now he may have the opportunity to strut his stuff on an even wider global stage.

That's because authorities have confirmed that the reality competition is currently being considered for possible inclusion in the Los Angeles 2028 Olympic Games.

Officials said the testing obstacle course, which culminates in the inspirational Mount Midoriyama, may be added as the fifth discipline in the Modern Pentathlon, which currently comprises fencing, swimming, equestrian show jumping, laser pistol shooting and running.

Ninja Warrior could replace the equestrian element of the event, according to the Union Internationale de Pentathlon Moderne (UIPM), with a test competition planned for Turkey later this year as part of the evaluation.

"UIPM has undertaken a comprehensive and transparent process to transform Modern Pentathlon into one of the most popular, accessible and exciting sports on the Olympic program," said a spokesperson.

"The upcoming first Obstacle Discipline Test Event in Ankara will be an important step, and we look forward to watching pentathletes and obstacle athletes test themselves."

New PSA SA/NT leader

PHARMACEUTICAL Society of Australia (PSA) South Australian and Northern Territory Branch President, Robyn Johns, will step down next month, with Veronika Seda being elected as her successor.

In a post on LinkedIn, Seda said she was humbled to have been named as President-elect, saying she has "big shoes to fill".

"There has been so much that [the] SA/NT Branch has achieved thanks to the incredible and dedicated people on the Branch [Committee]," she said.

"Thank you to outgoing President Robyn Johns for your guidance, wisdom and fantastic promotion and showcase of what pharmacists can do to keep our community safe and healthy.

"Thank you to past and present Branch Committee members for your trust in me and my skills and for bringing me to the PSA 'pharmily' table - I am eternally



grateful for your support and enthused to have worked or be working with you.

"As an overseas pharmacist, I was grateful to be included in a group of passionate young pharmacists in Adelaide, I want to encourage all pharmacists out there, no matter your age, experience and place you come from, to reach out to your local branches and become a part of the pharmacists' family.

"Become a member of PSA... trust me on this one, it is one of the best investments I have made."

Cassidy named new Guild Group CEO

GUILD Group has confirmed Deputy CEO, Paul Cassidy, will succeed retiring CEO, Mario Pirone.

Cassidy will officially take the reins on 02 Jul, after 11 years with the business.

"Guild has always been a company that cares deeply for its customers and people and that was what initially attracted me to it," he said.

"The level of care is unique to Guild and the passion of our people for each other and our customers underpins all that we do.

"Over the years, that passion has been channelled into our purpose and vision for each of

our businesses.

"Take for example GuildSuper, which is focused on changing the lives of women and their families through the work that they do.

"The energy and improvements provided and planned for the members of the fund is exciting."

"I'm thrilled to take this focus to the next level and bring my own energy to it, encouraging boldness to pursue our purpose and tackle the most pressing challenges faced by our customers."

MEANWHILE, Elizabeth Uehling has been named as Guild Insurance's Executive General Manager.

Pharmacy of the Year Update

Pharmacy of the Year nominations

THE Pharmacy Guild of Australia's 2023 Pharmacy of the Year nominations close on 31 July 2022.

Brad Butt, co-proprietor of 2022 Pharmacy of the Year, Cooleman Court Pharmacy in the ACT, urged all pharmacies to think about nominating, or encouraging others to nominate them.

"Get the word out to your patients that they can nominate you," he said.

The awards are recognised as the benchmark for excellence in the community pharmacy sector. They seek to identify highly motivated and adaptable pharmacy practices which stand out for their delivery of innovative and effective healthcare to support their community.

The awards are sponsored by Care Pharmaceuticals whose General Manager, Jonathan Biddle, said his company continued to be proud of its involvement in an event that celebrated excellence in the profession.

"The opening up of public nominations has been a great initiative and means we are hearing about more and more brilliant pharmacies," he said.

Nominations can be made [here](#).

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