

Customers invited to vote

PRICELINE Pharmacy has launched its Health & Beauty Awards, inviting customers to vote for their favourite products across 20 categories, available in Priceline's 470+ stores nationwide.

The awards focus on Priceline's range of beauty, health and wellness products, and aims to get customers to try new offerings as voted by other customers.

Priceline Pharmacy's Head of Marketing Gabby Tully said, "while winter is busy for retail pharmacy, and we are again running our Winter Wellness campaign, it's often the least exciting from the perspective of enticing customers in store to discover something fabulous and fun".

"These awards showcase Priceline Pharmacy's range of value products to existing and new customers in an interactive way.

"They encourage reflection, conversation and a healthy bit of competition among nominees, voters and, of course, our store teams," explained Tully.



"The 100 products nominated for an award barely scratch the surface of the 14,000 health and beauty products ranged at Priceline.

"We can't wait to see how Australia votes!"

The campaign will be promoted across radio, including *The Chrissie Swan Show*, print, digital media, including a feature in *Body+Soul*, and Priceline's own catalogues, social media and website.

Voting is open until 14 Jun, with a chance to win a \$10,000 holiday, plus thousands of dollars' worth of Priceline vouchers.

Category winners will be announced on 03 Aug.

Learn more [HERE](#).

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Scottish pharmacists battle with Govt

COMMUNITY pharmacists in Scotland have rejected Government funding proposals for 2024/25, with UK trade paper *Chemist+Druggist* citing representative body Community Pharmacy Scotland (CPS) as saying the offer fell so far short of what is needed that the organisation "had no choice but to reject it in full".

An interim additional cash injection of £20m (A\$38m) is being provided over the remainder of 2023/24 to "ease pressures related to medicines price increases" but CPS said this was insufficient and only comprised just over 1.7% of total pharmacy spend in Scotland.

1,200 pharmacies are represented by the organisation,

which says many of its members are facing "serious financial trouble" as cost pressures increase.

Negotiations between Scottish pharmacists and the Government have been ongoing since Sep last year, with the pharmacy owners' body warning that the funding package that may be imposed is "not enough to keep our world-leading services running as they have been".

The cost of living crisis in the UK continues to impact the entire economy, with CPS noting it is significantly hampering the ability of Scotland's pharmacists to provide "comprehensive services" to the public.

Negotiations are ongoing with hope of a settlement soon.

Today's issue of PD

Pharmacy Daily today features three pages of news plus a full page from **Pharmacy Connect 2023**.

Don't miss out!

PHARMACY Connect is a must-attend event to hear about the big changes coming. See more on the [back page](#).

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Cequa on PBS

CEQUA (ciclosporin), an aqueous, nanomicellar ophthalmic ciclosporin solution is now listed on the PBS for patients living with chronic, severe dry eye disease with keratitis.

It is indicated for increasing tear production in moderate-to-severe dry eye disease, where prior use of artificial tears has not been sufficient.

Cequa's delivery system improves the ciclosporin's bioavailability, and enables a more than 10-fold increase in aqueous solubility, compared with a 0.05% ciclosporin ophthalmic emulsion, says its manufacturer, Sun Pharma.

Cequa inhibits T-cell activation and reduces inflammation associated with dry eye disease.

Two clinical studies, OTX-101-2014-0017 and OTX-101-2016-0018, demonstrated significantly reduced signs of dry eye disease rapidly, with noticeably reduced corneal staining at 28 days, and reduced conjunctival staining at 56 days, explained its maker.

Cequa's long-term safety is supported with the most common, adverse event being mildly transient instillation site pain, its manufacturer said.



Band-aid for community

WHEN the local grocery store closed down in Yolla last year following the closures of the post office and cafe, the Yolla Pharmacy stepped in to fill the gap.

The Tasmanian pharmacy, operated for the past four years by pharmacist Lynne Pilcher, started managing the mail, then added pantry staples to its shelves alongside the painkillers and first-aid supplies.

"We just need to adapt, I guess, to what the community needs," Pilcher told *ABC Northern Tasmania*.

"And that was one of the things we adapted to ... [and] when the shop shut, there was nowhere for the mail to go to.

"So, we also adapted into that role, as well as the pharmacy.

"So now, we have a post office."

Jacky Harman-Holness, who runs the Yolla Community Bakery once a month, brings bread and groceries to the town's residents.

"But operating it monthly isn't enough to supply the town, which is why Yolla Pharmacy volunteered

to help out, and now residents can get their grocery needs throughout the whole month.

"Yolla doesn't have a lot of support other than their wonderful pharmacy who's trying ever so hard," Harman-Holness said.

Pilcher says there's a level of pride in seeking help, especially in a small town, where everyone knows everyone.

"There's a stigma associated with going to an organisation and being seen going there," she said.

"People don't want to be seen to be taking charity or letting people know that they are doing it tough.

"That's really hard for people.

"I guess, coming to a pharmacy, you've got that coverage of coming in to get something else."

While the Yolla Pharmacy hasn't had to employ extra staff just yet, playing provider of all the town's needs is not sustainable, Pilcher explained.

"I have two wonderful staff who help out a lot, but hiring more people will be something in the future that we'll have to look at."

Bowel Cancer Month and Red Apple Day

WITH Bowel Cancer Month just started pharmacists can help raise awareness of Australia's second deadliest cancer.

The statistics are alarming says Bowel Cancer Australia, with one-in-15 Australians diagnosed with bowel cancer in their lifetime or 15,610 people diagnosed with bowel cancer each year (300 a week), claiming the lives of 5,354

people every year (103 a week).

One-in-10 new bowel cancer cases are diagnosed in people under age 50 (1,680 a year), and almost 99% of bowel cancer cases can be successfully treated, when detected early.

Further, Red Apple Day (Wed, 21 Jun) is the charity's Annual Giving Day, which is the big fundraiser for the organisation.

Epidyolex listed

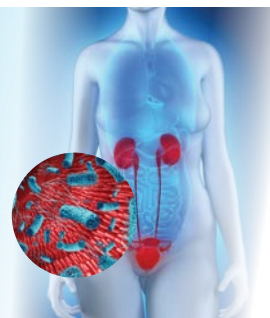
EPIDYOLEX, the first and only cannabis-based medicine approved by the Therapeutic Goods Administration for the treatment of seizures associated with Lennox-Gastaut syndrome in patients aged 2 years and older, is now available on the PBS.

The PBS listing is based on positive results from two pivotal, double-blind, randomised, placebo-controlled trials.

Epidyolex, when added to other anti-seizure medicines, significantly reduced the frequency of drop seizures (atonic, tonic, and tonic-clonic seizures) compared to placebo in patients with Lennox-Gastaut syndrome.

The most common adverse reactions observed in pivotal trials were somnolence, decreased appetite, diarrhoea, pyrexia, fatigue, and vomiting.

Ingrid Scheffer, paediatric neurologist and epileptologist, at Austin Health and the University of Melbourne said, "Epidyolex is pharmaceutical-grade and the only cannabis-based medicine with demonstrated efficacy in refractory childhood epilepsies such as Lennox-Gastaut and Dravet syndromes."





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Dispensary Corner



HUMANS are curious creatures, but do other great apes share this innate curiosity?

US researchers in a series of mind experiments with adult chimpanzees, gorillas, bonobos, and orangutans, got the animals to choose between two up-turned plastic cups covering some grapes.

One cup was transparent and contained a small reward, while the other was opaque, hiding a larger reward.

Human children aged three to five years old were also given a similar task, with their reward being stickers.

On average, children were more likely to forego the certain reward in favour of the mysterious one - 85% and 77% of children chose the opaque cup at least once during the fourth and fifth studies respectively, compared to 24% of apes in the third study.

When the hidden reward was revealed and participants were allowed to change their choice, over 88% of apes and children chose the opaque cup with the larger reward at least once.

The study is the first to compare curiosity in human children and great apes using the same experimental setup.

The researchers said the results suggest that children may be more motivated to explore the unknown, or less risk-averse than great apes.

However, after learning about the rewards of exploring uncertainty, apes were quick to apply this new knowledge to future scenarios.

Gender influences parasite eye disease

WOMEN are more likely to experience recurrent cases of the toxoplasma parasite, according to new Flinders University research.

With the condition putting people at risk of further attacks of toxoplasmosis that can progressively damage the retina and lead to vision loss, international experts have demonstrated that women are also more likely to have more than one lesion in their eyes.

Study senior author Prof Justine Smith (**pictured**), Strategic Professor in Eye & Vision Health at Flinders University shared, "inflammation in the retina continues to be the most common disease caused by an infection with toxoplasma".

"This new research shows that although the medical outcomes of toxoplasmosis are similar for both men and women, there are



clear and significant differences in symptoms between genders when people present at a clinic for treatment.

"This research demonstrates the potential for patients' gender to influence toxoplasmosis in their eyes, so we can improve our understanding about the disease and hopefully develop future treatment pathways."

In the study, published in the

British Journal of Ophthalmology **HERE**, Smith and her team compared differences in toxoplasmosis symptoms between 139 women and 123 men who presented to a clinic for treatment in Riberiao Preto, Brazil.

"Lesions in women's eyes were significantly more likely to occur in the central retina compared with those in men's eyes, with the rest of the quality of vision similar for women and men, for visual sharpness, ocular complications, and occurrence and timing of disease reactivations between the genders," explained Smith.

"Ultimately, we determined that toxoplasmosis has similar outcomes for both genders but that there are clear differences in the type and characteristics of the disease which impact each gender differently."

MBA on telehealth

NEW guidelines for telehealth consultations released by the Medical Board of Australia (MBA) are intended to raise health standards for patients.

The MBA revised guidelines, found **HERE**, are in response to the proliferation of telehealth start-ups which have drawn criticism for issuing prescriptions after a brief online survey is completed by a patient, who may never have seen a GP face-to-face or online.

The Australian Medical Association President Steve Robson said, "the guidelines strike the right balance, while at the same time discouraging poor models of care that can result in missed or misdiagnosis".

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