

Pharmacy highlighted in Amex campaign

AMERICAN Express has selected Annette Walkerden, the owner of Elmwood Pharmacy in Victoria's Wodonga, as one of 40 small business owners to be featured in a major artwork on display in Parliament House, Canberra.

Titled *Faces of Shop Small*, it's a "tribute to the nation's hard working small business owners" as part of an Amex campaign which was also featured in *The Australian* newspaper earlier this month.

The artwork has been created by Jenny McCracken, said to be "Australia's most awarded street artist," using a combination of chalk and paint.

Walkerden has been in the pharmacy business for more than 30 years, and said with small businesses playing a key role in any local community "I'm proud to be part of a campaign like the American Express Shop Small campaign that supports our longevity".

See it at shopsmallaustralia.com.

FDA cobimetinib tick

THE US Food & Drug Administration has approved Genentech's Cotellic tablets (cobimetinib) for the treatment of patients with unresectable or metastatic melanoma with a BRAF V600E or V600K mutation, in combination with vemurafenib.

Win with remescar

This week Pharmacy Daily and Remescar are giving readers each day the chance to win the new Remescar Spider Veins product, valued at \$44.99.

Remescar Spider Veins is an innovative medical device that instantly prevents and treats superficial discoloured, visual and structural imperfections of skin affected by spider veins. Remescar Spider Veins works by forming a long lasting protective shield over and around the affected area. This thin, transparent silicone film hydrates, protects and restores the upper layer of the skin, hides imperfections, and reinforces and protects blood vessels. Visit <http://remescar.com/au>.

To win, be the first from **NSW** or **ACT** to send the correct answer to comp@pharmacydaily.com.au

Fill in the blank: Spider veins are small dilated _____ near the surface of the skin characterised as purple, blue or red lines.

Check here tomorrow for today's winner.



FIP on antibiotic resistance

THE International Pharmaceutical Federation (FIP) has released a new briefing document which details how involving pharmacists in the prevention of antimicrobial resistance (AMR) will make the implementation of successful policies more likely.

Fighting antimicrobial resistance: The contribution of pharmacists details the causes and effects of AMR, and how antibiotics are currently used in "inappropriate ways all over the world".

"The responsible use of antimicrobials remains crucial, or else new medicines may become ineffective too soon," FIP warns.

The publication documents what pharmacists have already been doing in order to avoid the further emergence of AMR, ranging from advice on influenza immunisation

and responsible prescribing of trimethoprim by pharmacists to treat urinary tract infections.

There are also stewardship programs to optimise antibiotic prescribing in hospitals and the collection of left-over antibiotics.

"It is crucial that pharmacists are included in all AMR policies," said Luc Besancon, FIP ceo, adding that the objective of the document is to nurture discussion between stakeholders.

CLICK HERE to access the FIP release.

KnowITall insights

PHARMACY loyalty software provider KnowITall has expanded its product range this month with a new data-driven marketing solutions program.

Pharmacies using KnowITall will now have access to targeted tools to help them better communicate and engage with their customers - thereby increasing average basket size and driving extra revenue.

The system integrates with any POS to gather data, and then analyses it and turns "insights into profitable action".

See www.knowitall.net.au.

New diabetes strategy

COINCIDING with World Diabetes Day on 14 Nov, the Australian Government has released the new Australian National Diabetes Strategy, "a blueprint for improving the prevention, care and management of diabetes to the end of the decade".

Announcing the initiative, Minister for Health Sussan Ley said, "It is likely that more than one million Australians, that is five per cent of adults, are living with diabetes.

"For this reason the emphasis of the strategy is on prevention, early diagnosis, intervention, management and treatment, centred on the role of primary care."

Ley said that the theme of this year's World Diabetes Day was on healthy eating as a key factor in preventing the onset of Type 2 diabetes.

PSA credits advanced practice pharmacists

ADVANCE Practice Pharmacists will be eligible for automatic admission to Fellow of the Pharmaceutical Society of Australia (FPS) as part of its recognition of the Credentialing of 28 advanced practice pharmacists completing the pilot program (**PD** 10 Nov).

Making the announcement, national president of the PSA, Joe Demarte, congratulated all the trial participants saying, "This is a major step forward for the pharmacy profession and is the culmination of many years of hard work to create a career framework for pharmacists.

"In the future PSA will recognise all members who become advance practice pharmacists by offering them the opportunity to become fellows of the society which enables the use of the FPS post nominal."

DRUG MISUSE

Know the signs. Know what to say.

New online learning course

Focuses on misuse of pharmaceutical opioids, including OTC codeine, and benzodiazepines.

ENROL NOW ▶

NPS MEDICINEWISE

GMP processing slow

THE Therapeutic Goods Administration has announced it has improved processing rates for MRA GMP clearance applications since 06 Nov, but since 14 Aug times have blown out from 11 weeks to 19 weeks for 90% of applications.

Pharmacy review call

STAGED dispensing by local pharmacies with clinical review for potentially addictive drugs such as benzodiazepines is proposed in the *Australian Prescriber* this month.

Article authors Jonathan Brett and Bridin Murnion from the department of Clinical Pharmacology and Addiction Medicine Drug Health Services at Royal Prince Alfred Hospital, said, "Liaison with a community pharmacist is a useful strategy."

The authors give the example of daily dispensing with fortnightly clinical review as a suitable approach for some patients.

CLICK HERE for the article.

WA registration cancelled

A WESTERN Australian pharmacist has had his registration cancelled after the Pharmacy Board of Australia referred him to the WA State Administrative Tribunal over concerns about his dispensing drugs of dependence.

David Brewster, a pharmacist at Perth's Hollywood Pharmacy, has also been disqualified from reapplying for registration for one year, after admitting to professional misconduct prior to the tribunal hearing.

Brewster's registration was suspended in Oct 2014 as an interim step to keep the public safe, pending other enquiries.

He has confessed to supplying false dispensing labels for Stilnox and Alprazolam, supplying large volumes of anabolic steroids without valid prescriptions or notifications, selling or supplying pseudoephedrine products without completing the relevant documentation, and importing Schedule 4 medicines from

overseas suppliers including Modafinil 200mg tablets which bypassed the Australian Therapeutic Goods Framework.

The Pharmacy Board of Australia released details of the case on Fri, indicating that in Aug the Tribunal found Brewster had engaged in professional misconduct, reprimanded him and ordered him to pay \$8,000 in costs to the Board.

For full details of the reasons for the tribunal's decision see decisions.justice.wa.gov.au.

GSK responds to MSF

FOLLOWING a global petition from Médecins Sans Frontières (MSF) (*PD* 12 Nov) GlaxoSmithKline says about 80% of its vaccines, including its pneumococcal vaccine, are provided to developing countries at a substantial discount which just covers its costs.

Further price cuts would "threaten our ability to supply it to these countries in the long term," GSK said.

IsoWhey wins gold

ISOWHEY Wholefoods has taken out top spot winning the Gold Award in the Health and Beauty Category of the 2015 Australian Packaging Design Awards.

The Australian Packaging Design Awards, run annually by the Packaging Council of Australia, recognises and celebrates brands which are imaginative, innovative and creative in producing packaging of a high standard.

IsoWhey head of marketing Arina Pogossian said "we are delighted to have been recognised as leaders in packaging innovation and design for our IsoWhey Wholefoods range."

"The packaging design has played a key role in the success of the product range, enticing consumers to buy and try."

Australian owned, IsoWhey Wholefoods products are sold in more than 3,000 pharmacies and health food stores in Australia.

Package designs were by Sydney-based agency Frankie & Boyd in conjunction with the IsoWhey Wholefoods marketing team.

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **John Woodward**, Australia's first Advanced Practice Pharmacist.



Advanced pharmacy practice recognition – not just for hospital pharmacists

THE advanced pharmacy practice credentialing process should be considered by all pharmacists. At first glance it may seem applicable to only those practising in hospitals. Dig a little deeper and you'll see that it's a professional development journey for all.

Those who've completed the credentialing process come from diverse professional backgrounds. The majority of my practice is community-based. I'm only exposed to hospitals when included in groups as a primary healthcare representative.

Those based in some settings may have to push a little harder to get experience in some of the domains that are evaluated. That in itself is only a good thing, as it encourages us to broaden our skills.

Excellent feedback was provided regarding my portfolio of experience in the Outcomes Report prepared by APC. It was highly individualised; the evaluators had good insight into areas where I did and didn't perform at a given level. It became obvious to me whilst completing the portfolio, and after reading the evaluation, where I can be especially proud of my achievements and where some skills have good scope for improvement.

The effort put into completing my advanced practice portfolio mirrored its value.

GSK takes Sigma prize



SIGMA Pharmaceuticals has named GlaxoSmithKline its 2015 "Supplier of the Year" at a celebratory event last week.

More than 350 guests attended the Christmas-themed Sigma Supplier Gala Dinner at Melbourne's Plaza Ballroom, with a total of 12 awards announced across a range of categories, highlighting the partnerships between key suppliers and Sigma's retail and wholesale businesses.

Sigma ceo Mark Hooper commented: "Our major winner GSK has consistently demonstrated an extremely high level of service, which not only benefits our business to service our customers, but ultimately benefits the general public who use those products and services. That's why investing and supporting the supply chain is so important."

"GSK have proven to be a great business partner to Sigma over a very long period, and their commitment to continuous improvement, particularly over the past twelve months is being recognised," he added.

GSK head of sales Stephen Brown said the award was a "fantastic honour" and recognised his team's efforts and the partnerships they have maintained with Sigma.

Other Supplier of the Year awards

presented on the night were:

- FMCG: **Reckitt Benckiser**
- Medicinal: **GlaxoSmithKline**
- Health and Wellbeing: **Evolution Health**
- Beauty/Gifting: **Revlon**
- Multichannel: **Salmon**
- Ethical/PBS: **Janssen Cilag**
- Generics: **Aspen Pharma**
- Specialised Ethical: **Mundipharma**
- Professional Services: **Roche**
- Services Partner: **Kings Transport**
- Pharmacy Support: **AIW Printing**

Sigma chief operating officer Gary Dunne said the company was only as strong as its business partners.

"That's why we've invested so heavily in strengthening those partnerships...our aim is to continuously improve service standards and consistency in the supply chain."

A number of Sigma Ambassadors including model Rachael Finch, and TV personality Dr Cindy Pan also attended the event, with a key feature of the night being fundraising for Sigma's new charity partner Carers Australia.

In total, more than \$40,000 was raised for the carer charity group.

Pictured above during the awards celebration are the Sigma and GSK teams including Sigma's Mark Hooper, Rachael Finch, Dr Cindy Pan (in Santa Suit), Gary Dunne and Stephen Brown.

DISPENSARY CORNER

HERE'S a stylish way to get your pharmacy's takings to the bank.

US specialist luggage maker SDR Technologies has launched a new product which it says is perfect for people who need to move large quantities of cash.

The so-called "1M Haully Heist" is "ideal for the discreet, comfortable carry of up to US\$1 million in used bank notes, while minimising the risk of radio frequency tracking," according to the company's website.

The bag has been custom engineered to snugly fit a Heist Pouch - an RF-shielded bag which minimises the risk of gadgets sending or receiving signals.

"There are times when you want to know exactly where your cash and other valuables are, and times when you want to ensure no-one else does," the promotional blurb continues.

It costs US\$720 and takes three weeks for hand-construction and testing prior to delivery.



AN AUCKLAND non-profit radio station aims to help insomniacs nod off simply by playing "ambient music" all night.

Sleep Radio was established 12 months ago by John Watson after he was diagnosed with clinical depression and anxiety, which led to sleeplessness.

The tech expert had the skills to set up the online streaming station which has more than 18,000 followers on TuneIn.com - and he says he regularly listens in himself to help nod off.

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Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

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Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributor: Jasmine O'Donoghue

Advertising and Marketing: Magda Herdrik advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au