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2024

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5

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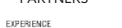
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Today's issue of PD

Pharmacy Daily today features two pages of pharmacy news, plus a cover wrap from APP2024, and a full page from Glucojel.

Just 5 weeks left

THE industry's premier conference, the Guild's APP2024 is just five weeks away, and will be held on the Gold Coast Convention and Exhibition Centre from 14 to 17 Mar.

Register now to not miss out on high quality education and networking opportunities.

See more on the cover page.

Customers' choice

GLUCOJEL, the original pharmacy jelly bean from Gold Cross, is so sought after that customers go looking for the pharmacy that stocks the confectionary - see page three.

Night shift busy at SA's 24/7 pharmacy

MORE than 40 South Australians sought help from the state's first 24-hour pharmacy on its opening night, providing them timely access to medications and health advice and taking pressure off busy emergency departments.

The first shift of 24/7 trade at National Pharmacies Norwood saw 45 customers visit between 10pm to 8am, from as far as Brighton and West Lakes, reported *Mirage News*.

There were 27 prescriptions dispensed and many parents seeking pain relief and treatment for infant colic, as well as scripts dispensed for infections such as uncomplicated UTIs.

SA's Health and Wellbeing Minister Chris Picton said, "it's fantastic to see such a successful first night of trade at our first 24-hour pharmacy, helping so many South Australians".

"The fact that 45 people from around Adelaide could access medication and health advice overnight without having to go to



an emergency department shows just how this service is needed."

Families can now be assured, he added that this pharmacy is never closing, "it will be there for them any day, any time to help with medications, prescriptions and pharmacy advice".

National Pharmacies CEO Vito Borrello revealed, "our first night of 24/7 trade has gone smoothly with our pharmacist reporting that health advice and medication was sought from patients across central Adelaide and as far south as Brighton and as far west as West Lakes".

"Parents needing pain relief and treatments for infant colic, as well as prescriptions for infections such as UTIs are just a couple of examples of the service we have been able to provide so far."

National Pharmacies in Norwood, servicing central Adelaide, on Mon began operating 24 hours a day, seven days a week, under a new state govt initiative (PD 05 Feb).

It's the first of three community pharmacies being supported by the Malinauskas Labor Government to extend operating hours around the clock, every day of the year.

The other two are Chemist Warehouse stores at the Saints Shopping Centre in Salisbury Plain and Clovelly Park that will begin operating 24/7 in coming weeks.

All three pharmacies were chosen after a competitive tender process.

SA will also expand scope for trained pharmacists to include treatment for uncomplicated Urinary Tract Infections (UTIs) starting from Mar. JG

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Dispensary Corner



A BEREAVED donkey who stopped eating and developed a stomach blockage when his mum died is now healed - thanks to 24 litres of cola.

Joey, 15, stopped eating properly after he lost his elderly mum Josie in Nov last year.

The donkey, which lives at Slade House Farm in Sidmouth, Devon, UK, developed a large gastric impaction, or a solid blockage of food in his stomach.

Some vets sprung into action and came up with quite an unexpected solution to the donkey's stomach blockage.

Vet Jamie Forrest said, "our vets rushed into action giving Joey an abdominal ultrasound and conducting a gastroscopy".

"As well as pain relief we flushed Joey's stomach with cola several times a day to dissolve the solid.

"We used six litres of full-sugar cola a day, spread out over three treatments, for four days to soften and dissolve the impactions in his stomach so the ingesta could once again travel to his intestine.

"In essence the cola acted like a drain cleaner."

\$135m for corneas

THE University of Melbourne, in collaboration with BIENCO, a consortium led by the University of Sydney, has received a \$35 million grant from the Australian Government Medical Research Future Fund.

This significant funding is dedicated to supporting the development of the world's first tissue engineered cornea.

PRODUCT SPOTLIGHT

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

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Bioglan Medlab NanoCelle® Activated B12 uses NanoCelle® technology that significantly increases solubility, absorption, and bioavailability. It has been tested against other B12 delivery formats like liposomal liquids, tablets and sublingual tablets and displays five times greater absorption*.

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**References available upon request*

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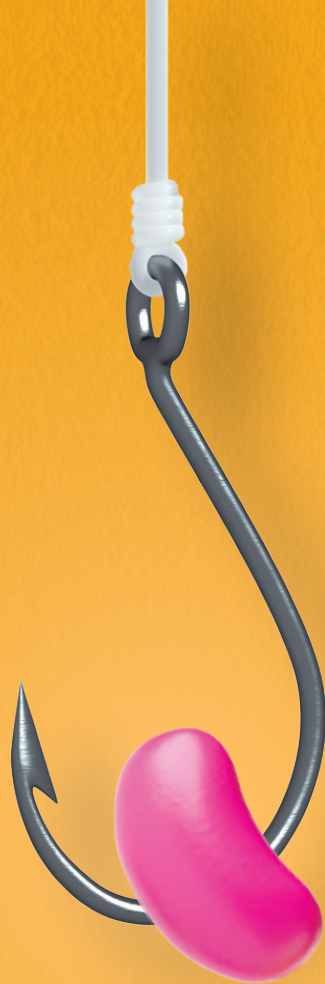
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TO ATTRACT MORE CUSTOMERS, JUST USE THE RIGHT BAIT.

You don't need milkshakes to bring all the boys (and girls) to town. You just need Australia's favourite jelly beans. In fact, in a recent campaign targeting customers who visited a pharmacy that didn't stock Glucojel, we found they were 23% more likely to hunt down a pharmacy that did on their next visit.

So, if you want feet through your door, you need Glucojel on your shelves.

*Source: Bliss Mobile post campaign reporting



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