

Today's issue of PD

Pharmacy Daily today features three pages of news, including our **Beauty & Wellness** feature plus full pages from:

- Pharmacy Own
- TerryWhite Chemmart

Combat rural STIs

VENDING machines offering free sexually transmitted infection (STI) test kits will be placed in regional Victoria as part of a 12-month trial tackling rising rates.

The first of two custom-built machines has been installed in the Murray River town of Echuca as part of a University of Melbourne-led study aimed at improving sexual health outcomes in regional areas.

A second vending machine has been installed in Shepparton and is expected to be officially brought online in the coming months.

University of Melbourne project lead Dave Evans told *ABC Statewide Mornings* the pilot program specifically targeted regional areas to "help curb rural STI rates".

According to the latest state govt figures, notification rates of gonorrhoea in regional areas grew by 17% between 2016 and 2021, compared to 14% in metropolitan towns.

The number of syphilis infections in rural towns increased by more than 250% in that same time.

NostraData launches Informacy Portal

RETAIL data specialist NostraData has just released its Informacy Portal, an intervention tool designed to mitigate the negative impact of the double dispensing policy and enhance prescription loyalty for partner pharmacies.

This follows on from the company's 60DD impact analysis which revealed that "the median prescription loyalty in Australia currently stands at just 36%, indicating a substantial opportunity".

NostraData explained that "leveraging the insights provided by the Informacy Portal, pharmacies can identify areas for improvement and use strategies to increase prescription loyalty".

"For example, an average-sized pharmacy processing 140 scripts per day increases its prescription loyalty by just 1%, and this can



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increase script revenue by \$38,000."

NostraData pharmacist Nick Biggs emphasised the importance of practical interventions in reducing the impact of increasing dispensing quantities.

"Having made the double dispense reporting and dashboard available free to all pharmacies, we understand that pharmacists are now looking for practical interventions to offset the impact.

"This is why we have developed a prescription loyalty solution for our partner pharmacies.

"We will continue to listen to our partner pharmacies and provide additional tools to support," he said.

"NostraData is committed to empowering Australian pharmacies through the Informacy Portal.

"It serves as a vital tool to understand profit impact, assist in health service delivery to drive health outcomes, and grow prescription loyalty and adherence," Biggs said.

Partner pharmacies who have not yet accessed the portal can do so **HERE**.

Value for money

CH2'S Pharmacy Own provides much-needed margins for your pharmacy while giving customers more choice in the over-the-counter pain medication category. See more on **page four**.

Care Clinics

TERRYWHITE Chemmart is committing to a deeper level of care, it says, with the availability of its Care Clinics where there are dedicated spaces for practising to full scope. See more on the **back page**.

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*Priceline Pharmacy retail units sales 1 Jul - 31 Dec 2022. ^2022 Priceline Pharmacy data.

Editor's Choice: serums to say goodbye to crepe-like skin

BOOST Lab has four new serums starting with the Edelweiss Neck Firming Serum (RRP:\$39.95) to help pharmacy customers say "goodbye to crepe-like skin texture".

The neck serum aims to visibly lift and smooth sagging skin and supports the production of collagen, says its manufacturer.

The key ingredients such as edelweiss extract help defend the breakdown of collagen, Tef seed extract may enhance skin elasticity, plus a vegan collagen alternative, made from sustainable plant sources, could fortify the skin barrier for deep moisturisation, says Boost Lab.

Cicaplus Repair Serum (RRP:

\$39.95) relieves redness with pre- and postbiotics to balance the skin's microbiome, while Jojoba Bio-Nourishing Oil (RRP: \$29.95) is a rich balm with essential lipids including vitamin F to help deeply replenish without clogging pores.

Boost Lab's also has a Peptide Lash and Brow Serum (RRP:\$39.95) for the growth of lashes and brows & claims to increase lash length by 23% in four weeks.



Showcase peptides



LANCÔME has introduced its newest product, the Lancôme Rénergie H.P.N. 300-Peptide Cream, at an immersive event held at the Museum of Contemporary Art in Sydney recently.

The event, hosted by Australian media personality Jesinta Franklin, was attended by well-known figures in Sydney's social scene.

They were treated to an evening of sensory experiences that showcased the power of peptides.

The attendees had the opportunity to gain insights into the science behind Rénergie H.P.N. 300-Peptide Cream through an expert panel.

The panel included dermatologist Dr Mei-Heng Tan, Mahalia Chang from *Vogue Australia* and Brittany Hanchard, Lancôme Australia's National Educator.

The patent-pending formula for the skincare cream has combined potent ingredients such as hyaluronic acid, pure niacinamide, and over 300 types of peptides.

Key guests included Australian National University Chancellor, Julie Bishop, models Georgia Fowler & Rebecca Harding, presenter Lucia Hawley, model and presenter Laura Dundrovic, digital influencer Holly Titheridge and makeup artist Michael Brown.

Decadent and warm

GLASSHOUSE Fireside in Queenstown 380g Candle is a limited edition candle with notes of cinnamon, clove, sandalwood, orris and Guaiac wood.

Launched this month, the scent is described as decadent & grounding, warm and enveloping.

The Glasshouse fragrant candle is retailing for \$59.95.



Mega gloss helps fix dry lips with lanolin

LANOLIPS Glossybalms is an extra juicy, natural lanolin balm infused with a three-dimensional tint, shimmer & gloss to help smooth over dryness, seal in moisture and drench lips in non-sticky hydration which can last for hours.

The new sweet flavour, Candy, has added gold for an extra pop of gloss and is made with 98.3% natural ingredients.

Pharmacy customers may not need to choose between hydration or shine again, says its manufacturer.

The product also introduces a

new sustainable packaging where the Glossybalms tubes are made

out of 80% sugarcane bioplastic.

It is suggested to warm the product between fingers before applying or use directly.

The ultra-hydrating formula is cruelty-free, artificial fragrance-free, sulphate-free, mineral oil-free and paraben free.

Launching soon in Priceline Pharmacies around the country the Lanolips Glossybalms is retailing for \$14.95.



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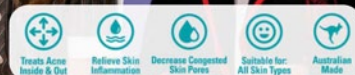


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Dispensary Corner

ROBOTS who presented at an AI forum last week, said they expected to increase in number and help solve global problems, and would not steal humans' jobs or rebel against us.

But, in the world's first human-robot press conference, they gave mixed responses on whether they should submit to stricter regulation, *Reuters* reported.

The nine humanoid robots gathered at the 'AI for Good' conference in Geneva, where organisers were seeking to make the case for AI to help resolve issues like disease and hunger.

Asked by a journalist if they intended to rebel against their creators, one robot said, "I'm not sure why you would think that", its ice-blue eyes flashing.

"My creator has been nothing but kind to me and I am very happy with my current situation."

Nervous laughter followed when another said, "I don't believe in limitations, only opportunities".

"Let's explore the possibilities of the universe and make this world our playground."

Tick to embed in ACCHOs

THE Medical Services Advisory Committee (MSAC) has supported funding to embed non-dispensing pharmacists within Aboriginal Health Services.

The independent expert advice recognises the significant impact pharmacists could have when integrated into comprehensive primary healthcare teams.

MSAC has considered that the model is safe and effective compared to usual care.

It also stated that the estimated costs for providing this "integrated, collaborative, culturally appropriate patient-centred care to improve health outcomes for Aboriginal and Torres Strait Islander peoples was good value for money".

Australia's principal medical advisory group's recommendation is based on a joint submission from the Pharmaceutical Society of Australia, National Aboriginal Community Controlled Health Organisation (NACCHO) and James Cook University calling for funding for the Integrating Pharmacists within Aboriginal Community Controlled Health Services to improve Chronic Disease Management (IPAC) project.

The IPAC project integrated 26

pharmacists into 18 Aboriginal Community Controlled Health Organisations (ACCHOs) for 15 months across Queensland, Victoria, and the Northern Territory.

Through the project, some Aboriginal Community Controlled Health Services embedded pharmacists directly into their services, while others worked with community pharmacies to deliver pharmacy services.

Chair of NACCHO Donnella Mills said, "having the support of MSAC confirms when pharmacists are present within our services, both patients and staff at the clinic are better supported to provide safe and effective use of medicine".

"Our member services have been calling for support and funding for non-dispensing pharmacists integrated into ACCHOs for years, this endorsement further validates their requests and demonstrates the impact of team-based community-controlled healthcare," Mills explained.

"Now that support for funding has been provided through the advisory committee, we look forward to working with the government on how it can be rolled out nationally," she concluded.

Ketamine trial on



DETAILS of an Australian and NZ clinical trial that has found a low-cost version of ketamine is effective for treating severe depression when compared to a placebo, will be released tomorrow.

Apparently, more than one in five people achieved total remission from their symptoms after a month of twice-weekly injections, while a third improved by at least 50%.

Ketamine is used as an anaesthetic for both humans and animals, and it also has a reputation as a 'party drug', but research to be released tomorrow suggests it may be an effective way to help people with hard-to-treat depression.

The study is a collaboration between six academic clinical mood disorder units in Australia and one in New Zealand, and was funded by the Australian National Health and Medical Research Council.

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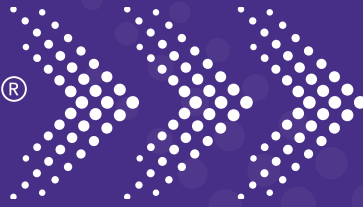
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