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ANTIMICROBIAL BIOFILM WOUND GEL

THE GAME CHANGER IN WOUND CARE



20%
DISCOUNT
FOR A LIMITED TIME

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ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.



HEALS WOUNDS WITH 3X ACTION

- ▶ **Destroys** Bacteria
- ▶ **Deconstructs** Biofilms
- ▶ **Defends** Against Recolonisation

Plus BlastX® promotes a moist wound environment for faster healing

Available in 2 pack sizes to be sold over the counter in pharmacies throughout Australia without a prescription.

BlastX® is an antimicrobial biofilm wound gel for the management of wounds including:

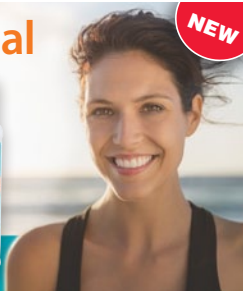
- ▶ Post Surgical wounds
- ▶ Grafted and donor wounds
- ▶ First and second degree burns
- ▶ Partial and full thickness wounds
- ▶ Pressure injuries
- ▶ Diabetic foot and leg ulcers

Please contact your Oraderm sales representative for more information at info@oradermpharma.com.au or visit www.blastx.net.au

Please order direct from your wholesaler:

Product description	Clifford Hallam (CH2) PDE	Symbion PDE
BlastX® 7.5mL Tube - 1 Tube	2589074	679356
BlastX® 30mL Tube - 1 Tube	2589082	677868

Help relieve premenstrual symptoms and morning sickness with Pyridox.



Available from Symbion, Sigma API & CH2.
Always read the label and follow the directions for use.

Today's issue of PD

Pharmacy Daily today features two pages of news plus a cover page from BlastX.

Heals wounds

BLASTX is an antibacterial biofilm wound gel for the management of wounds.

Its triple-action works by destroying bacteria, deconstructing biofilms, and defends against recolonisation.

For more information see the cover page.

CHP appointment

LUNA Zivadinovic has been appointed as Consumer Healthcare Products (CHP) Australia's new Public Affairs Manager, said CHP's CEO Dr Deon Schoombie.

Zivadinovic is a political campaign and communications professional, experienced in stakeholder engagement, and brings a wealth of diverse experience to the position as a former State and Federal political staffer, and as a director of campaign training for a major political party.

"After spending time in tertiary administration, I am excited to return to the public affairs field, formulating and implementing public and government relations strategies to forward the profile of CHP Australia and its members," Zivadinovic said.

Stands by 'patient-centred' speech

THE Pharmacy Guild is disappointed but unsurprised, by the Royal Australian College of General Practitioners (RACGP) comments made last week, said a Guild spokesperson (PD breaking news Fri).

"It is disappointing, but unsurprising, that the RACGP has repurposed Guild President Prof Trent Twomey's (pictured) comments to whip up a media frenzy.

"The speech was described by attendees as unifying, inspiring and patient-centred.

"Prof Twomey stands by his speech and will always speak out in the best healthcare interests of patients, promoting safe and evidence-based healthcare," a Guild spokesperson said.

The RACGP broadside follows comments made by Pharmacy Guild President Trent Twomey at the National Australian Pharmacy Students' Association Congress event in Canberra last week.

RACGP claims that in his presentation Twomey labelled GPs as "twits" and said greater funding was not required for general practice; reportedly made the unprecedented suggestion that pharmacists should be able to prescribe, dispense, administer, and review "all medicines for all people"; and described as "bloody insulting" the idea that pharmacists should only prescribe medications when working in cohort with a medical practitioner, likening it to a "plumber needing to look over the shoulder of an electrician" when installing air-conditioning.



Further, RACGP stated that Twomey said being able to prescribe, dispense, administer, and review medicines are not specialities, that "no one gives a s**t"; and described the nation's health system as "stuffed".

RACGP President Dr Nicole Higgins responded, saying: "The Pharmacy Guild is out of control.

"Let's just pause for a moment and consider what he is suggesting here, which is pharmacists acting as quasi-GPs without any supervision treating a myriad of complex health conditions and prescribing the most serious of medications, including those with the potential to cause severe side effects or lead to dependence.

"Part of the skill of general practice is knowing when not to prescribe.

"The Pharmacy Guild seems to think that everything can be fixed with a drug.

"Pharmacists just don't have the expertise and training to perform the function of prescribing medications, that is a job that should be left to medical practitioners.

"One of the justifications frequently put forward by the Guild, including in this speech, for extending pharmacy powers is that there is a shortage of GPs.

"Let's be clear, we do have a maldistribution of GPs in Australia and the college is fighting hard every day to address that.

"However, we should not go down the path of band-aid solutions including role substitution.

"Also, recent workforce data reveals a shortage of pharmacists too, so giving them more power doesn't make sense," Higgins said.

7 KEY CYBER SECURITY MEASURES

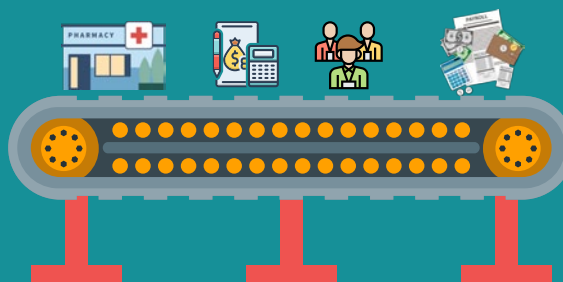
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Dispensary Corner

A LONG commitment to other people's welfare has been revealed at the funeral of a US man, where mourners heard that he had secretly been paying for other people's prescriptions for a decade.

Hody Childress from the small town of Geraldine, Alabama was a farmer and also worked at the nearby Lockheed Martin Space facility.

The local pharmacist said that about 10 years ago Childress approached her with a US\$100 bill and asked "do you ever have anybody that can't pay for their medication?"

"I said, 'Well yeah, unfortunately that happens a good bit,'" she said, with Childress handing over the money and saying "next time that happens, will you use this?"

"Don't tell where it came from, and don't tell me who needed it, just say it's a blessing from the Lord," he said.

Initially thinking it was just a one-off gift, the pharmacist was surprised when the good samaritan did the same thing the following month.

"It continued every single month for almost 10 years," she said, with Childress' daughter eventually brought into the secret to deliver the cash when he became incapacitated.

The generous man died earlier this month aged 80, and after his private generosity was revealed during his funeral, a *Washington Post* report led to phone calls from across the country to the pharmacy wanting to keep the fund going.

Medicare set for a shake up

MEDICARE has been flagged for the most significant review since its inception, opening up further primary care delivery to pharmacists and nurses, with Prime Minister Anthony Albanese this morning taking to the airwaves to urge major changes.

Appearing on Channel 7's *Sunrise* program, Albanese (**pictured**) said the Government had inherited a Medicare system which was "struggling to keep up".

Albanese said too many people were turning up to emergency departments because they couldn't get access to a GP.

"What we know we need to do is fix primary healthcare.

"The big thing we are looking at is how do you take pressure off the system, and we are doing that - talking to the AMA, talking to the Royal Australian College of GPs, talking with experts because we want to make sure that this Medicare task force is listened to," Albanese said.

Minister for Health and Aged Care Mark Butler told *The Australian* the system was in "real trouble, stuck in the 1980s and 1990s, and no longer made sense.

"We need doctors working hand



in glove with practice nurses, allied health professionals, and pharmacists," Butler said.

Environment Minister Tanya Plibersek, who was Health Minister under the Rudd and Gillard Labor Governments, added her voice to the discussion, claiming the Coalition had "neglected Medicare for 10 years".

There are suggestions the new funding model, which is yet to be finalised, would allow allied health practitioners working in teams to deliver complex care and receive Medicare payments in the same way as GPs, with several options believed to be under discussion.

Bayer lifts the lid on burden of periods

A NEW survey by Bayer found that for almost a third of women, menstruation bears a heavy load on their lives affecting their ability to work, participate in social events (82%), or simply maintain a normal daily routine due to feeling too fatigued (41%).

To lift the lid on the unspoken burdens of menstruation, Bayer commissioned 'The 2022 Period Perspective' survey of Australian

women aged 18-60 years old.

Despite the 32% of women who experience heavy bleeding or menorrhagia, only 14% have received a formal diagnosis from a healthcare professional.

Over 400,000 Australian women surveyed felt they have a below average level of understanding about the types of contraception available to reduce symptoms of menstrual bleeding.

Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature. This week's contributor is **Peter Simaris**, **National Key Account Manager – Pharmacy, MedAdvisor**



Help your customers access specialised support

FROM personal nurse managers to specialised tools and resources, Patient Support Programs can make a real difference to a patient's treatment experience, their adherence to prescribed medications and their overall health outcomes.

MedAdvisor is passionate about helping patients stay healthy and in control. And we're proud of our industry partnerships that support patients and community pharmacies via sponsored intervention programs.

PlusOne currently offers a range of sponsored programs featuring enrolment referrals for Patient Support Programs in the areas of weight loss, diabetes, and autoimmune diseases. The PlusOne service form provides easy, step-by-step instructions, and pharmacists are reimbursed for completing the service with the patient's consent. Your referral for a Patient Support Program can unlock extra support resources for your eligible customers and help them stay on treatment.

Visit the Health Services Hub in PlusOne for more information on all our sponsored intervention programs. Or visit our [website](#) for more information.