

## Today's issue of PD

*Pharmacy Daily* today has two pages of news, plus a full page from **Pharmacy Alliance**.

## PSA urges pharmacy items for Medicare

**THE** Pharmaceutical Society of Australia has called for the Medical Benefits Scheme to be expanded to include new items which would allow pharmacists to "help improve consumer health outcomes and quality use of medicines".

Suggestions in the PSA submission to the government's MBS Review include establishing a Pharmacists in General Practice Incentive Payment, expanding existing services remunerated through Medicare to enable rural and remote Australians to access pharmacists as primary health care providers, and extending the eligibility of MBS remunerated services for the provision of after-hours care to include pharmacists.

PSA national president Joe Demarte said the review is an opportunity to improve outcomes in the care of patients with chronic diseases and complex care needs, also highlighting the Chronic Disease Management Service which is currently funded through the MBS but is underutilised due to the exclusion of pharmacists as eligible allied health practitioners.

The full PSA submission can be viewed at [www.psa.org.au](http://www.psa.org.au).

## ASMI floats new S3 ads

**THE** Australian Self-Medication Industry yesterday unveiled details of the proposed "consumer communication model" it has been advocating for S3 products.

The model, developed with the Pharmaceutical Society of Australia and the Pharmacy Guild, emphasises the importance of the pharmacist in counselling and determining what is the most appropriate therapeutic option for a consumer.

ASMI says current S3 advertising restrictions limit consumer awareness of treatments available without a prescription, meaning consumers continue to consult GPs for conditions which could be safely managed by pharmacists.

A "mock" sample advertisement has been created for a fictitious brand created in an existing S3 category that cannot be advertised - 'Brand FAM' (famciclovir) for cold sore treatment.

ASMI spokesperson Filomena Maiese said the approach is different to conventional consumer advertising of Pharmacy Medicines in S2 and unscheduled medicines, as the brand awareness component takes a secondary role to the educational aspects.

"This new model aims to shift the emphasis to the provision of symptom-related and/or disease-state related information, together with the requirement for counselling by a pharmacist".



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## MSF begs Pfizer/GSK

**MÉDECINS Sans Frontières** (MSF) launched a global petition yesterday, World Pneumonia Day, calling on pharmaceutical giants Pfizer and GlaxoSmithKline (GSK) to reduce the price of their pneumonia vaccine to US\$5 per child (for all three doses) in all developing countries.

## Boxing Day trading

**THE** NSW government has passed new legislation which allows all retailers across the state to trade on Boxing Day, 26 Dec.

Previously only shops in tourist areas or in the Sydney CBD were permitted to trade on Boxing Day, with Australian Retailers Association chief Russell Zimmerman saying that was a "draconian" arrangement which left NSW behind the rest of the country.

The proposed approach is being tested for its impact on consumers, pharmacists and pharmacy assistants by the Centre for Health Economics Research and Evaluation (CHERE) at the University of Technology, Sydney.

"This testing aims to measure the impact of S3 consumer communication on healthcare outcomes, with research results expected in the first half of next year," Maiese added.

The mock advertisement can be viewed on the **PD** website at [pharmacydaily.com.au/videos](http://pharmacydaily.com.au/videos).

**MEANWHILE** the annual ASMI conference wrapped up last night with a gala awards dinner.

The ASMI Diamond Awards, celebrating best practice in the non-prescription medicines sector, were presented across ten categories, while Johnson & Johnson and Ego Pharmaceuticals won QUM Sales Awards which are conferred on firms that excel in "promoting QUM in pharmacy".

Novartis/GSK Consumer Healthcare won the Judges Choice for QUM Award for its Voltaren Osteo Gel 12 hour campaign, while other winners included Pfizer Consumer Healthcare for its 'My Pharmacy Rules' training program.

## Christmas holiday arrangements

**THE** federal Department of Human Services has advised that Section 90 pharmacy applications submitted between 24 Dec 2015 and 01 Jan 2016 will not be assessed until Mon 04 Jan 2016.

Prospective applicants are advised that if they plan to hand deliver or courier documents to the organisation's state office this must be done before 24 Dec or from 04 Jan onwards.

**MEANWHILE** PBS stationery orders will also be closed from 24 Dec 2015 until 01 Jan 2016.

To receive PBS stationery before the Christmas closure pharmacies must place orders by 13 Nov for personalised stationery, or early in Dec for standard stationery.

## Win with DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away each day a prize pack with all six flavours of Designer Brands Balm Balls.

With a cult celebrity following, the secret to the Designer Brands Balm Balls is they are hygienic. The balm sits in a sphere outside the tub so you're not dipping your finger in it! With 100 percent natural ingredients including Vitamin E, Honeysuckle, Shea Butter, Peppermint and JoJoba, they are available in six flavours to soften and moisturise your lips. Visit [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

To win, be the first from **SA** or **NT** to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What is the price?

Congratulations to yesterday's winner, Amber from Wanneroo Discount Drug Store.

## DRUG MISUSE

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## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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## Oaks Hotels & Resorts Summer in the City deals

**ESCAPE** to Brisbane this Christmas with Oaks Hotels and Resorts' *Summer in the City* deals.

With an outstanding line-up of events, festivals, sporting matches and exhibitions taking place across the city and suburbs, Brisbane is a go-to place for the holiday season.

Choose from Oaks Mews and iStay River City from \$139 per night, Oaks Aurora and Oaks Felix from \$149 per night or Oaks Festival Towers from \$159 per night (minimum two night stay) and enjoy bonus extras when travelling between 18 Dec 2015 and 17 Jan 2016.

**CLICK HERE** for more details.

## Special Murray Cruise

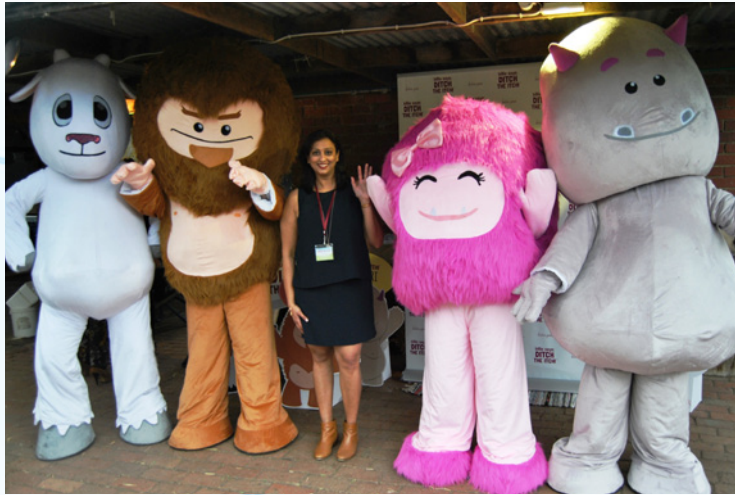
**CAPTAIN** Cook Cruises is inviting passengers to celebrate Australia Day on a special four night *Murray Princess* voyage.

The four night itinerary, departing 25 Jan, will feature special guest, Australian crime/action novelist and livestock auctioneer Tom Penna.

Guests will enjoy a host of special activities including guided tours, Australian Day games and plenty of other authentic experiences.

Special fares start at \$950 per person - [murrayprincess.com.au](http://murrayprincess.com.au).

## Billie Goat launches 'Ditch the Itch'



'DITCH the Itch' was the message at Billie Goat's campaign launch on Tue, with the goat milk body product manufacturer urging consumers to take on their '30-day challenge' to help manage skin conditions such as eczema and dermatitis.

The challenge is simple - for 30 days bathe using Billie Goat's TGA-listed soap and use Eczema & Psoriasis Balm.

Susheel Gandhi, Billie Goat brand manager says they came up with the campaign as "to meet the growing demand and educational solutions to skin conditions like eczema, dermatitis and psoriasis."

As part of the campaign the company have created characters to help parents explain skin conditions to children.

The characters - aside from Billie the goat - each represent a skin condition and will be given out in store to those who purchase two or more products.

"Children find these conditions quite embarrassing and it's very difficult. All we want as parents is to be able to explain to them what is happening and for them not to feel that stigma that is associated," Gandhi said.

Gandhi says the company views pharmacists as its "allies".

"From our point of view, the first point of call is a pharmacist and as

a consumer, they're the ones you would turn to for advice," Gandhi told **PD**.

Billie Goat offers one-on-one training with pharmacy assistants and is planning to offer online training with incentives in the future.

Susheel Gandhi is **pictured** above with the characters Billie, Erma (dermatitis), Zema (eczema) and Sori (psoriasis).

Along with pharmacies, the items are also available in David Jones, health food stores and online.

## Labelling changes

**THE** Therapeutic Goods Administration has updated the Medicines Advisory Statements Specification (MASS) to take effect on or shortly after 12 Dec.

The MASS 2016 updates the Required Advisory Statements for Medicine Labels (RASML) document, titled the Required Advisory Statements for Medicine Labels No.3 (RASML No.3).

**CLICK HERE** for details.

**MEANWHILE** the TGA seeks input from stakeholders on proposed amendments to the Poisons Standard for ketaprofen, loratadine, naproxen and paracetamol.

Interested parties should respond by close of business 10 Dec 2015.

**CLICK HERE** for details.

## DISPENSARY CORNER

**HYGIENE** is set to be significantly enhanced in a British council area, where undercover rangers have been given special night vision goggles to detect citizens who don't clean up after their pets.

Stafford Borough Council has invested in the £200 gadgets for staff who will use them when they patrol "dog fouling hot-spots" across the town.

It's the latest move in a long-running campaign to eliminate the scourge of pavement poo, with previous initiatives including offering rewards to "vigilantes" who are prepared to take the situation into their own hands and report people who don't pick up their canine crap.

"We have had tremendous support from the community for our efforts to get rid of this disgusting crime - especially from responsible dog owners who are sick and tired of their inconsiderate counterparts giving them all a bad name," said councillor Frank Finlay.

**GOOD** legs equals a good brain, according to a study just by a team from King's College London.

They found that older women who had powerful legs were less likely to develop dementia, after tracking the health of over 150 pairs of twin sisters aged between 43 and 73 years of age.

Generally the twin who was able to better use a particular type of gym equipment at the start of the study had fewer brain changes associated with ageing measured a decade later.

"When it came to cognitive ageing, leg strength was the strongest factor that had an impact in our study," said lead researcher Claire Steves.

"We think leg strength is a marker of the kind of physical activity that is good for your brain".



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<sup>#</sup>Monthly membership fees vary based on membership type, contact us for a full list of inclusions. <sup>\*</sup>Signage costs may apply. <sup>\*</sup>Exclusive rates on implementation, data conversion and monthly fees apply. <sup>†</sup>Our 'guarantee' applies to memberships with a minimum 12 month term. If you do not see the benefits outlined in your membership agreement we will refund your membership fees of up to 12 months, excluding any fee free periods if they apply.