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Today's issue of PD

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

- WholeLife Pharmacy
- Pharmacy Own
- PharmXchange

Value offering

PHARMACY Own OTC painkillers offer pharmacies sound margins and value pricing, while coming in a range of pack sizes.

See more on **page six**.

Access deals

PHARMXCHANGE provides access to a network of reputable brands and suppliers.

The network is recommended as an "integral part of the inventory management system and saves a lot of time".

See more on **page seven**.

Arrotex's biologics team

A DEDICATED biologics team has just been launched by Arrotex Pharmaceuticals, to connect prescribers and pharmacists to deliver optimal support to patients prescribed biosimilars.

According to the General Manager of Specialty Brands and Biologics, Matthew Donnison, the new biologics capability, which sits within the recently formed Arrotex Medical Services division (PD 16 Feb), aims to add value to the prescriber, community pharmacist and patient experience with Arrotex's partnered biosimilar portfolio.

"Provision of effective patient support is critical to a prescriber and community pharmacist centre of care model.

"In order to better communicate the support available to biologics patients, we required a significantly more robust patient support program to improve our patient proposition," explained Donnison. "Based on the outcomes of

our Arrotex biologics education framework, which has been available to community pharmacy for more than 18 months, we have chosen to establish a team of Patient Experience Liaisons (PELs).

"These specialist medical representatives are well positioned to both detail, and drive uptake of our patient support services available to specialist prescribers, community pharmacists and patients, including the provision of supportive counselling through device changes, and a patient's ongoing health journey."

The 14-strong PEL team should build on the existing Arrotex medical team of pharmacist biologics educators, who collectively, will support patients through the switch from originator to biosimilar devices.

"Their services will encompass patient enrolment at prescription, and will be available once an Arrotex biosimilar is dispensed," shared Donnison.

PDL on impacts

PHARMACEUTICAL Defence Limited (PDL) is concerned by the "enormous impact" of the 60-DD policy on its members.

CEO David Brown said, "any reductions in dispensary staff numbers or the number of community pharmacies will see an increased workload for the remaining staff and greater pressure on pharmacists, who hold ultimate responsibility for prescription supply accuracy and clinical oversight".

PDL's incident reporting data indicates that high prescription volumes and staffing limitations are common contributing factors to incidents and errors.

These incidents and errors can have impacts through adverse effects on patients, and for pharmacists through regulatory actions and/or claims, compounded now by the doubling in quantity of medicines supplied, Brown said.

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Curbs addictions

A GROWING number of users report that Ozempic and Wegovy have reduced their addictive tendencies.

Some researchers reason that Ozempic may help curb addiction by making behaviours like drinking alcohol or smoking less rewarding.

In particular, Ozempic may reduce pleasure-seeking activities due to the way they interact with dopamine, a neurotransmitter linked with pleasure and reward.

The three theories surrounding Ozempic's reported effects on addiction tendencies, include a change of taste and smell senses, which make certain foods and drinks less appealing, a change in the reward triggers in the brain that occurs when exposed to a habit or substance, and an increased avoidance of certain chemicals, such as those found in alcohol and cigarettes.

Southcity reduces hours

SOUTHCITY Pharmacy owner Luke van der Rijt said he will be reducing trading hours for his store from early next month in response to the 60-DD policy.

"It saddens me that Southcity Pharmacy, after trading as an extended hours pharmacy for nearly 20 years, will reduce its trading hours as of Mon 03 Jul.

"As someone who is passionate about the pharmacy industry, I understand first-hand the impact that this decision is likely to have on our industry and the community," said van der Rijt, winner of both Pharmacy Of The Year and the Excellence in Community Engagement Awards in 2018, on LinkedIn.

"Whilst this decision has included many factors of consideration - including struggles to recruit pharmacists to regional areas, the newly announced 60-day dispensing policy by the Labor Government has had a major impact in our decision making," he explained.

Van der Rijt and his business partners opened another pharmacy just last year based on what they thought were the two remaining years of the 7th Community Pharmacy Agreement (7CPA).

"The 7CPA's remuneration was based on 30-day dispensing, so introducing 60-day dispensing part way through the 7CPA agreement has effectively broken the remuneration agreement.

"We will continue to encourage the government to sit down with the Guild to engage in discussions to negotiate the 8th Community Pharmacy Agreement," he said.

"This will help to secure the future of the industry, and ensure that the essential pharmacy network can continue to serve their local communities," he added.

"We urge the government to take action now before it is too late.

"We support lower medications to patients, but feel these savings need to be covered by government, not by pharmacies," he concluded.

Cost of blindness

RESEARCHERS have for the first time calculated the lifetime cost of living with an inherited eye disease in Australia as \$5.2 million per person.

Distressingly, a significant portion of the cost associated with the progressive loss of vision is absorbed by the individuals affected and their families, with over one-third of these costs being due to loss of individual and family income over their lifetime.

The findings have been published in *The Medical Journal of Australia*, where the study's authors broke down the reported lifetime cost of \$5.2m per patient, as 87% being attributable to societal costs and 13% to healthcare costs.

In the adult cohort, only 62% were working, and notably, only 41% had National Disability Insurance Scheme.

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Wednesday, 12th of July 2023	8.30 - 9.15pm



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AI can act as a new drugs accelerator

OPINION

Grant Case, Regional VP, APAC at AI company Dataiku explains how pharmaceutical and life sciences companies can accelerate innovation through AI?



Do you have an opinion to share? Let us know in up to 400 words via email to feedback@pharmacydaily.com.au.

DRUG development is a complex and costly process, with it taking anywhere from 10 to 15 years and around US\$1 billion (A\$1.47 billion) to develop a single successful drug.

Despite the hefty investment, only around 10% of drug development projects eventually get approved.

As pharmaceutical companies continue to digitise all aspects of the business and build up their curated knowledge bases, a new way to connect data sources has come to the fore.

lifesaving drugs for patients.

Historically, drug repurposing involved traditional structured data mapping and manual experimentation from bench scientists and biologists.

This process often proved to be time-consuming, costly and mistake-riddled.

Though the use of AI in pharmaceuticals is still in its infancy, drug repurposing was one of the early applications that delivered strong results from the outset.

In order to leverage this technology, companies must first draw data from internal and external sources, such as drug structures, gene targets, pathway perturbations, disease symptoms, and more.

Using a modern data science platform will allow businesses to break down data silos and improve collaboration between business units to streamline the process of data consolidation and allow for insights to be drawn in order to identify new use cases for previously approved drugs.

This process drastically reduces timelines for new indications and saves businesses up to 80% of the costs associated with developing a brand-new drug.

Reusing existing compounds also allows these companies to improve market introduction by up to 150% as compared to a novel drug.

Pharmaceutical businesses wondering how they can undertake drug repurposing should approach it through an Everyday AI lens.

Everyday AI refers to AI that is so ingrained and intertwined with the workings of the day-to-day that it's just part of the business, not just used and developed by one team.

This approach starts with accelerating digitalisation, such as the use of electronic lab notebooks.

From there, scientists should move the results of bench experiments off of laptops and make use of modern data science platforms to allow for improved access across the business.

Such platforms empower scientists to explore historical

experiment trends and mine chemical compound databases with ML in order to prioritise experiments.

Once the initial discovery and development of a new compound are complete and scientists have optimised the molecular targets, the next step is ensuring that patient populations have the right outcomes.

It's increasingly common to see biomarkers in drug labels as pharmaceutical businesses move continually to precision medicine, in order to provide patient treatment guidance.

“
Everyday AI refers to AI that is so ingrained and intertwined with the workings of the day-to-day that it's just part of the business
”

Having the capability to visualise and comprehend all the data and associating it with patients' sub-population trends, enterprises could find that the drug has a biological mechanism of action that may not exist or may not be visible in a specific population.

From there, businesses must go back to the drawing board to re-tailor medication so that they deliver similar outcomes in different groups who have different biological expressions.

As this article has shown, drug repurposing is far from a simple exercise.

The entire process mandates meticulous investigation but can eventually act as a potent accelerator to deliver new drugs to the market in an equitable and comprehensive manner.

Summit early bird



FIRST year pharmacy student Sevda Chalani is smiling all the way to the shops after winning the early bird registration prize for next month's Pharmacy Careers Summit.

Chalani is studying at Melbourne's Monash University and recently started working at Slade Pharmacy Richmond.

She's won a \$500 Visa gift card, with impeccable timing because she was advised of the prize on her birthday!

"I was very keen on attending the Pharmacy Careers Summit to find connections and hear more about hospital pharmacy, as well as different industry niches which are less commonly known in the public such as oncology and IVF pharmacy," she said.

"This feels like a gift from the universe!" Chalani added.

While the early bird incentive period has passed, free registration is still available for the inaugural **Pharmacy Daily** Pharmacy Careers Summit which is now just over two weeks away.

Taking place as a virtual event on 07 Jul, the annual Pharmacy Careers Summit is a unique gathering of leaders from right across the sector, coming together to discuss the amazing and ever-changing career opportunities in pharmacy practice in Australia today.

Presented by Raven's Recruitment, key participants include the PSA, Guild, pharmacy schools, SHPA, PDL, franchise groups and more - sign up free at pharmacycareerssummit.com.au.

“
AI is still in its infancy for pharmaceuticals, but its use in drug repurposing was one of the early applications that delivered strong results from the outset
”

Through the use of artificial intelligence (AI), machine learning (ML) and graph technology, pharmaceutical companies can now explore the complex, interrelated relationships between drugs, diseases, and genes to unlock new ways to develop new indications for



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Dispensary Corner

FORGET the threat of AI on pharmacy - the NSW Government has launched a new online course to equip the hair and beauty industry with the skills to start a conversation about skin changes.

Developed by TAFE NSW in conjunction with the Australian Melanoma Research Foundation, Hair and Beauty Australia (HABA), and Keune Australia, the 'Spot a Spot' course is the first in Australia to target hairdressers, barbers and beauticians to increase early awareness and prevention of skin cancer.

NSW Minister for Skills, TAFE and Tertiary Education Tim Crakanthorp said, "one Australian is diagnosed with melanoma every 30 minutes and resulting in around 1,300 deaths every year".

"But we know early detection matters, which is why this new course is a great example of TAFE NSW working with industry to identify skills needs and fast-track solutions that benefit, not only the workforce but the wider community.

"We are offering free places for those TAFE NSW apprentices studying Certificate III in Hairdressing and Barbering and Certificate IV in Beauty."

Maureen Harding, the National President of HABA, said, "what's great about this course is that it can be completed in an hour and on a mobile device".

Dr Wayne Harvey from the Foundation added hairdressers and barbers are in regular contact with clients and "access hard-to-see spots, so they are very well placed to recognise skin changes".

Symbion, Guild on joint scholarships

THE Pharmacy Guild of Australia and Symbion have teamed up for educating and training First Nations pharmacy students, by announcing that applications for four scholarships under this initiative are now open.

The grants are designed to strengthen the Aboriginal and Torres Strait Islander workforce through education and career support, with the concept following the Guild's and Symbion's reconciliation initiatives.

They aim to help build a strengthened Aboriginal and Torres Strait Islander pharmacy workforce which should result in an increased provision of, and access to, improved culturally appropriate pharmacy services for First Nations patients, shared the Guild.

Under the program, the four



pharmacy student scholarship recipients of the program will receive an annual entitlement of \$10,000 and be eligible for conference registration fees, travel and accommodation to a pharmacy conference for one year.

The initiative also provides two pharmacy assistant scholarships of \$5,000 annually and payment of conference registration fees,

travel and accommodation to the Pharmacy Assistant Conference for one year, explained the Guild.

To help strengthen Symbion and TerryWhite Chemmart's Aboriginal and Torres Strait Islander workforce, Symbion will provide each program participant with options and support for placement during their degree/study, opportunities for placement during the pharmacy student's intern year (or similar) at a TerryWhite Chemmart pharmacy, and employment possibilities during holiday periods.

Each program participant will receive a mentor who will be paid \$750 by Symbion for each year of support.

Applications are open until 16 Jul. For further details and the application form **CLICK HERE**.

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Hartley's Gripe Water

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2. Worried that your pharmacy isn't standing out in the ever-crowded pharmacy sector?
3. Concerned that you don't seem to be tapping into the latest trends in the health and wellness market?
4. Keen to introduce new categories, new services and new products for the changing market, but don't know where to start?
5. Looking for the next big thing in pharmacy?

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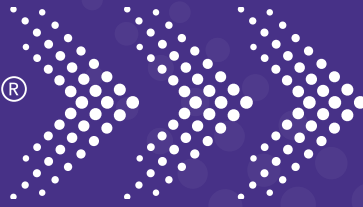


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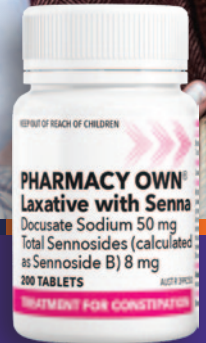
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