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**Dedicated to *Care***



## Today's issue of PD

*Pharmacy Daily* today features five pages of news, a cover page from **TerryWhite Chemmart**, and full pages from:

- **Wizard**
- **Optipharm**

## App adds value

**TERRYWHITE** Chemmart's myTWC app will help ensure increased customer loyalty through improving operational efficiency in pharmacies.

See more on the **cover page**.

## Better returns

**WIZARD** Pharmacy will be at the APP 2023 conference, so meet them at their stands to learn how to improve returns on your business, and also have a free coffee on them.

See more on **page six**.

# Amcal, DDS set to transform digitally

**AMCAL** and Discount Drug Stores (DDS) pharmacies will have a transformed eCommerce online platform in the coming months following a new partnership between Sigma Healthcare and the healthcare technology and logistics provider, Medmate.

The new eCommerce operating model is designed for community pharmacies to meet the increasing needs of their communities through convenient local pricing, stock, and delivery options.

Medmate stated it will build and manage the new Amcal and DDS websites and provide fast and effective delivery options to customers.

The platform will offer shoppers an improved product range and the introduction of selected prescription medicines to be available online, alongside better functionality and user experience

Customers will enter their postcode on the website and be connected with the eCommerce

platform attached to their nearest Amcal or DDS store.

Head of Franchise Brands David Preston said he was excited by the new eCommerce platform which would help pharmacies better meet the needs of their community.

"We will be proud to offer hundreds of Amcal and DDS pharmacies the convenience of a nationally scaled eCommerce platform in the coming months.

"Together, Medmate and Sigma are supporting the digital transformation of Australian pharmacy and improving access to vital medication and pharmacy services for patients," he said.

"This new eCommerce model will help our pharmacies compete effectively in the growing digital market, while at the same time boost their sales revenue and profit from their eCommerce transactions," Preston said.

Medmate CEO, Dr Ganesh Naidoo, said "it's a privilege to



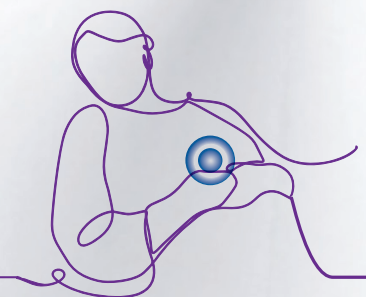
support Sigma and their amazing franchise partners in their digital transformation journey.

"The new websites will be more contemporary and easier to navigate."

Medmate General Manager - Growth & Partnerships, Harry Street added that "we'll be ensuring local Amcal and DDS stores can offer their customers not only online scripts and a wider range of products, but also new delivery methods, including express, same day or next day".

**Pictured (L-R):** Dilip Rao, Chief Technology Officer, Medmate, David Preston and Harry Street.

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## Cruising to vaccinate



**STAFF** from Capital Chemist Hobart recently provided vaccination services with a difference to the crew of P&O's *Pacific Adventure*.

Capital Chemist Managing Partner Lauren Sullivan was contacted by satellite phone several weeks prior to the ship docking and facilitated the provision of Covid boosters to seafaring staff from 47 different nationalities.

The P&O ship staff were provided with appointment times over the two days that the ship was in port in Hobart, as part of a round that included a Tasmania cruise prior to

the ship going to Vanuatu.

Sullivan said: "It was a challenge to ensure adequate supplies of vaccine were available but with staggered appointment times over the two days, and plenty of space to monitor staff after vaccination, it was actually quite a smooth process".

Group Business Manager Andrew Topp said that this expedition was completely in line with Capital Chemist's mission statement "to improve each person's health and wellbeing.

"That counts whether on land or at sea!"

## 4 in 5 alcohol-related deaths in males

**OF THE** 1,950 alcohol-related injury deaths and 30k hospitalisations in 2019-20, over 1,500 (78%) and almost 18k (59%) were among males, according to a new report from the Australian Institute of Health and Welfare (AIHW).

The *Alcohol-related injury: hospitalisations and deaths, 2019-20* report shows the leading causes for alcohol-related injury deaths among males were suicide (48%), accidental poisoning (23%) and transport (12%).

For females, suicide (43%), accidental poisoning (33%) and falls (9%) were the leading causes.

AIHW spokesperson Dr Heather Swanston said: "Overall, these accounted for 5.7% of all injury hospitalisations and 14% of the 13,400 injury deaths among Australians.

"Most injury events

are preventable, but the consumption of alcohol can increase the risk of injury.

"Today's report includes injury cases where alcohol may have been wholly responsible for the injury (for example, alcohol poisoning) or partially responsible (such as falls or intentional self-harm injury)."

Swanston noted that some groups were more likely to experience higher rates of alcohol-related injury hospitalisations.

"Very remote areas of Australia had the highest rates of alcohol-related injury hospitalisations, over eight times the national rate and almost 11 times the rate for people living in major cities.

"Those living in the lowest of five socioeconomic areas were more than twice as likely to be hospitalised for an alcohol-related injury than those in the highest socioeconomic area."

## Introducing MedView Chat

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## Wizard opened its first store in SA

**WIZARD** Pharmacy Strathalbyn, the first Wizard store in South Australia, officially opened its doors at 10 Dawson Street on Fri 17 Mar, with a whole new look, extended product range and value-adding rewards program.

Wizard Pharmacy aims to maximise value through incentives such as \$1 off PBS prescriptions and the Wizard loyalty program, which rewards customers throughout the year with vouchers, reward points and more.

James Wittwer, owner and pharmacist at Wizard Pharmacy Strathalbyn, which is open seven days a week, said he hoped his customers will experience a greater level of service and an improved customer experience with the brand change.

“Wizard Pharmacy is a progressive business looking ahead at new opportunities and ways to do things not just differently but better, especially when it comes to healthcare solutions and providing



additional value for the customer. “We’re excited to be the first Wizard Pharmacy in South Australia as we have always looked out for options to improve ourselves and the customer experience in our pharmacy-partnering with Wizard is a great opportunity to do that,” he said.

Wizard Pharmacy currently has

42 pharmacies across Western Australia, the Northern Territory, and now South Australia, with plans to continue expansion to deliver greater value to even more communities nationwide.

**Pictured:** Front (L-R): Neil Kluge, Lauren Layley and James Wittwer celebrating the store opening with their team.

## New PPA chief

**PROFESSIONALS** Australia, the parent organisation of union group Professional Pharmacists Australia, has appointed medical scientist Katie Havelberg as its new National President.

This is a historic appointment for the union, as Havelberg is the first female and scientist to fill the role of President.

Havelberg has been a workplace delegate for over 14 years, and a member of the National Assembly.

She is now in her fifth year serving as a member of the National Board, first as National Vice President and more recently as Senior National Vice President.

She is President of the Professional Scientists division, and is passionate about building membership and empowering members to create change, and giving them the voice they deserve.



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### MJA on vaping

THE jury is in on the harms of vaping, with a new study published in the *Medical Journal of Australia* yesterday providing the most comprehensive review yet on the health impacts of e-cigarettes.

Australian Medical Association President Prof Steve Robson said the findings of the study leave zero room for confusion about the dangers of e-cigarettes and vaping.

“The jury is in - it’s time for stronger, strictly enforced regulations so we can avoid another public health crisis like tobacco,” Robson said.

Some risks as per the study include addiction, poisoning, esp. in small children, seizures and loss of consciousness caused by nicotine overdose, headache, cough, throat irritation, burns and injuries from exploding batteries.

## Amcal starts Hearing the Nation tour

AMCAL is continuing to expand its health offering with free hearing checks in select pharmacies across Mar, in partnership with Hearing Australia.

Dubbed the ‘Hearing the Nation Tour,’ the month-long event will see specially equipped buses visiting locations in a bid to provide over 10,000 hearing checks to Australians.

The program offers free 15-min consultations to eligible patients at risk of hearing loss, and/or patients aged over 65 years old.

Head of Amcal, David Preston, says screening services play a pivotal role in identifying and referring at risk patients to the relevant healthcare specialists, and the partnership ultimately aims to improve convenient access to hearing services for Australians.

“Hearing loss is a prevalent issue



in the community,” said Preston.

“One in six Australians have some form of hearing loss, and with an ageing population, this number is at risk of growing.

“The promotion of early detection for hearing loss is, therefore, key in urging Australians to prioritise their

hearing health,” said Preston.

“Our team will be there at every step of the ‘Clean and Chat’ service to guide patients through their questions and the next steps that they may have to take regarding their hearing.

“This relationship with Hearing Australia not only helps improve the quality of life of our community through early identification of hearing loss or reduced hearing aid performance, but also benefits our franchise partners by offering increased patient engagement, and an opportunity to increase front of shop sales of relevant hearing and ear-related products,” Preston said.

All appointments will be conducted by a Community Hearing Advisor from Hearing Australia.

Based on the results, patients will be referred to Hearing Australia for further care and assessment.

The ‘Hearing the Nation Tour’ will run until the end of Mar.



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## Dispensary Corner

**PHARMACY** features prominently in a new journal article which highlights the health benefits of dad jokes.

Published in *The Psychologist*, the official organ of The British Psychological Society, the article postulates that embarrassing your children with a cheesy jest is good for their mental health and can build resilience.

"It is worth considering dad jokes as a pedagogical tool that may serve a beneficial function for the very children who roll their eyes at them," wrote Humour Researcher, Marc Hye-Knudsen who is part of Aarhus University's Cognition and Behaviour Lab in Denmark.

"By continually telling their children jokes that are so bad that they're embarrassing, fathers may push their children's limits for how much embarrassment they can handle...they show their children that embarrassment isn't fatal," Hye-Knudsen said.

The pharmacy connection comes in the article's opening example of a dad joke, which asks "A duck walks into a pharmacy and says 'Give me some lip balm - and put it on my bill'."

"Whether you laughed or not - and I have my doubts - this is, at least technically, a joke," the article continues, concluding that rather than actually trying to make other people laugh "the real audience of a dad joke is in fact the joke-teller, the dad, who suffers no cringe but rather delights in the embarrassment of his offspring".

## Seqirus releases flu vax

CSL Seqirus this morning confirmed that its 2023 influenza vaccines are now available for supply on the private market in Australia to vaccination providers including pharmacists and GPs.

The company said it was accelerating supply as the number of local cases rise, with more than eight million flu vaccines to be supplied to private providers and the National Immunisation Program (NIP).

More than 12,783 confirmed flu cases have been diagnosed as of 20 Mar 2023, according to the Department of Health - a level not reached until early May last year.

"Flu is unpredictable so we never know exactly when the season might begin or when cases might peak," said CSL Seqirus Director, Influenza, Natasha Rees.

"Vaccination typically begins in Apr to allow enough time for people to be vaccinated prior to the season, but we're pleased to have accelerated supply so that our vaccines are available now to

private vaccination providers."

Rees noted that other Seqirus influenza vaccines are available on the NIP and will become available via GPs and pharmacists when the states roll out their NIP program.

The company said the volume of cases seen so far this year is more comparable to circulation patterns prior to the COVID-19 pandemic, with recent increases in international travel likely to be a contributor, according to CSL Seqirus Medical Director of Vaccines and Biosecurity, Julianne Bayliss.

All 2023 flu vaccines contain four strains, including two A and two B strains, based on recommendations from the Australian Technical Advisory Group on Immunisation.

Bayliss said CSL Seqirus was continuing to innovate in influenza vaccine technology, including the planned 2026 opening of a new state-of-the-art manufacturing facility in Melbourne.

Flu samples are sent to the WHO research centre in Melbourne too.

## Guild Update

### It's all go for APP 2023

**AUSTRALIA'S** community pharmacy professionals are coming together for the long-awaited Australian Pharmacy Professional Conference and Trade Exhibition starting tomorrow. And if you haven't already registered don't worry. Walk-in registrations are available so no-one needs to miss out.

APP2023 Conference Convenor Kos Sclavos AM said the conference looks set to be the busiest and most popular pharmacy event in the southern hemisphere for 2023 with an expected record-breaking number of delegates set to come through the doors at the Gold Coast Convention and Exhibition Centre.

"The conference program brings an exceptional range of expert guest speakers in healthcare ranging from different professions who will share their knowledge and experience across areas of clinical excellence, business innovation and leadership," he said.

"APP's diverse and quality education is for the entire industry - proprietors, pharmacists, pharmacy students, early career pharmacists, pharmacy assistants and professionals in the wider industry," said Sclavos.

Attendees will be able to hear industry updates first-hand from Federal politicians, including the Hon. Mark Butler Federal Minister for Health and Aged Care and Senator the Hon. Anne Ruston Shadow Minister for Health and Aged Care.



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## WIZARD *pharmacy*

## The coffee's on us - Stand 369 & 370

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More and more pharmacy owners are experiencing the magic of the Wizard Pharmacy

complete pharmacy business platform and are reaping the rewards.

Are you interested in better care, better returns and a better lifestyle? Come and grab a coffee with us at APP - stand 369 & 370 to find out what sets us apart and how we can empower you and your team to success.

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