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Points giveaway

POINTRS has two million points to give away on 03 Oct to 10 lucky winners, which can help them fly anywhere in the world.

Head to **page four** to learn how to enter as well as sign up to a free 30-day trial.

iNova pitch for innovation

INOVA Pharmaceuticals, in collaboration with CoVentured, has launched iPitch 2024, a global crowdsourcing initiative aimed at discovering innovative solutions in wound care.

The initiative seeks to connect with iNova product developers, innovators, research labs, and certified manufacturers, offering them a chance to bring their science-backed ideas to market.

Filomena Maiese, iNova's Executive Director of Portfolio Strategy & Innovation, highlighted the significance of the initiative, and said, "this is an exciting time for iNova as we expand into new consumer health categories, following our acquisition of the Betadine portfolio from Mundipharma International earlier this year".

iPitch has a history of success, with its 2020 edition attracting hundreds of product ideas from around the world, leading to the launch of new consumer products.

This year, iNova is focusing on wound care, seeking breakthrough innovations that address various stages of the wound care cycle, from cleaning and treatment to healing and scar minimisation.

"We are committed to finding

solutions that align with consumers' growing preference for self care," said Maiese.

iNova also aims to leverage its global network and expertise to support developers in bringing their products to market.

iPitch 2024 is open for applications until 15 Nov, and for further information, **CLICK HERE**. JG

Grow your base

CONSIDER joining WholeLife Pharmacy & Healthfoods, which offers strategies to increase your store's foot traffic for business growth with a difference.

The group aims to appeal to a broader customer base to drive foot traffic.

See more on the **back page**.



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Today's issue of PD

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

- **Pointrs**
- **WholeLife Pharmacy & Healthfoods**



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VidaCorp - A DBG Health Company



AMH Children's Dosing Companion

Australia's national dosing guide for medicine use in children.



Found guilty

THE Health Care Complaints Commission has successfully prosecuted a case against pharmacist Anna Marie Anderson before the NSW Civil and Administrative Tribunal.

The case stemmed from an incident on 18 May 2022, in which Anderson was convicted of aggravated dangerous driving occasioning grievous bodily harm.

Additionally, Anderson failed to notify the National Board within the required seven days after being charged with this offence and two other driving-related offences.

She also neglected to report her conviction within the same timeframe, stated the tribunal.

On 18 Sep, the tribunal found the complaint proven, ruling that Anderson was guilty of unsatisfactory professional conduct and had a criminal conviction.

As a result, the tribunal imposed a reprimand.

Decline after stroke

NEW research from the Centre for Healthy Brain Ageing reveals that older adults who suffer a stroke for the first time experience immediate and long-term cognitive decline.

Published in *JAMA Network Open*, the study highlights stroke as a leading cause of disability and dementia worldwide.

The research, led by biostatistician Jess Lo, analysed data from 14 global studies, tracking 20,860 participants over time.

It found that cognitive decline accelerates after a stroke, impacting areas such as memory, language, and decision-making.

Vascular dementia, the second most common form of dementia, was a key focus.

Lo said, "we wanted to understand how stroke affects cognitive abilities both short and long term".

The study also revealed that individuals with risk factors including diabetes, hypertension, and smoking experienced faster cognitive decline even before stroke onset.

S3 vapes adherence tool

EXCLUSIVE

AN AI-POWERED tool called Dragatron S3-R has launched nationwide today, aiming to simplify vaping compliance for Australian pharmacies.

The launch of the software comes just as NSW prepares to audit participating pharmacies to ensure adherence to vaping regulations.

The software is part of the larger Dragatron Professional Services platform, and offers Australian pharmacies a comprehensive solution from sales recording to regulatory adherence.

Customers can get S3-R bundled with professional services, or purchase S3-R alone for \$25+GST



per month as a standalone vaping sales recording solution, with no ongoing admin fee per service.

"Whether as part of our full suite or as a standalone tool, Dragatron S3-R ensures pharmacies are well equipped to navigate the new vaping regulations, while prioritising patient education and support," CEO Akhil Kathuria (pictured) told *Pharmacy Daily*.

"Our system not only ensures proper documentation and age verification but also provides patients with crucial information about vaping and cessation resources," added Kathuria.

Key features also include compliance tracking, a built-in database of TGA-approved vaping products, automated alerts for SAS Category C notifications, and comprehensive patient handouts.

To learn more, [CLICK HERE](#). JG

Velsipity on PBS

Pfizer Australia has announced the reimbursement of Velsipity (etrasimod) on the PBS to treat moderately-to-severely active ulcerative colitis.

Velsipity is recommended for adults who have not responded to conventional, biologic, or JAK inhibitor therapies.

The once-daily 2mg tablet is taken under the supervision of a healthcare professional experienced in managing ulcerative colitis.

As an oral sphingosine 1-phosphate receptor modulator, Velsipity works by reducing the number of activated lymphocytes in the blood, helping manage inflammation associated with ulcerative colitis.

A/Prof Reme Mountfield, gastroenterologist at Flinders Medical Centre, said the listing offers patients a new oral therapy to manage symptoms and improve their quality of life.

Clinical trials from the ELEVATE UC program showed Velsipity achieved results in both primary and secondary endpoints compared to a placebo.

Additionally, the drug was effective in patients with isolated proctitis, a subtype of ulcerative colitis.

ADHD guide out

THE Australian ADHD Professionals Association (AADPA) has launched a new ADHD Prescribing Guide to provide clear and consistent information on the pharmacological treatment of the condition.

Led by AADPA Board President, Prof David Coghill, the guide responds to national variability in ADHD prescribing practices, and covers topics like diagnosis, medication dosing, monitoring, and addressing specific populations.

Prof Coghill emphasised that the guide is meant to complement healthcare professionals' clinical judgement, offering up-to-date advice on best practices.

Co-lead author Kate Tognarini highlighted the guide's patient-focused approach, aiming to support individuals navigating the often overwhelming ADHD diagnosis and treatment journey.

It also includes non-pharmacological resources and aims to set a foundation for national prescribing standards.

The ADHD Prescribing Guide is available for purchase on the AADPA website in both print and digital formats.

To learn more, [CLICK HERE](#).

DID YOU KNOW?

That we regularly publish Health Professional only editions of *Pharmacy Daily*?

[CLICK HERE TO UPDATE YOUR DETAILS](#)





Dispensary Corner

AFTER years of trial and error, Melbourne scientists are one step closer to giving men more options than just condoms or the snip.

The team at Monash University has cracked the molecular structure of their hormone-free male contraceptive pill, with its lead researcher Dr Sab Ventura saying the game has turned from what was “throwing darts at a dartboard and hoping for success” into a more targeted medical approach.

The researchers previously discovered that male infertility could be achieved by blocking two proteins responsible for sperm transport - without, thankfully, messing with overall health or, more importantly, the long-term viability of sperm.

But until now, designing a drug to hit one of those proteins, P2X1, was like trying to throw a perfect strike with a blindfold on.

Using cryo-electron microscopy, the research team finally saw what P2X1 actually looks like.

“Now we know where to aim,” Dr Ventura said, probably with a sigh of relief after two decades of trying.

The hope is to give men a reliable birth control option that doesn't involve hormones or permanent measures.

“It's time for men everywhere to share the responsibility,” Dr Ventura added.

In the meantime, let us hope the darts finally start hitting their target.

PRODUCT SPOTLIGHT

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

Pamper your feet with Dermal Therapy's Nourishing Foot & Leg Cream

Dermal Therapy's Nourishing Foot & Leg Cream is your daily essential for soft, hydrated skin.

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Website: <https://dermaltherapy.com.au/product/nourishing-foot-cream-leg-cream/>



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10
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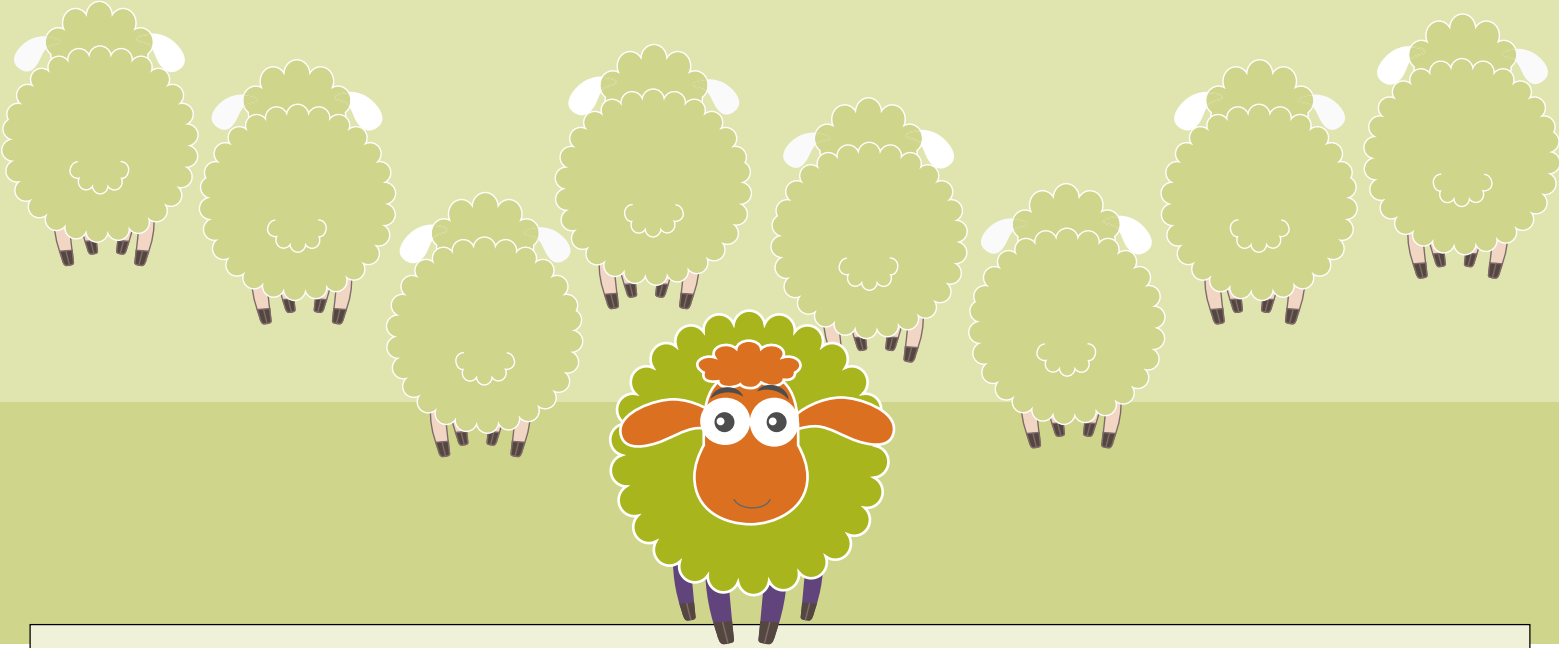
1. Sign-up to a FREE 30-day trial at pointrs.com (or be a current Pointrs subscriber)
2. Go to sunrise.com.au to submit your entry, telling us in 25 words or less: Where would you fly to and why?

***Hurry! Competition closes at 12:00 AEST on Thursday, October 3rd. Winners will be announced LIVE on Sunrise on Friday, October 4th!**





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