

Vaccination Recording

Professional Services > Immunisation

59% more female regs

THERE are 59% more female registered pharmacists (18,179 or 61.35% of total registrations) in Australia than male (11,455 - 38.65%), according to the latest data from the Pharmacy Board of Australia.

Increased growth of the female dominance is demonstrated by the number of provisional registrations and those under postgrad training or supervised practice.

There are twice as many women as men with provisional status and 10 women are in postgrad training or supervised practice versus one male.

The Board releases these statistics once per quarter and posts them on the website.

CLICK HERE to access the reports.

DDS plots marketing push

DISCOUNT Drug Stores has announced an extensive marketing campaign to be rolled out this year, with the aim of offering its franchisees a "strong pharmacy brand with both buying power and media spend backing their investment".

Announced at the group's 2016 national conference in Sydney this week, the move was one of several initiatives which also included plans to maximise the DDS professional services offering.

Executive general manager Douglas Kuskopf-Dallas said it has been a challenging year for the sector, with Discount Drug Stores adapting its service offering and embracing innovation and

technology to better serve its customers.

"We have always placed significant emphasis on our professional services to deliver strong healthcare advice to our customers, and with the recent PBS reforms putting more focus onto professional services we will continue to help our pharmacists find new ways to spend more time with our customers," he said.

DDS is also investing in a Nostra Data analytics platform to help with store performance reporting, and announced a partnership with Next Level which offers dispensary workflow training and innovations designed to enable pharmacists to spend more time on the shop floor.

Kuskopf-Dallas said with the group backed by Sigma they have been able to provide corporate services including financing, HR and learning and development expertise to DDS franchisees.

"Discount Drug Stores is one of a handful of true retail pharmacy brands who are comprehensively marketing to consumers...this is a distinct difference to the many banner groups who are either not marketing to consumers at all or are actually pulling back," he said.

PBA on advertising & domestic violence

THE Pharmacy Board of Australia (PBA) has sent out a reminder to all registered pharmacists around national and state advertising compliance standards in its latest Communiqué.

The Board also wants to alert pharmacists to two significant reports on the issue of domestic violence - **CLICK HERE**.

Drug info sources

CLINICAL Pharmacologist and Toxicologist Richard Day and NSW Medicines Information Centre's Leone Snowden have compiled a comprehensive list of sources of drug information, published in *Australian Prescriber*.

Sources are classified as research, administrative and research classes, with the Australian Medicines Handbook, Therapeutic Guidelines, Australian Prescriber and NPS MedicineWise covering most clinical practice needs, they said.

Day and Snowden challenge any source with the questions: is it evidence-based, current and relevant to the patient?

There are also recommendations for complementary medicines data. **CLICK HERE** for the article.

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Pharmacy 5756S - Strip Shop Pharmacy

EOFY 2015 Annual Turnover: \$2,024,325

Annual Rent: \$35,000 (excluding GST & Outgoings)

Opportunity to acquire the freehold (Price \$350,000) or enter into a new long term lease

Pharmacy 5856S - Strip Shop Pharmacy

EOFY 2015 Annual Turnover: \$1,626,929

Annual Rent: \$25,000 (excluding GST & Outgoings)

Opportunity to acquire the freehold (Price \$150,000) or enter into a new long term lease

Pharmacy 5956S - Pharmacy adjoins medical centre

EOFY 2015 Annual Turnover: \$1,004,057

Annual Rent: \$14,448 (excluding GST)

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Win with MOR

This week Pharmacy Daily and MOR are giving away each day an Essentials Reed Diffuser in Basil Grape worth \$34.95.



The Essentials collection presents five memorable fragrances in an assortment of quality products to embrace everyday self-indulgence. Housed in a tinted glass vessel, this aromatic Reed Diffuser will enliven the senses and add a pop of colour to any room. For more information visit morboutique.com.

To win be the first person from WA to send the correct answer to the question to comp@pharmacydaily.com.au

What is the MOR Essentials Reed Diffuser formula made from?

Congratulations to yesterday's winner, Louise Yelf from the Pharmacy Guild of Australia.

Canagliflozin alert

THE TGA has highlighted the results of an ongoing clinical study involving canagliflozin (Invokana) which has identified a potential increased risk of requiring lower limb amputations, primarily toes.

The reasons for the two-fold higher incidence of amputations are unknown but dehydration and volume depletion may play a role.

More information at tga.gov.au.

Care plans Advantage

THE Advantage Pharmacy Group has announced a new partnership with loyalty software experts Know!Tall to ramp up the quality and follow up service standards of their care plans.

The feature of the new care plans project is that they will be data driven, relevant to customers and to their individual health and pharmacy needs, said a spokesperson for the Group.

When the pharmacist has relevant data and analytics and increased capacity to identify at risk or under-treated patients, it is possible to create a tailored and holistic Care Plan, Advantage Pharmacy Professional Services manager Amal Kehila said.

"Using the insights provided by data is an extremely powerful tool and a win-win on many levels – for the pharmacist, the patient, the health sector and ultimately our country's overall well-being."

Ego signs Kate Ritchie

EGO

Pharmaceuticals' QV Skincare has appointed former *Home and Away* child star Kate Ritchie as its new ambassador.

Now an actress, radio presenter and mother, Ritchie was described at a launch yesterday as a "perfect fit" for the Australian

made and family owned skincare brand, having been first introduced to Ego when she purchased a pump pack of QV Wash from her local pharmacy.

From 01 Jul Ritchie will lead a new *Discover the QV Difference* campaign which aims to help Australians better understand their individual skincare needs via face-to-face consultations and also through a new online tool at



QVSkincare.com.au.

The QV range is exclusively available in pharmacies and Priceline stores nationally.

The campaign will feature in shopping centre activations and via a TV commercial, all designed to drive customers into pharmacy to purchase the products.

Ritchie is **pictured** at the launch with Ego Pharmaceuticals managing director Alan Oppenheim.

Universal cancer vax

RESEARCHERS at universities in Germany have said they are on track to deliver a universal cancer vaccine, according to a report in *Nature*.

Encouraging results in mice are indicating that the end product would be a therapeutic vaccine, used to cure people who have already contracted cancer, as opposed to a preventative vaccine, researchers said.

CLICK HERE for the abstract.

Seqirus donation

CSL subsidiary Seqirus has donated 20,000 doses of seasonal influenza vaccine to the people of Fiji, in order to help alleviate a spike in cases of severe influenza.

The Fijian Ministry of Health recently reported a significant increase in hospitalisations due to influenza and related conditions.

A request facilitated by the World Health Organization has seen CSL provide the immediate donation of the Melbourne-made vaccine.

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Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy.

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

Moisturising Lipstick from Designer Brands

Perfect for the cold drying winter winds, DB's **Moisturising Lipstick** hydrates the lips, leaving them smooth, nourished and vibrant. The unique formula brings vitamin E as well as aloe vera to the lips building the moisture, enriching the flesh and counteracting dryness, at the same time enhancing the depth of colour. Moisturising Lipstick is now available in 12 subtly different shades ranging from Fire Red, through Mulberry Bush to Vivid Mauve or even Beautifully Bare.

Stockist: 1300 765 332

RRP: \$9.99

Website: www.dbcosmetics.com.au



DISPENSARY CORNER

THERE'S been a breakthrough in (not so) healthy cuisine in - guess where - the USA, where fast food chain Burger King has merged a hamburger with a Mexican staple.

The combination of a Whopper and a Burrito has resulted in the creation of the Whopperito - taking all the toppings from the iconic cheeseburger - cheese, meat, lettuce, tomato, onion and pickle, and wrapping them in a tortilla (pictured below).



Clairol Nice 'N Easy Age Defy

Clairol **Nice 'n Easy Age Defy** is a hair dye formulated to cover 100% of grey hairs. It targets the seven signs of ageing hair: stubborn greys, lacklustre colour, coarseness, dryness, unruliness, breakage and frizz. This dye is available in 12 shades: Black, Darkest Brown, Dark Brown, Medium Ash Brown, Medium Brown, Medium Golden Brown, Light Brown, Light Golden Brown, Medium Golden Blonde, Medium Ash Blonde, Medium Blonde and Auburn.

Stockist: 1800 028 280

RRP: \$15.49

Website: www.clairol.com.au

Daily Gentle Lotion from DermaSukin

DermaSukin **Daily Gentle Lotion** has been formulated to keep skin hydrated throughout the day. The lotion contains soothing aloe vera to calm the skin, while sesame seed oil nourishes and locks in moisture. It is suitable for normal to extra sensitive skin types. Daily Gentle Lotion achieves best results when massaged into the skin after cleansing while the skin is still damp.

Stockist: 1300 858 898

RRP: \$14.95

Website: www.sukinorganics.com



Blistex Antiviral lip balm

Cold sores seem to love the drying winds of winter weather. Blistex **Antiviral** is a lip balm that helps relieve cold sore symptoms. The formula contains aciclovir, which stops the virus from replicating and reduces the severity of an outbreak. For best results, treat at the first feel of a tingle and use five times daily for five to seven days.

Stockist: 1800 653 373

RRP: \$11.45

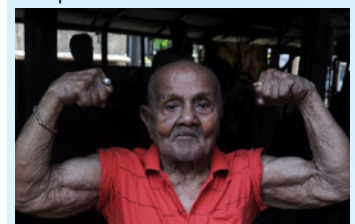
Website: www.blistex.com.au

HERE'S an example of remarkably healthy ageing.

A 104-year-old man has died in India after a celebrated career as a body-builder which continued his whole life long.

Manohar Aich, whose nickname was "Pocket Hercules" passed away this week in the city of Kolkata due to what his family described as "age-related complications".

The 1.49m-tall muscleman (**below**) was the first Indian to become Mr Universe, attaining the coveted title in 1952 five years after the country gained independence.



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

Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia

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

Part of the Business Publishing Group.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

Advertising and Marketing: Magda Herdzik, Sean Harrigan, Melanie Tchakmadjian

advertising@pharmacydaily.com.au

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

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