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Today's issue of PD

Pharmacy Daily today features two pages of pharmacy news, plus a full page from **Dermal Therapy**.

Latest launches

DERMAL Therapy has launched new personal care products including its Sweat Control Spray and Roll-on, which provides 48-hour protection.

The products leave no white marks and are fragrance-free. See more on **page three**.

AdPha report out

ADVANCED Pharmacy Australia (AdPha) unveiled the latest *Pharmacy Forecast Australia* report at Parliament House in Canberra yesterday, highlighting themes like education, sustainability, AI, and digital governance in the pharmacy sector.

The annual report, which captures insights from hospital pharmacy leaders, offers 39 recommendations for guiding the industry's practice over the next five years.

AdPha President Tom Simpson emphasised the potential of pharmacist-led innovation in enhancing patient care and health system efficiency.

Key suggestions include integrating traceability data to cut medicine waste, expanding pharmacist-led clinics, and advancing virtual care models for high-risk patients.

'Game-changer' training

PRIMARY healthcare professionals now have free access to peer-reviewed, accredited online education on key respiratory topics like breathlessness, COPD, and asthma.

Funded by the Australian Government, the Quality use of Medicines in Chronic Airways Disease (QUAD) program is delivered by the Lung Learning Partnership of Lung Foundation Australia, The Thoracic Society of Australia and New Zealand, and Asthma Australia.

Lung Foundation Australia CEO Mark Brooke described the QUAD program as a "game changer", providing easy access to best-practice, evidence-based education.

The first package on breathlessness, accredited by the Royal Australian College of General Practitioners, is now available to health professionals.

Asthma and COPD modules will



launch in late 2024.

Asthma Australia Director of Health Knowledge and Translation, Anthony Flynn, said the program and the three education packages were informed by a consultative design process, with healthcare professionals and people with lived experience.

"It will deliver useful and relevant content meeting the contemporary needs of healthcare professionals as they support people with chronic airways disease," said Flynn. *JG*

Pre-registration is open, and the QUAD modules can be accessed via the Lung Learning Hub, **HERE**. *JG*

Athletes weighed down with strain

THE 2024 Olympics have highlighted the intense physical and mental strain on athletes, from career-ending injuries to social media criticism.

Published in *Australian Psychologist*, a new study from Flinders University reveals a high prevalence of sleep and mental health disorders among athletes, underscoring the urgent need for improved support systems in sports.

The study surveyed nearly 1,000 athletes worldwide, comparing the mental health

of current and retired athletes, and found similar rates of sleep disturbances and mental health disorders in both groups.

Lead investigator Ashley Montero emphasised that both current and former athletes face significant challenges, with women athletes reporting higher rates of anxiety, depression, and eating disorders.

The research also highlighted athletes' reluctance to seek help within their sport due to privacy concerns, preferring external doctors or psychologists.

New PBS listing

GALAFOLD (migalastat), previously available through the Life Saving Drug Program, is now listed on the PBS with expanded eligibility for patients aged 12 and older with specific genetic mutations affecting their organs.

Fabry disease, a rare genetic condition, leads to fat build-up causing pain, hearing loss, and potentially life-threatening complications like kidney and heart disease.

The PBS listing is expected to benefit around 65 patients annually, saving families up to \$330,000 per year.

Additionally, the PBS will also expand coverage of Cabometyx (cabozantinib) to treat non-clear cell renal cell carcinoma.

Rural health summit

THE 17th National Rural Health Conference, hosted by the National Rural Health Alliance, will open in Perth next week with well-known pharmacist and Federal Assistant Minister for Rural and Regional Health, Emma McBride.

Prof Jenny May, the new National Rural Health Commissioner, will outline her vision for rural health, while the Alliance's CEO Susi Tegen will highlight key advocacy work.

Grant Dusting from McCrindle will discuss megatrends shaping rural Australia's future, followed by insights from Diane McIntosh and Jacqui Verdon on cultivating future healthcare professionals.

Over 200 speakers and nearly 1,000 attendees will attend to explore new ideas for rural health.

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Connecting communities to care



Dispensary Corner

IN A surprising twist on hospital care, researchers have discovered that medical clowns can help kids with pneumonia heal faster.

Presented at the European Respiratory Society (ERS) Congress in Vienna, the study found that children who got a daily dose of clown therapy alongside their regular treatment left the hospital much quicker than their non-clown counterparts.

Dr Karin Yaacoby-Bianu, the lead researcher from the Israel Institute of Technology, explained that three professional clowns from The Dream Doctors Project didn't just crack jokes - they sang, played music, and used guided imagination to help kids relax.

One of the clowns reportedly persuaded a stubborn six-year-old to eat broccoli with the power of a balloon animal bribe.

The results? Children who met with clowns stayed about 43.5 hours, compared to 70 hours for those who didn't get the red-nose treatment.

They also needed fewer days of antibiotics, and their vitals improved faster.

"This shows that adding a little laughter can be just what the doctor ordered," commented Dr Stefan Unger, ERS Chair and paediatric respiratory specialist.

While the exact science behind the healing power of honks and pratfalls is still unclear, one thing's certain: clowns are no joke when it comes to speeding up recovery.

Pfizer's First Nations grant

FIRST Nations peak body, NACCHO, has awarded the 2024 Aboriginal and Torres Strait Islander Pharmacy Leadership Grant to Cheyne Sullivan and Jes Pearson.

Sullivan is a Barkindji woman and SA Pharmacy Aboriginal Health and Beyond the Gap Project Lead, while Pearson is a Wiradjuri woman originally from Wellington and currently working towards becoming a registered pharmacist

Supported by Pfizer Australia, the \$15,000 grant aims to empower emerging Indigenous pharmacy leaders through international travel, accommodation and cross-cultural experiences.

Pearson and Sullivan will travel abroad to foster leadership skills and building networks with other Indigenous pharmacists.

Upon their return, they will share

insights with the Aboriginal and Torres Strait Islander health sector.

Dr Dawn Casey, NACCHO's Deputy CEO, praised the winners, emphasising the importance of developing a culturally safe pharmacy workforce.

Pfizer has been on a "journey of reconciliation", according to Leigh Simmonds, the company's Senior Manager Patient Advocacy.

"Through listening and learning, we have come to a greater understanding of the inter-connectedness of culture, language, Country, and Aboriginal world views of health and wellbeing.

"We recognise the importance of health workforce development.

"Support for this leadership grant is just one aspect of our overall commitment to improving health equity for generations to come." JG

Personal biases play role in adherence

HEALTHCARE leaders delved into the pivotal role of pharmacists in fostering positive health behaviour change during last Sat's PC2024 conference.

Dr Craig Nossel, co-founder, Sciana Health, and Danelle Lynn, Dispensary Operations Manager, Sigma Healthcare, highlighted significant barriers in medication adherence for people.

By exploring human psychology behind behaviour modification, attendees gained insights into effective strategies for promoting healthier lifestyles.

Research shows a major drop-off of medication usage by patients at each stage: from doctor's prescription to pharmacy dispensing, proper usage, finishing the course, and follow-up visits.

Factors such as accessibility,

cost, side effects, and personal and cultural attitudes play critical roles in health behaviours.

Behavioural economics, often overlooked in healthcare, reveal that people make decisions based on convenience and psychological biases rather than rational knowledge alone.

Dr Nossel said techniques like personalised messaging and framing health incentives through loss aversion can improve adherence.

The challenge lies in understanding and influencing complex human behaviours.

He gave examples such as health screening rates increasing when an incentive of points was offered; and placing a very expensive item at the front of the shop had customers thinking other costly items looked cheap.



Guild Update

Pharmacy urged to Wear It Red for pain awareness

TODAY is the final day to express your interest in participating in the inaugural Wear It Red Day on Fri 20 Sep.

The Pharmacy Guild of Australia stated on that day you will see community pharmacies around the country adorned in red to raise awareness for people living with chronic pain.

Painaustralia CEO Giulia Jones said the purpose of the day is to send a strong message to the community, and to our leaders, that community pharmacists are essential to ensuring consumers get the proper pain management they deserve.

The Guild is partnering with Painaustralia to promote the day and is encouraging all pharmacies to participate.

There is so much pharmacists can do for people who live with chronic pain, not least of all making sure they realise they are heard, believed and that there are health professionals who can help them.

It's easy to sign up - just head to Painaustralia's website to get a pack delivered to you, which has everything you need to know about promoting the event.

To register, **CLICK HERE**.

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