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Today's issue of PD

Pharmacy Daily today features four pages of pharmacy news, plus a full page from Pointrs.

Save and fly soon

POINTRS is offering people ways to save money on travel by using cash, credit card and loyalty points. See more on the **back page**.

PATY entries call

GUILD President Trent Twomey has reminded pharmacy owners and managers that nominations for the Maxigesic Pharmacy Assistant of the Year Award (PATY) will close on 10 May. PATY honours top pharmacy assistants for their outstanding service with prizes that include training sessions, travel, and a \$5,000 cash prize for the winner - see more **HERE**.

MDR's results surpass expectations

MEDICATION management platform MedAdvisor Limited (MDR) showed strong financial performance for the quarter concluded on 31 Mar 2024, with operating revenue up 42% to \$24.2 million from \$17 million for the same period last year.

In an ASX report released today the company's gross profit climbed 13.6% to \$5 million and gross margin improved to 89%.

CEO Rick Ratliff said he is "delighted" to report another strong quarter, with performance aligning with the seasonal expectations for the company's operations in the US.

The company's growth this quarter has been bolstered by the US focus on vaccine programs and the broader implementation of programs for chronic medications across the company's client base, he explained.

Ratliff mentioned an improvement in margins due to the increased demand for THRiV, its US-

focused omni-channel solution.

"In Australia, the initiation of pharmacy transaction fees from 01 Mar has led to a 14.9% growth in that specific revenue stream," he said.

This development is seen as a significant one, with expectations of it boosting the company's SaaS licenses and health programs.

"The company is also investing in its global infrastructure as part of its enhancement roadmap, which included supporting the upcoming North Queensland Community Pharmacy Scope of Practice Pilot, expected to launch in early Q4."

Ratliff also said MedAdvisor has identified several AI opportunities which could be added to the company's Solutions business.

"This begins with the announcement of our partnership with the Brand Engagement Network and the initial deployment of conversational AI to patients through their pharmacy channel."

For the outlook ahead the company said it maintains a robust

pipeline for Q4 FY24 and looking into FY25.

"At a group level, we have already surpassed the full FY23 operating revenue with one quarter still to go, a strong testament to our team's relentless drive and focus on expanding revenue opportunities across the group," he added.

MedAdvisor has recast its projections for THRiV and it now anticipates it will contribute about 18% share of its US revenue in FY24, versus 3% in FY23.

"We are excited about launching the North Queensland Pilot and equally very pleased to continue witnessing growth in our UTI and oral contraceptive services across the states," commented Ratliff.

He mentioned the flu season in Australia is contributing to an increase in revenue.

The company is also set to launch an initial telehealth solution through the MedAdvisor App, which is expected to further grow its revenue stream. JG

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Call to restructure CSO

PHARMACIES in regional areas need a restructure of the 8CPA Community Service Obligation (CSO) to help fund them to support their workforce and deliver services, says the Remote and Isolated Pharmacist Association Australia (RIPAA).

“We say that at least some CSO money would be better spent and accounted for if paid directly to the pharmacies it is intended to benefit,” said a spokesperson from the RIPAA.

“A primary healthcare package aimed at targeting remote area health disadvantage and delivered through the existing network of one pharmacy towns in MM 4-7 and funded from a redesigned CSO would put the ‘community service’ back into the CSO.”

According to a statement from the RIPAA, a pharmacy in an isolated area needs on average \$150k each year to service their communities.

The body stated the existing rural allowances “fall well short” of what is actually required to provide

non-dispensing primary healthcare services in rural and isolated towns.

Instead, it is the larger pharmacies that are benefitting from the discounts from the wholesalers who are currently being paid money from the CSO, added RIPAA.

“The CSO was established to ensure equitable access to PBS medicines but instead is allegedly underwriting incentives and inducements to larger pharmacies, franchises, groups, and chains to trade with them.

“This is fuelling the growth of corporate pharmacies, which was never intended to be a beneficiary of the CSO,” explained the spokesperson for organisation.

“Smaller, more remote pharmacies are effectively double penalised, firstly by never being able to access the selective favourable CSO-supported trading terms offered to their closest and largest customers; and secondly because the CSO-supported rural supply network is still underfunded and brittle.” *JHM*

Wellnex Life gets dual-listing on LSE

WELLNEX Life, Australian consumer healthcare company, has announced today its decision to pursue a dual listing on the London Stock Exchange (LSE), with the aim of accelerating its international expansion.

Chairman Mario Tascone (pictured), said, “I am delighted to announce that we are officially starting the LSE listing process and am excited by the opportunity it presents Wellnex”.

“While we continue to concentrate and increase our presence in the domestic market, this will open up opportunities to grow the business by taking advantage of the numerous opportunities internationally.”

Tascone said the decision was made following consultation with UK-based advisors and positive feedback from British investors on a recent UK roadshow.

“The move reflects our ambition to access new investors and trade on an international platform alongside



the world’s leading health and pharmaceutical entities.”

It signals the latest in a series of moves by the company to ramp up its international growth, including the expansion of its supply agreement with Haleon to new markets in the UK and UAE.

“Furthermore, through an international distribution agreement with Homart Pharmaceuticals, we’re actively pursuing additional international markets for our other brands and products throughout Asia,” Tascone said.

He also revealed that Wellnex is in discussions with distributors throughout Europe to market its brands and products into that region’s wider market. *JM*

Hear from our Franchise Partners

“Joining a national brand like Priceline Pharmacy, the marketing campaigns are very visible, we find a lot of our customers know what is going on in our stores. Priceline filled the gap in our community and provides a whole comprehensive offer. When opening our second store, our pre-existing experience with Priceline and knowing how supportive they would be was a big factor.

Cobie McQueen

Priceline Pharmacy Madden St and Horsham, Vic



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New light on IBS

A RECENT large-scale genetic study involving researchers from Monash University has uncovered a new link between irritable bowel syndrome (IBS) and the cardiovascular system.

Led by Dr Leticia Camargo Tavares in Monash's School of Biological Sciences, the study sheds light on the genetic underpinnings of IBS, which is one of the most common gastrointestinal disorders in the world.

Characterised by symptoms such as abdominal pain, bloating, diarrhoea and constipation, the cause of IBS remains unclear, despite affecting up to 10% of the global population.

The new research, published in *Cellular and Molecular Gastroenterology and Hepatology*, was based on an analysis of data from UK Biobank and Lifelines of 24,735 people with IBS and 77,149 symptom-free individuals.

The analysis discovered four genomic regions, including two that were previously unidentified, associated with higher susceptibility to IBS.

These genetic "hotspots" involve pathways central to gastrointestinal motility, intestinal mucosal integrity, and circadian rhythm regulation.

The research also revealed a connection between IBS predisposition and various cardiovascular ailments, including hypertension, and ischemic heart disease.

Camden takes top spot



CAMDEN Day and Night Pharmacy has clinched the top prize in the Pharmacy category at the 2024 Australian Small Business Champion Awards recently.

The prestigious event celebrated the significant contributions of Australia's 2.5 million small businesses across a variety of sectors, including retail, services, and manufacturing, featuring more than 100 categories.

The award ceremony took place at The Star in Sydney where Camden Day and Night Pharmacy was honoured with a customised trophy and certificate, recognising them as a leader nationally in the pharmacy industry.

Steve Loe, the Founder and Managing Director of Precedent Productions, which organises the awards, said, "this year's awards saw over 5,500 entries from diverse locales across all states and territories, reflecting the resilience and creativity of Australia's small business operators".

He added that the small business entries this year were particularly inspiring, underscoring the tough economic

climate and the robust spirit needed to thrive.

"Operating a small business today requires steadfast commitment, leadership, savviness, creativity, people skills, vision, social consciousness and a spirited drive - all elements of success that our independent judging panel pinpointed as among the key reasons for their selection of Camden Day and Night Pharmacy as 2024 Pharmacy category Champion," Loe added.

"I am blown away by the growth of this program and its intensifying spotlight on the most deserving small business operators, who valiantly serve their communities and encourage us all to strive for success with ample drive, determination and fortitude," commented Loe.

The gala event, hosted by Jayne Azzopardi of 9News, was attended by over 1,000 participants and featured performances from Dami Im and Harrison Craig. JG

Pictured (L-R): Camden Day and Night Pharmacy staff Nate Lochette, Grace McCarthy and Bobby Afshari.

Calls to Lifeline up

FINANCIAL pressures, unemployment and housing insecurity are increasingly becoming the source of many Australians' distress, according to new data from Lifeline.

Lifeline revealed this week that around 15% of calls to the mental health service each day are related to cost-of-living related issues, and it expects to receive more than a million calls for support this year.

"What is concerning is that we know the true number of people identifying cost-of-living pressures as their primary reason for contacting Lifeline is actually significantly higher," said Lifeline Australia CEO Colin Seery.

"The statistics do not take into account the 900 help seekers contacting us via our text and webchat services each day, or those reaching to our Support Toolkit or specialised helplines.

"Our centres are also reporting an increase in complex cases, with help seekers presenting in severe distress, having struggled to find relief and feeling like their options are increasingly limited," Seery explained.

According to Lifeline Australia's Chief Research Officer Dr Anna Brooks, financial pressures are being felt by those with a mortgage, as well as those who are renting, with research showing this puts people at increased risk of suicide.

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Dispensary Corner

AT THE upcoming Olympic Games in Paris, *NBC* is set to introduce a thrilling new spectator sport: parental heartbeat hustle!

In a bid to capture the stress in real-time, *NBC* will be strapping heart monitors on parents of Olympians, turning their nervous tension into prime-time entertainment.

Alongside the traditional sweat and tears of the elite athletes, we'll be privy to the BPM (beats per minute) of their cheerleading parentals.

Imagine the scene where the athletes are poised at the starting blocks, their parents are in the stands, their heart rates ticking up by the second, displayed in real-time for all the world to see.

It's like watching a car race where the cars are stationary, but the spectators' pulses are already racing.

NBC might hit gold with the idea and score a trendy smartwatch sponsor.

Who wouldn't want to know if Dad's heart can handle another photo finish?

While funny, let's not overlook the real heroes here.

Behind every triple axel and pommel horse routine are the Olympic-level parents, who not only mastered the art of the 'sports parent drive' but did so at an international level.

They've navigated the choppy waters of teenage angst paired with rigorous training schedules - all while holding down their jobs and other 'normal' parent duties.

Locumate expands to US



AUSTRALIAN start-up Locumate.ai has partnered with the Californian and American Pharmacist Associations to launch a new joint venture called HealthShifts, aimed at changing the on-demand workforce for pharmacists in North America.

This collaboration will extend Locumate.ai's platform, initially tested in 850 Australian pharmacies, to 88,000 US pharmacies, significantly expanding its market presence and potential for revenue growth.

Surge Singh, co-founder of Locumate.ai, said, "we have been described as the orchestration engine for the future of on-demand workforces, and while pharmacy is our first key sector, there are plenty of others who would benefit from the platform we have created".

The creation of HealthShifts was finalised after six months of negotiations and is set to address some of the critical workforce issues faced by pharmacists, such as overwork and lack of efficient resource management.

Susan Bonilla, CEO of the California Pharmacists Association, expressed optimism about the joint venture, noting, "this platform will really help to address some of the overwork and challenges many of our members are currently facing".

Melbourne pharmacist and co-founder Kavita Nadan highlighted the platform's effectiveness during the COVID pandemic, identifying a significant gap in the on-demand workforce within the industry.

"With Locumate.ai, organisations have more control over their on-demand staffing needs on a daily basis, and it is fast, efficient, and enables more opportunities for mutually meaningful and long-lasting connections," she said.

Michael Hogue, CEO of the American Pharmacists Association, said HealthShifts is going to put pharmacists in the "driver's seat in determining how they want to work, where they want to work, and I think that is amazing and is going to really transform the way work happens in pharmacy".

Bonilla further emphasised the unique approach of the partnership where the platform is developed by pharmacists for pharmacists.

"It is going to lead to a great deal more self-determination, workplace satisfaction, and patient care, as the implementation that we're embarking on is so holistic that it's going to be addressing the issues of the pharmacist workforce at every single level". *JG*

Pictured (L-R): Susan Bonilla, Surge Singh, Michael Hogue, Kavita Nadan, and Rajan Vaidya.



Guild Update

Guild webinar recordings available

IF YOU missed two of the most recent Guild webinars on wages and employment trends and on the changes to the *Fair Work Act*, don't stress, because you can now watch them online.

The Wages and Employment Trends in Pharmacy webinar, which proved very popular, offers vital analysis of current employment shifts and remuneration trends.

From understanding the evolving roles of pharmacists to implementing effective compensation strategies, this session equips viewers with the knowledge and tools needed to optimise their workforce management practices.

Special guests of the webinar include Heidi Dariz, General Manager at Raven's Recruitment and the Pharmacy Guild's Workplace Relations and Business Director, Scott Harris.

To watch the Wages and Employment Trends in Pharmacy webinar, click **HERE**.

The other webinar you can watch at your leisure is the *Fair Work Act 2009* Legislation Changes webinar.

This webinar is the first of a series of sessions which provide information on the Albanese Government's new workplace employment laws.

It provides an overview of the new laws and expected impact on the Pharmacy Industry Award 2020.

To watch the *Fair Work Act 2009* Legislation Changes webinar, click **HERE**.

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EXPENSES

Pointr #998

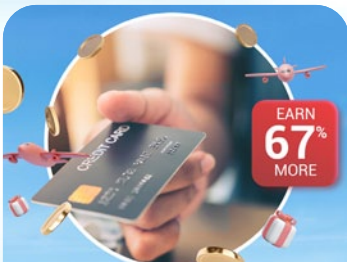
Earn Loyalty Program Points When Paying Expenses Where Credit Cards Are Not Accepted



ATO

Pointr #997

Earn 350% More Loyalty Program Points When Paying The Australian Taxation Office (ATO)



EXPENSES

Pointr #1939

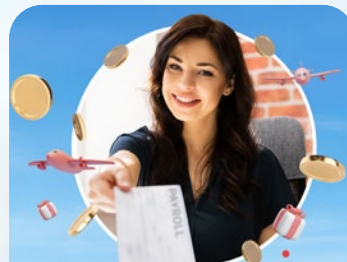
Earn 67% More Airline Loyalty Program Points/Miles When Using A Credit Card



RENT

Pointr #999

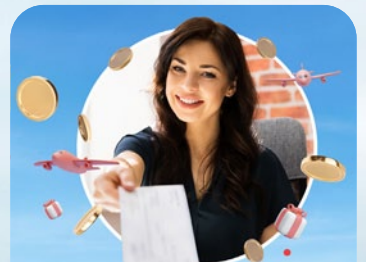
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