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A better way to absorb magnesium.

Pharmacy only.

Available in **200g pack size** (40 doses) from Symbion, Sigma, API and CH2.

Always read the label and follow the directions for use.

Today's issue of PD

Pharmacy Daily today features three pages of news, plus a special feature from Evomed and full pages from:

- Pharmacium
- Glucojel

Easier swallowing

EVOMED'S medication lubricant Gloup is a gel that makes whole and crushed tablets easier to swallow.

It is further suggested that the use of a medication lubricant can avoid the need to crush or disperse medicine.

See more on [page two](#).

Get a lift in profits

GLUCOJEL, a top-selling confectionery brand that has been around for over 80 years, is providing 'profit on a platter' for pharmacies.

See more on the [back page](#).

TWC hits loyalty milestone

TERRYWHITE Chemmart (TWC) this week signed up its two millionth customer for its pharmacy loyalty program.

"Our heartfelt thanks go out to each of our two million members who have made our REWARDS Program a vibrant community of health and wellbeing enthusiasts," said Nick Munroe, TWC's Executive General Manager.

Ezgi Erdogan, TWC Caroline Springs Pharmacy Manager, was thrilled to discover her pharmacy had the honour of reaching the major milestone.

"As a relatively new, but extremely proud member of the TerryWhite Chemmart network, I am thrilled to celebrate the two millionth member into the TerryWhite Chemmart REWARDS Program.

"The program's combination of exclusive discounts, personalised offers, and health information, along with the ability to build true community engagement has not only built a strong sense of loyalty



among our customers but has also translated into increased foot traffic and higher sales," Ezgi stated.

The pharmacy group celebrated this achievement at the same time as being named a finalist in the 2023/2024 Asia Pacific Loyalty Awards in the category of 'Best Use of Digital Technology'. *JG*

Pictured (L-R): TWC Caroline Springs staff MyQuynh Hua, Helen Grima, two millionth REWARDS member Maria Galvez, Ezgi Erdogan and Thu Pham.

EBOS surges ahead

EBOS Group's healthcare segment demonstrated robust performance in the first half of 2024, with revenue reaching \$6.3 billion and EBITDA hitting \$275.5 million, marking increases of 7.5% and 8.0%, respectively.

In Australia, healthcare revenue rose to \$5 billion, with underlying EBITDA increasing to \$228.6 million, driven by market leadership and margin management.

New Zealand and Southeast Asia saw healthcare revenue grow to \$1.3 billion, while underlying EBITDA slightly decreased to \$46.8 million due to COVID-19-related factors.

Community pharmacy revenue surged by \$181.0 million, with notable growth in retail brands like TerryWhite Chemmart and increased wholesale market share.

Excluding revenue from COVID-19-related anti-viral medications, community pharmacy delivered normalised revenue of 8.3%.

Institutional healthcare revenue also saw a significant uptick, driven by Symbion Hospitals and Medical Technology businesses.

Revenue increased by \$205.8 million up 11.7% and gross operating revenue increased by \$11.7 million up 6%.

These results underscore EBOS' strong position and growth potential in the healthcare sector.

Transition from Retail Pharmacy to Sales Rep.

We're seeking an enthusiastic individual prepared to embrace a rewarding entry-level position as a Sales representative to join our growing business.

This is a full-time position covering all of QLD and it entails an initial travel commitment of 1 week out of every 4 weeks. This position is ideal for someone who excels at working autonomously.

Position: Queensland Sales Representative

Key Responsibilities include but are not limited to:

- **Utilise Pharmacy Expertise:** Leverage your in-depth knowledge of pharmacy operations to effectively communicate and engage with pharmacy staff.
- **Account Management:** Manage and nurture existing accounts, building strong relationships with clients and ensuring their needs are met.
- **Product Training:** Conduct training sessions for pharmacy staff on our products and brands, demonstrating their benefits and usage.
- **Sales Generation:** Drive sales by effectively promoting and selling our products to pharmacies, showcasing your ability to understand customer needs and provide tailored solutions.

How to apply

If you are the candidate we are looking for, please contact us at salesapplications1@gmail.com with your resume and a brief cover letter highlighting your relevant experience and why you're excited about this position.

Don't miss out on this unique opportunity to join a company with a successful track record spanning over 25 years.

PSA CEO on-air

YOUR Pharmacy Career Podcast, presented by Raven's Recruitment, features Pharmaceutical Society of Australia CEO Steve Morris.

Raven's stated the podcast covers "the personal and professional life of a man who has been a driving force in the evolution of pharmaceutical care on a global scale".

Listen to the podcast [HERE](#).



3 WEEKS TO GO

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 The Pharmacy Guild of Australia

Content produced
in collaboration with
Evomed

UP TO 40% of people face problems with the intake of oral medication.*

It's not just children or the elderly; people of all ages can be affected by pill dysphagia, which is a difficulty in swallowing tablets and capsules.

Pill burden can also be a common problem for people taking large volumes of tablets, using webster packs, or taking large pills such as Metformin.

Pill burden can often result in noncompliance. Without the correct advice, many people resort to using food to assist swallowing of their medication.

Food substances have not been designed for use with medications and may impact the efficacy, side-effect profile and absorption.

Another common practice for people who face difficulty in swallowing medication is to crush or split their tablets.

The risks of crushing or splitting

tablets may include:

- Increased risk of side-effects
- Decreased therapeutic effect
- Loss of dose

Professional guidelines recommend trying a medication lubricant.

Gloop® is the only medication lubricant available in Australia, and is a purpose-designed gel that makes whole and crushed tablets easier to swallow.

Gloop® is available in five flavours and two thicknesses.

A hard pill to swallow



Don't rush to crush



ARE you asking customers or patients whether they can adequately swallow tablets?

Many people split, crush, or add food substances to their medication without understanding the possible risk of these actions.

The Society of Hospital Pharmacists Australia's *Don't Rush to Crush* handbook states: "use of a medication lubricant can avoid the need to crush or disperse medicine".

*References are available upon request via email, [HERE](#).

Gloop® widely adopted

GLOOP® is the only medication lubricant that is available in Australia and is currently used by over 50% of aged care facilities and approx. 10% of hospitals.

In 2023, Gloop® assisted with over 15 million medication administrations in Australia.

Clinical studies found that Gloop® improved medication compliance, with 90% of

healthcare workers agreeing that Gloop® is an effective method of facilitating pill-swallowing, and reduces the need to crush pills.*

As stated in the *British Medical Journal*: "The use of Gloop® appeared to improve medication administration practices and reduce the need for crushing medications or using food vehicles".*



NEW
flavour

Are you asking customers if they find tablets hard to swallow?

Up to 40% of people face problems with the intake of oral medication*

Make tablets easier to swallow... Try Gloop!

Gloop® assisted with over 15 million medication administrations in Australia in 2023!

*Clinical evidence available upon request. Order now via your wholesaler

www.gloop.com.au

Dispensary Corner

AN ITALIAN woman was jailed last week for falsely claiming to have had five children and 12 miscarriages so she could pocket more than €110,000 (A\$181,000) in maternity benefits.

Barbara Loele, 50, was accused of fraudulently making a small fortune in state benefits as well as racking up a considerable amount of time off work over a 24-year period, *Metro* reported.

Of her 17 purported pregnancies, she claimed only five were carried to term, resulting in children prosecutors said were never registered and had never been seen by officials or anyone else.

Loele even claimed to have had her latest child last Dec.

However, police said they'd had her under surveillance throughout the preceding nine months and that the whole pregnancy was a sham.

Prosecutors apparently said Loele's alleged fraud was made possible by the theft of birth certificates from a clinic in Rome and other forged documents.

She was also accused of using pillows to give herself the appearance of a baby bump, as well as walking as if carrying the additional weight of an unborn child.

Her 55-year-old partner, Davide Pizzinato, told police that he knew 'full well' Loele was apparently never pregnant and testified against her in exchange for a lighter sentence.

Loele reportedly remains defiant saying her five kids exist.

Territory to recycle waste

THE Northern Territory pharmacy group, Territory Pharmacy, has launched its first free, state-wide blister packs recycling program, in partnership with the recycling company TerraCycle.

Across the Northern Territory, it is estimated that around 60% of the general population has kerbside collection services.

The pharmacy group stated that the majority of regional and remote communities "do not have access to any municipal waste collection", with blister packs sent to landfills as they cannot be recycled, due to the complex nature of their composition.

As part of this new program, 12 pharmacies and two regional health clinics across the Northern Territory will operate as drop-off points.

Territorians can leave their empty blister and medication packs for



recycling in collection boxes.

The program will soon be expanded to include 60 remote health clinics.

Territory Pharmacy's CEO and registered pharmacist Steven Kong said, "the launch of the program will signify a significant step in providing free recycling opportunities for hard-to-recycle waste in remote regions".

"By establishing collection points at pharmacies and regional clinics across the Territory, this free program will change recycling accessibility for communities that are underserved when it comes to local recycling options." *JG*

Skin care course

THE Australasian College of Pharmacy's just-launched Skin Conditions Course will upskill community pharmacists in Vic on the management of two topical conditions (*PD* 20 Feb).

On completion of the Skin Conditions Course, which includes training on both mild plaque psoriasis and herpes zoster (shingles), Victorian pharmacists participating in the state's Community Pharmacist State-wide Pilot will be equipped to conduct standardised and structured assessments for patients.

College Members and Guild Proprietor Members can enrol for free while non-members can enrol for \$120.

Pharmacists can register for the course [HERE](#).

PRODUCT SPOTLIGHT

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

Hartley's Gripe Water

Hartley's Gripe Water is a natural blend of herbal ingredients of Dill Seed Oil, Peppermint Oil, Chamomile and Coriander Oil. These herbs have been used safely in commercial infant preparations for many years.

It helps reduce the occurrence of excess intestinal wind and gas in infants. Helps relieve the symptoms of infant colic. Does not contain artificial sweeteners.

Supplier: Available from Symbion, Sigma & API. Contact your Clear Sales representative on 1800 640 043 for special deals.

RRP: \$8.50 - 200ml bottle

Website: [CLICK HERE](#) for more information.





Transform your Pharmacy

Dream It | Design It | Make It Happen

We design spaces which reflect the way you work, and create efficiencies throughout your pharmacy with particular emphasis on dispensary operations.

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Discover the power of Australia's favourite jelly bean today.



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