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## Today's issue of PD

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

- TerryWhite Chemmart
- PharmXchange
- Glucojel

## Footwear choice

PHARMXCHANGE has added EastCoast Distributors to its ever-expanding network making it a one-stop shop.

The footwear company distributes the well-known Lorella and Activ brands.

Australian pharmacies can now get a large range of footwear through PharmXchange with a choice of size and colour like never before.

Pharmacies can place orders by making their purchases through the PharmXpay Gateway.

See more on **page five**.

## Priceline's DNA on show

PRICELINE Pharmacy yesterday showcased 59 cult-worthy brands at its 10th signature health and beauty tradeshow event, The Beauty Prescription LIVE in Sydney.

Head of Marketing, Gabby Tully explained about its Autumn campaign, I'm Me, saying Priceline recognises that "women are all sorts of things, but the one thing that we all are is unique."

"As a leading retailer in this country, we certainly want to make every single person who walks into our stores feel visible."

Justin Withers, State Manager Qld also shared about the brand's exclusive beauty technology, myDNA.

"MyDNA is an incredible product, it's innovative, and it's exclusive to Priceline."

"What it does is understand your skin's profile due to the predisposition of your genetics."

"You just take a mouth swab and mail it off to myDNA, which is then analysed, from that they'll

identify what skin conditions you're predisposed to and email you a report which enables you to understand what skincare routine is best suited for your skin."

Cathi Scarce, General Manager - Customer Operations (speaking about myDNA) said, "when you think about skincare more broadly, we often feel compelled to buy what's trending or what's hot, but what this will do is give you a really direct and specific recommendation only for you, that says these are the ingredients that you need."

"I think that's absolutely fantastic, it's a game changer."

Further, Priceline said skincare products' sales are up 24%.

"Customers are really demanding dermatologist recommended products specifically, so those [sales] are up 55%, and then we have a whopping 194% growth in therapeutic face serums," said Jenna Edebohls, Business Category Manager - Makeup, Fragrance & Beauty Accessories.

## ScriptCheck live

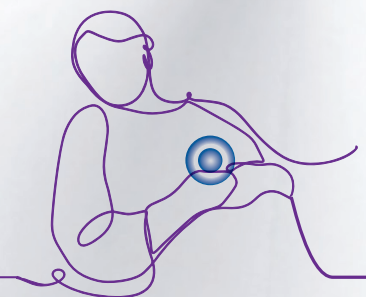
WESTERN Australia's ScriptCheck is now live.

This makes the state the latest jurisdiction to launch Real Time Prescription Monitoring (RTPM) (PD 15 Mar), a powerful clinical tool in the effort to curb the unsafe use of high-risk medicines such as opioids, the Society of Hospital Pharmacists of Australia (SHPA), said yesterday.

SHPA Chief Executive Kristin Michaels says RTPM is an important collaborative tool enabling interdisciplinary care teams to work together and ensure Western Australians are using medicines safely and effectively.

"We have many gaps to fill to uphold the optimal use of medicines in Australia, with 250,000 hospital admissions each year due to medicines-related harm, with many of these being preventable," Michaels said.

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## Gance is top boss by EY

**JACK** Gance, Chairman and co-founder of Chemist Warehouse, has been announced as the Ernst and Young (EY) Entrepreneur Of The Year 2023.

Selected from a group of seven finalists recognised for their purpose-driven leadership and entrepreneurial spirit, Gance was named winner at the awards ceremony yesterday in acknowledgement of his work in the Australian pharmacy industry.

Chair of judges, Shark Tank investor, and founder of Greencross Dr Glen Richards said, "the judges were unanimous in our decision that Jack Gance is an iconic and serial entrepreneur whom we are proud to put on the world stage of entrepreneurship in Jun at EY World Entrepreneur Of The Year in Monaco.

"From the beginning, the Chemist Warehouse journey has always been focused on adding value to Australian households by providing a wide range of health, beauty, and wellness products (over 35,000 to date) at the best possible prices for their customers.

"Under Jack's leadership, the Chemist Warehouse team has delivered excellence in



merchandising, continual innovation with their evolving pharmacy and retail business model and provided outstanding value to millions of households across Australia by making healthcare more affordable," Richards said.

EY Entrepreneur Of The Year Australian Leader Justin Howse said: "Jack is a disruptive pioneer.

"His focus on the customer and drive to provide Australians with access to affordable, discounted prescriptions are evident throughout his career and came through in his presentation.

"Jack had a vision for the future of Australian pharmacies, and brought this vision to life through passion, persistence, drive, and dedication," said Howse.

Learn more [HERE](#).

## GSK's shot in the arm for older Aussies

**LAUNCHED** at Parliament House, the GSK Australia report, *Risk to Resilience: A roadmap to vaccine access for older Australians* calls for reforming the National Immunisation Program (NIP), and may have the potential to be the shot in the arm Australia's health system needs.

The report released yesterday, demonstrates the value of increased Australian Government investment in innovative vaccines and better access through a redesigned NIP focused on older adults.

Data showed the greatest benefits would be felt by regional Australians, low socio-economic groups, and the people of South Australia and Tasmania.

Robert Booy, Honorary Professor of Paediatrics and Child Health at the University of Sydney, says Australia could lead the way internationally by designing and funding an NIP reflective of the ageing population.

"We know what works, let's use the NIP to remove known barriers to vaccination for Australian adults like accessibility,



affordability and awareness."

GSK commissioned Clarivate Health Sciences to conduct a detailed analysis, mapping federal electorate divisions by four factors that may make people more vulnerable to preventable disease and subsequent poorer health outcomes.

Factors included age, income, education and co-morbidities.

Dr Alan Paul, Country Medical Director at GSK Australia, added that identifying the electorates at greatest risk of preventable disease will help governments and the health sector focus its efforts where they will have the greatest impact.

As well as identifying barriers to vaccination, the report calls for governments to partner with all stakeholders and consumers and to reform reimbursement systems and processes.





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### Dispensary Corner

**MR HAPPY** Face (pictured below) is the reigning champion of the World's Ugliest Dog contest, that has run for 50 years celebrating the "imperfections that make all dogs unique".

Months earlier, the small canine - with a tongue longer than his head and wispy strands of hair covering his mostly bald skin - elicited playful comments of gremlin, gargoyle, and Quasimodo from *The Hunchback of Notre-Dame*.

Now as winner of the 2022 World's Ugliest Dog contest he is a celebrity with his own Instagram account, trips to live morning TV shows and appearances in dozens of interviews with publications.

"He loves the attention," said his owner Jeneda Benally. "He actually has learned how to pose for pictures."



## Blooms has B Corp cert

**BLOOMS** The Chemist has achieved a new first with a B Corp Certification for its support office (Blooms The Chemist Management Services Ltd).

Certified B corporations meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

"We want to lead the Australian pharmacy industry by example and demonstrate what can be achieved as a truly purpose-led business, committed to doing good, for our people and our planet," said Pamela Bishop (pictured), Blooms' Chief Operating Officer.

The announcement paves the way for the support office to assist any individual pharmacy owners within the network who may wish to undertake a B Corp Certification.

Bishop also gives her suggestions for practical actions that can help embed sustainability:

- Opt for appliances, lighting, and equipment that save energy.
- Reduce the amount of paper that you use.
- Reduce waste, opt for recycling and composting where possible.
- Switch to environment-friendly packaging and encourage



customers to recycle or reuse it.

- Offer a medication blister-pack recycling service.
- Range sustainable brands and products.
- Develop a diversity equity and inclusion policy to promote a welcoming and safe workplace.

In a bid to reduce the burden of packaging waste, Blooms partnered last Oct with recycling specialists, Pharmacycle, who provide the nation's only blister pack recycling program that offers a full recycling solution from start to finish, which has recently led to the introduction of medicinal blister pack recycling across Blooms entire network of more than 115 stores, and has collected a staggering 616,000 packs in about five months of the program commencing.

## Paxlovid access

**FROM** 01 Apr, the eligibility criteria for access to Pfizer's Paxlovid (nirmatrelvir tablets and ritonavir tablets) on the PBS will be expanded to include people between 60-69 years of age with mild-to-moderate COVID-19 with one additional risk factor for developing severe disease.

Paxlovid is the one COVID-19 oral anti-viral medicine to receive this expanded PBS eligibility criteria.

Paxlovid is the first oral anti-viral of its kind for COVID-19, specifically designed to combat SARS-CoV-2.

The TGA granted provisional approval for Paxlovid based on positive results from the Phase 2/3 EPIC-HR trial, demonstrating 88% relative risk reduction in hospitalisation or death compared with placebo for patients who received treatment within five days from symptom onset, with demonstrated consistent efficacy across prespecified patient types and a range of comorbidities.

Paxlovid was well-tolerated in the EPIC-HR trial. Learn more [HERE](#).

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## Introducing Footwear Distributor; EASTCOAST Distributors Now Available on PharmXchange

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Australian Pharmacies are now able to conveniently procure a large range of footwear products by size and by colour like never before with the integrated benefit of PharmX Connectivity. Australian Pharmacies who have never purchased from EASTCOAST can now place orders from the supplier using their credit card through the PharmXpay Gateway.

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