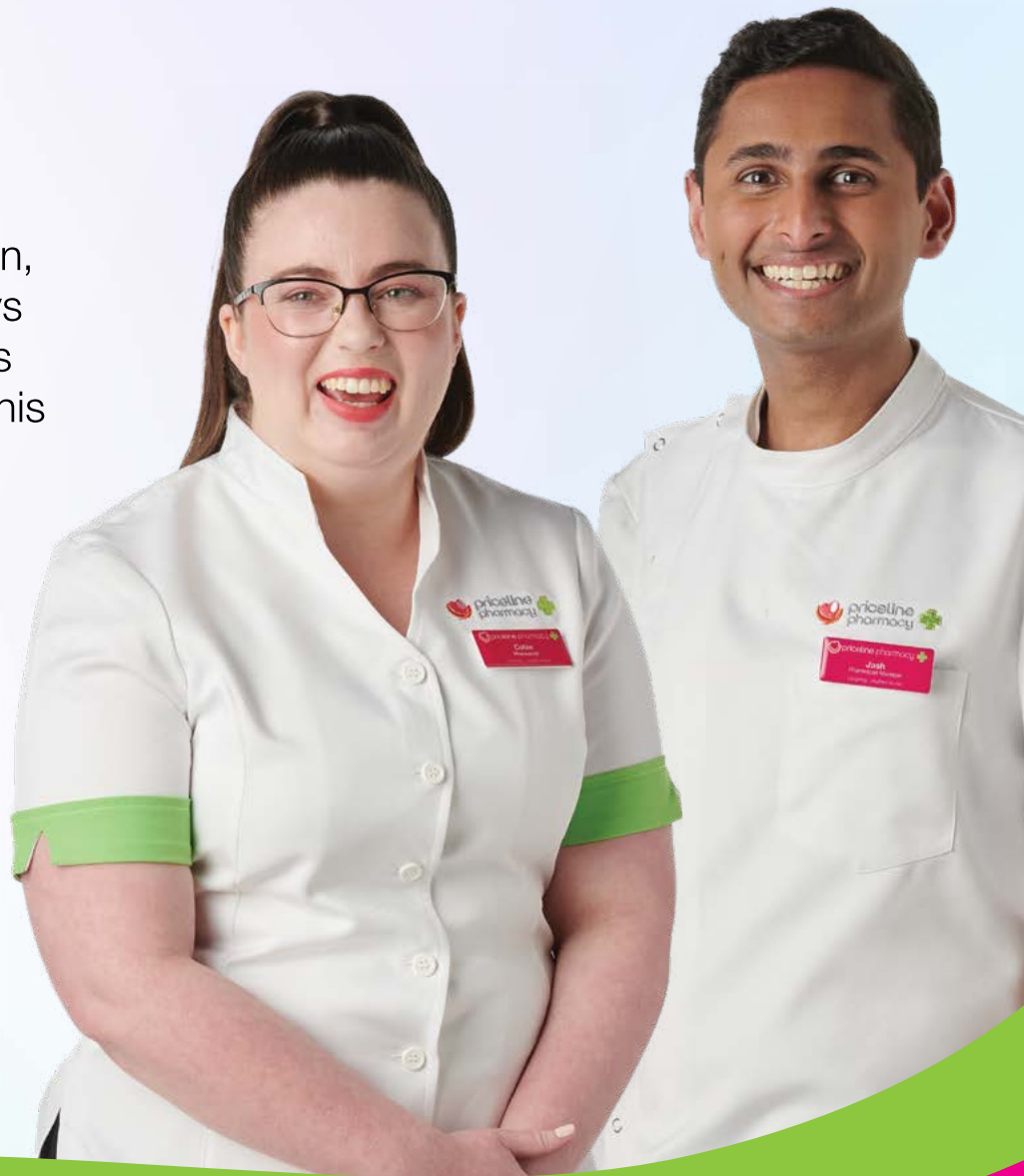


Every local Pharmacist is *our hero*

From vaccinations to medication management and everything in between, we're celebrating the ways that Priceline Pharmacists are making a difference this World Pharmacists Day.

Become a part of our family and unlock your pharmacy's full potential by speaking to our team today.



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Today's issue of PD

Pharmacy Daily today features four pages of news, plus a front cover wrap from Priceline Pharmacy plus two full pages from TerryWhite Chemmart.

Celebrate heroes

PRICELINE is celebrating all the ways pharmacists make a difference on World Pharmacists Day and calling its local pharmacists heroes. See more on the cover page.

Positioned to lead

TERRYWHITE Chemmart is committing to making a difference that truly matters on World Pharmacists Day. See more on pages five & six.

60-Day webinar

THE Dept of Health is hosting a webinar on 60-Day prescriptions for selected PBS medicines tomorrow (26 Sep).

This webinar is for primary care and will discuss the policy change with time for Q&As.

The one-hour webinar will run from 1-2pm AEDT.

Those interested are asked to use the yet-to-go-live link, **HERE**, with the password: sjKyqrNP274 (75597767 from phones and video systems).

The Dept of Health has explained that if you can't attend the webinar live, you can watch the recording whenever it suits you using the same link.

The recording will be available within the week following the live webinar.

CW tops with Roy Morgan

CHEMIST Warehouse (CW) has been awarded the honour of Chemist/Pharmacy of the Year in the prestigious 2022 Roy Morgan Customer Satisfaction Awards.

This is the second time the pharmacy retailer has taken out the top gong with Group Manager Travis Hughes and State Manager Roger Sciortino (pictured) accepting the award in Melbourne on Thu night on behalf of CW.

Roy Morgan is Australia's largest independent research company with customer satisfaction ratings collected from the Roy Morgan Single Source survey of approximately 60,000 Australians each year.

The winner for the calendar year of the highly competitive accolade is the organisation that has achieved the most months with a number one ranking for customer satisfaction, and Chemist Warehouse took out 11 monthly wins, Roy Morgan has reported.

Chemist Warehouse Director, Mario Tascone said this win is a "testament to our dedicated and passionate team across Australia who provide our customers with



exemplary in-store service and experiences while educating and encouraging Australians to live well, get well and stay well".

"We truly are a family at Chemist Warehouse and this huge achievement would not have been reached without each and every one of our team, who are committed to providing our customers with affordable and easily accessible wellness solutions every day of the week.

"We couldn't be prouder," Tascone concluded. JG

CHOICE slams serious bassinet failures

NEW CHOICE testing has revealed that four out of 10 bassinets tested have serious safety failures.

"Unfortunately, there is currently no mandatory Australian safety standard for bassinets," said Kim Gilmour, CHOICE baby product expert.

"This means that year after year unsafe bassinets make it onto the shelves," she added.

"The most concerning findings were related to ill-fitting mattresses and non-breathable

areas on the side of bassinets that can create an unsafe sleeping environment.

"Although there isn't a safety standard for bassinets in Australia, there is a standard test for cot mattress firmness, which we conducted in our accredited laboratory," Gilmour explained.

The bassinets with serious safety failures included the Kmart Anko Bassinet with Canopy, Childcare Osmo Bassinet, Fisher-Price Soothing View Bassinet, and Stokke Sleepi Mini V3.

Vapes on point

FROM the Fields Pharmaceutical (FTF) released a five-point plan for therapeutic nicotine vaping products (NVPs) in its submission to the TGA that seeks to strike the right balance for the upcoming vaping reforms (PD 14 Sep).

The FTF plan included NVPs as an effective tool for quitting smoking, and the medically accepted role of simple flavours and menthol in therapeutic vape products.

It also included the use of disposables in cessation strategies, and possessing adequate nicotine strength while suggesting that local companies could ably supply the future market for NVPs.

"We support a pragmatic solution for adult-smoker cessation with NVPs under a therapeutics goods framework," CEO Wilhelm David said.

"The key to this workable solution for vaping in Australia is preventing the black market, which in turn curtails youth access," he explained.

"This can sit alongside parallel laws and regulations being put in place that appropriately consider the benefits of approved NVPs for adult smokers.

"Fruity flavours and menthol already play key roles in successful smoking cessation among adults.

"Restricting therapeutic vapes to only two flavour options, at extremely low strength...as proposed by the TGA, will perversely deliver the opposite effect on adults seeking to quit," David said.



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Priceline coming-of-age celebrations

PRICELINE Pharmacy Pakenham - the first-ever Priceline Pharmacy to open its doors in Australia - celebrated its 21st birthday at a new location over the weekend.

The team has opened a new store down the road from its original location in Vic, boasting a refreshed store layout, new product ranges and a SiSU Health check station.

Priceline Pharmacy was established in 2002 when pharmacists Andrew Rewell, Jeff Thom and Karen Dougall partnered with the retail chain Priceline to leverage its retail expertise into a pharmacy model.

Since then, Priceline's store network has grown to more than 470 stores nationwide, including over 390 pharmacies.

Priceline Pharmacy General Manager, Customer Operations Cathi Scarce said, "the original opening of Priceline Pharmacy Pakenham was pivotal for both the Priceline brand and the pharmacy landscape.



"Combining an established dispensary with a strong front-of-shop retail offering was the foundation for the Australian pharmacy model we know today," Scarce added.

Pakenham franchise partner Jeff Thom said he felt a sense of pride and achievement reflecting on the big milestone.

"It's incredible to see how established the Priceline brand and our pharmacy has become over

the last 21 years with many of our customers with us for all that time."

The celebrations spanned four days with a store visit from Priceline Ambassador Chrissie Swan, followed by a family fun day on Sat including face painting, street entertainers, a petting zoo, in-store offers, raffles, mini makeovers and goodie bags for customers. *JG*

Pictured: Priceline Ambassador Chrissie Swan with the Priceline Pharmacy Pakenham team.

Skin checks amiss

A RECENT survey by a centre for dermatology, The Skin Hospital, indicated that nearly two-thirds of Australians have not had a skin check in the past 12 months.

Dr Simon Lee, dermatologist at The Skin Hospital said, "the start of spring brings elevated UV levels, therefore, it's important to remind the community to use sun protection and to be aware of any changes to their skin.

"We're seeing that as many as 64% of Australians have not had a skin check in the past 12 months," Lee commented.

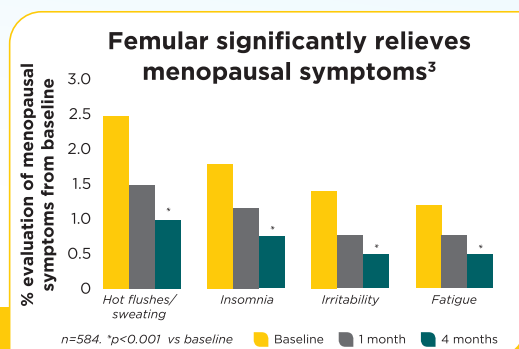
"Worryingly, 51% of respondents say that they're not planning to book a skin check, despite this 90% of respondents say that maintaining healthy skin is either quite (39.4%) or very (51.2%) important to them."

Pharmacists should reinforce sun safety messages, Lee said.



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2. IQVIA, national sales data Switzerland, sell-in (Pharmacy, Drugstore, Self-dispensing Doctors), turnover (ex-factory) in CHF, MAT June 2021.



Bring mRNA to life

GLOBAL biotechnology company Moderna has launched its new brand campaign 'Welcome to the mRNAge' in Australia, exploring the possibilities of mRNA technology.

The hero brand creative invites viewers to imagine the "infinite possibilities of mRNA technology" featuring an image of a mRNA strand, interweaving through a series of scenarios where mRNA technology could be implemented.

The mRNAge campaign reinforces Moderna as a leading mRNA science company, "laser-focused on delivering the greatest possible impact to people through mRNA medicines".

Moderna says its campaign steers clear of "stereotypical medical advertising conventions", instead, showcasing the potential impact of mRNA research on developing new therapeutics.

Michael Azrak, General Manager of Moderna ANZ, hoped this corporate brand refresh would invite curiosity about the breadth of mRNA technology in addressing unmet medical needs.

"Our mission is to deliver the greatest possible impact of mRNA science to create a new generation of transformative medicines for patients.

"This campaign will aid in generating awareness for the unique intersection of technology, humanity and health at which we operate.

"We wanted to bring the potential of mRNA to life in a way that inspires the public."

777 trumps WA awards



PHARMACY 777 has been named the WA Franchise of the Year at the 2023 Franchising WA Industry Awards Western Australia.

The Pharmacy 777 group also took out the prestigious Western Australian Franchisor of the Year (Iron Ore) award.

The awards celebrate the dedication, hard work, and innovation of franchises across the state and their ongoing success.

"The Franchising WA Industry Awards recognise outstanding achievement, as franchisors, franchisees, individuals and suppliers are celebrated for their outstanding work in the franchising sector," CEO of Franchising WA Mark Fernandez said.

"These awards winners and finalists set a new standard and are a true benchmark for Franchising in WA," Fernandez added.

Pharmacy 777 CEO Jason Brotherson said it was an honour to be awarded both the WA Franchise of the Year and the Franchisor of the Year award.

"Pharmacy 777 has been serving the community for more than 60 years," Brotherson said.

"These awards are a reflection of the extraordinary work behind the scenes which form the foundation

of a franchise service model.

"Our strong values-based culture has been the basis of our success in delivering personalised care to our franchisees and to our patients.

"I want to say a big thank you to the Pharmacy 777 administration team for the support they provide to the 777 Group on a daily basis.

"We recognise the important role pharmacists have in supporting patients' health, in collaboration with GPs and the wider healthcare network," Brotherson commented.

"My team and the wider team are passionate about helping people which is inspirational to see."

Pharmacy 777 has grown from its first pharmacy on Canning Highway in Applecross to more than 75 locations in WA.

From the northwest in the Pilbara and Carnarvon through to metro and southwest locations such as Margaret River and Bridgetown.

The Group's goal is to ensure access to medication, pharmacist-delivered health services and support for all West Australians.

The 2023 Franchising WA Industry Awards Western Australia were announced at a spectacular black-tie Gala Awards Night on Wed. *JG*

Pictured: Winners at the 2023 Franchising WA Industry Awards.

Benefits of sleep

EXPERTS will highlight the link between sleep, mental health and other sleep disorders during Sleep Health Week (25 Sep-01 Oct).

The Turner Institute for Brain and Mental Health and the Monash University School of Psychological Sciences will host two Sleep Health Week events in partnership with the Sleep Health Foundation.

With this year's theme being - Better Sleep. Better Health. - both organisations will focus on equipping Australians with the knowledge and tools to improve their sleep health, and the benefits for overall health, productivity and relationships.

An international advisory committee, led by Dr Tracey Sletten from the Monash School of Psychological Sciences, has also provided new US National Sleep Foundation guidelines, **HERE**, outlining the importance of consistency in sleep timing for health and performance, while supporting a "weekend sleep-in" on non-work days if people have a sleep debt.

For the first event, **HERE**, the Director of the Division of Sleep Medicine at Harvard Medical School, Prof Charles Czeisler will highlight the advances in our understanding of the human circadian system since melatonin's role in sleep was discovered 40 years ago.

In the second event, **HERE**, broadcaster Jon Faine will moderate a panel discussion with CogSleep and other experts for people living with dementia, their carers and anyone interested in healthy brain ageing.



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Dispensary Corner

AUSTRIA is offering free public transportation for one year to people willing to get the name of its local travel pass - KlimaTicket - tattooed on their body, *Insider* has reported.

Austria first introduced KlimaTicket in Oct 2021 to promote public transportation as a "climate-friendly alternative to motorised individual transport," the transport website stated.

A pop-up tattoo parlour shop has appeared at different events across the country this summer, sporting a banner that reads 'Action that gets under your skin', *Euronews* has reported.

KlimaTicket's official Instagram account touted one such event in a Jul post ahead of a local music festival.

The post included an infographic showing tattoo illustrations, including a railcar with the word 'KlimaTicket' on the front and a mouth ingesting a pill that says, 'Klima'.

While people laughed at the campaign at least six people have so far participated, the publication has reported.

Austria's climate minister, Leonore Gewessler, supported the campaign by attending the Frequency Festival and sporting a fake tattoo, and has also defended the campaign in a recent TV interview.

However, other prominent people have raised the alarm saying, "offering people money for putting advertising under their skin reveals an unacceptable view of humanity from a government minister".

Invest in IT security now

DESPITE a myriad of very public security breaches, a recent Commonwealth Bank survey revealed that just 39% of pharmacists believe they were adequately prepared to handle a security incident.

An example of a data breach took place in Mar, in the United States, where PharMerica filed a notification, **HERE**, where almost six million customers' personal information was stolen, the breach was a nightmare for all concerned.

To avoid just such an incident, the Pharmacy Guild of Australia's security policy underscores the dangers, "pharmacies handle a large volume of highly confidential, sensitive information concerning the use of scheduled medicines and patient health records".

It reminds members to be aware of the Australian Privacy Principles, **HERE**, and that pharmacists "must take reasonable steps to protect personal information...from misuse, interference and loss, and unauthorised access, modification or disclosure".

"An entity has obligations to destroy or de-identify personal information in certain circumstances," the Guild stated.

Kabie Senga, director of Net Affinity an IT-managed services provider, said, "it's important to have a culture of security awareness at the workplace".

"Invest in security training and encourage your staff to have strong individual passwords and implement multi-factor authentication.

"And definitely take down the Post-It notes with passwords you have attached to your screens!"

The Pharmacy Guild policy also advises care with passwords and backups, and that pharmacies have up-to-date security software.

"Passwords should include upper-, lower-case letters, special characters and numbers, and are changed regularly.

"Up-to-date security software that includes a firewall, anti-virus and anti-spyware.

"Perform regular (daily) local backups of key systems such as the dispensary computer.

"Store backups securely in an off-site location."

Senga agreed and added that security products like Webroot or Sentinel One use predictive analytics to deliver a greater level of protection. *DA*



Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature. This week's contributor is **Mark Churchill**, Managing Director, Kizmet Capital.



Insurance Renewal? We do it.

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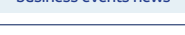
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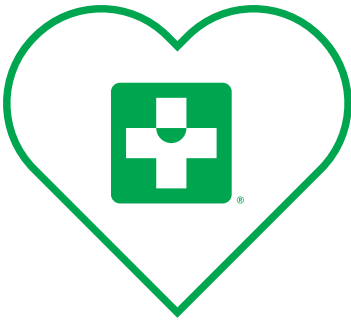
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Health is at the heart of everything we do

Happy World Pharmacists Day 25 September

Dear Pharmacists,

As we approach World Pharmacists Day, a day designated to celebrate the invaluable contributions of Pharmacists worldwide, we find ourselves reflecting on the significance of this year's theme: 'Pharmacy Strengthening Health Systems.' A theme that resonates deeply with the tireless work that you and your dedicated teams undertake each day.

Pharmacists have played an indispensable role in providing unwavering support to our communities throughout the uncertainties brought by the COVID-19 pandemic. In doing so, you not only elevated the prominence of community pharmacy locally but also garnered recognition on a global scale. This recognition is testament to the remarkable impact you have had in our communities and the vital role you continue to play.

The need for a healthcare system that is not only more accessible but also more sophisticated and integrated, is well recognised by government bodies and regulatory authorities to help address the evolving healthcare needs of the Australian population. On top of this, they have recognised that community pharmacy, and Pharmacists are ideally positioned to lead and support these transformative changes.

At TerryWhite Chemmart, we are committed to working with industry organisations and health departments to champion the expanded role of Pharmacists. Our collaborative efforts align with a clear vision of what the future of community pharmacy will entail. We firmly believe that this shift is pivotal for the ongoing vitality of community pharmacy.

We, at TerryWhite Chemmart, are dedicated to nurturing our ever-growing network of pharmacies, empowering them to emerge as the foremost providers of 'full scope' Pharmacist services. Our goal is to lead the growth of professional services and enable our Pharmacists to unlock their full potential as scope of practice continues to evolve.

As we join the global celebration of World Pharmacists Day and acknowledge the undeniable impact of pharmacy in strengthening health systems, let us forge a collective commitment to delivering unparalleled care to the communities we serve. Together, we can make a difference that truly matters.

We extend our deepest gratitude for your unwavering dedication to the health and well-being of all Australians. It is an honour to stand shoulder-to-shoulder with you as partners on this journey.

Yours in health,

Nick Munroe
Executive General Manager

Brenton Hart
Chief Pharmacist



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