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Adrenaline naming

THE Therapeutic Goods Administration (TGA) has clarified changes to adrenaline and noradrenaline labels and information leaflets.

Effective 01 Apr, medicines containing adrenaline and noradrenaline will start to include the international names epinephrine and norepinephrine.

The change is part of an harmonisation project flagged by the TGA (**PD** 09 Feb 16) which will affect a few products in Australia.

Ley reveals Pharmacy Trials

HEALTH minister Sussan Ley has revealed the first three items to be funded under the \$50 million 6CPA Pharmacy Trial Programme (**PD** breaking news), during an on-again off-again keynote speech at APP on the Gold Coast yesterday.

Ley, who had initially changed her plans due to illness, ended up making her scheduled appearance at the conference where she also announced the overall winner of the Pharmacy of the Year (**see p2**).

The first topic areas will be:

- improved medication management for Aboriginal and Torres Strait Islanders through community pharmacist advice and culturally appropriate services;
- community pharmacy based screening and referral for diabetes;
- improved continuity in the management of patients' medications through community pharmacy when they are discharged from hospital.

Ley said details were still being finalised, but she expected to make a further announcement on the next steps in the coming weeks.

"There is a real and exciting opportunity here for pharmacy, working with other professions, to help shape the primary health care agenda," she said.

A discussion paper calling

for further ideas that could be funded by the program has also been released, and Ley urged pharmacists and other stakeholders to participate in the consultation.

MEANWHILE the health minister also highlighted the ongoing pharmacy remuneration and regulation review, saying she was impressed at the "number and range of stakeholders" that the expert panel has met with so far, including community pharmacists and their customers as well as pharmacy wholesalers.

"I want the panel to consider first and foremost if we have a system that meets the needs of consumers...this is the primary aim of the government's regulation of pharmacies - to ensure that the sector is working efficiently, effectively and remains viable."

The review panel's chairman Stephen King will be at APP this weekend giving a presentation on the review, and Ley urged delegates to attend the session.

"This review is your chance to express your views and help shape the future of your industry and your profession...I urge you to seize this opportunity positively and constructively," she said.

Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from **Sigma** highlighting the winners of its awards ceremony earlier this week.

MedsASSIST rollout

PHARMACIES across Australia will be able to access the Guild's new MedsASSIST real-time codeine monitoring system at no charge from later this month.

Guild President George Tambassis told APP delegates the system records and tracks pharmacy provision of OTC codeine products.

Unlike Project STOP, MedsASSIST is also a clinical decision support system, assisting pharmacists to identify patients who are at risk of codeine dependence.

The system has been developed as a response to the proposed TGA rescheduling of codeine products, with Tambassis saying the Guild isn't waiting for regulatory changes to implement the system.

"We're doing this because it's the right thing to do," he said.

MedsASSIST is available to all pharmacies, whether or not they are Guild members, and will be implemented nationally in the next few weeks, Tambassis confirmed.

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eHealth CP2GP

A NEW pharmacy-based "ReadyCare" telemedicine service was announced by Guild President George Tambassis at APP yesterday.

CP2GP (Community Pharmacy to General Practice) is delivered by Telstra and will be exclusively facilitated by Guild pharmacies, allowing them to provide remote access to doctors "at times and in areas where a patient's access to a GP may be limited," Tambassis said.

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Jobs of the Week

- **Pharmacist** - Great Ocean Road, VIC (Job# 2012178)
Part-time roster in a lovely pharmacy 350kms west of Melbourne.
- **Pharmacist** - Toowoomba, QLD (Job# 2011815)
Early career Pharmacist opportunity to work with friendly mentor PM.
- **Clinical Pharmacist** - Mid North Coast, NSW (Job# 2012168)
Highly qualified Pharmacist with strong clinical knowledge; unique role.

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GuildLink DNA deal

GUILDLink yesterday announced a "pioneering partnership" with Australian genetics company myDNA which will allow the expansion of genetic testing services in community pharmacy.

With more than 10,000 myDNA tests having already been ordered by Australian doctors, the service has now been extended to pharmacy via an "innovative collaboration" between the patient's pharmacist and medical practitioner.

myDNA md Allan Sheffield said advances in genome mapping technology made the "health benefits of a personalised approach to medication, nutrition and exercise more accessible".

Under the agreement the myDNA services will be available on the GuildCare platform within the coming months, with GuildLink ceo Ross Gallagher saying this is just one of several new innovative partnership professional services technologies which will be added to the system this year.

Health Advice Plus

GUILD pharmacy proprietors attending APP were today given an overview of a new program called Health Advice Plus which aims to change the way pharmacies deliver professional services.

Detailed during an exclusive Guild member breakfast, the program will provide a platform for service delivery throughout the 6CPA and into the future, providing a suite of tailored resources and in-pharmacy operational processes.

The program initially identifies the professional services earning capacity of a pharmacy via an Opportunity Analysis tool, and then provides the assistance required to secure that level of income.

Gold, Silver and Bronze levels of support are available so pharmacies can choose assistance to suit their individual needs and budgets.

There are currently ten health modules linked to the Health Advice Plus including advanced modules for pharmacies wanting to deliver a higher level of screening and testing to their patients.

Heavyweights line up at APP



THE opening sessions of APP on the Gold Coast yesterday certainly lived up to their title, with the State of the Industry Symposium featuring presentations from right across the pharmacy sector.

Pictured above after a panel Q&A session are, from left, Medicines Australia chair Wes Cook, managing director of Boehringer Ingelheim; Sandoz general manager Allan

Tillack, chair of the Generic and Biosimilar Medicines Industry Association; Sigma managing director Mark Hooper, chair of the National Pharmaceutical Services Association; Pharmacy Guild president George Tambassis; and Mark Sargent, general manager of Bayer Healthcare Consumer Care, acting chair of the Australian Self-Medication Industry.

EXPANDING NATIONALLY

For more information or to book a confidential meeting contact Jason Kelly on 0456 391 105 or jason@pharmacy4less.com.au

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Pharmacy 777 in the pink



YESTERDAY the close-knit team from Pharmacy 777 Nollamara in Western Australia inspired attendees at APP as they took out the title of Guild Pharmacy of the Year 2015.

The pharmacy, which also won the category award for Professional Innovation (**PD** Wed), has a motto of 'focus, consistency and innovation' and has developed a suite of professional services including a mental health offer which has made it a 'health destination' in a crowded market.

Guild president George Tambassis said Pharmacy 777 Nollamara

was an example of the transition pharmacy was going through.

"Their innovative approach has not only boosted patient health outcomes but also aligned the pharmacy for growth in the future.

"They are a great example of how community pharmacies are increasingly meeting the broader health needs of the community in a time of evolution for the whole health sector," Tambassis said.

Pictured above at APP yesterday are George Tambassis, Gosia Andrysiak, Swarup Afsar, Somayyeh Atagazli, health minister Sussan Ley, and Mena Botross.

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Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

17-20 Mar: Pharmacy Guild of Australia Annual National Conference APP 2016, Gold Coast - more information at: www.appconference.com

15-17 Apr: PharmHack: The world's first pharmacy hackathon; Fishburners, Ultimo; details at: www.pharmhack.com.au

16-17 Apr: Victorian Pharmacy Conference 2016; Monash University, Parkville; more info at: www.psa.org.au

1-10 May: 41st Offshore Refresher; Cape Town and Sun City, South Africa; details at: www.psaoffshore2016.com.au

14-15 May: Laboratory Tests Seminar; Hotel Grand Chancellor Hobart; see: www.cpd.shpa.org.au

18-20 May: National Medicines Symposium 2016; Canberra Convention and Exhibition Centre; for more info go to: www.nps.org.au

28-29 May: Medication Management in Geriatric Care Seminar; Rydges Sydney Central; for more info visit: www.cpd.shpa.org.au

7-9 Jun: 15th National Immunisation Conference; Brisbane Convention and Exhibition Centre; details at: www.phaa.net.au

17-19 Jun: ConPharm 2016; Hilton, Adelaide; more info at: www.aacp.com.au

Front of shop drives growth

OVER-THE-COUNTER and complementary medicines are making up an increasing share of total pharmacy sales, with front-of-shop items growing a hefty 18.4% in the last twelve months.

The impressive figures were revealed yesterday during APP's State of the Industry Symposium by Mark Sargent, general manager Australia/NZ of Bayer Healthcare Consumer Care who is also acting chairman of the Australian Self-Medication Industry (ASMI).

Sargent gave an overview of the industry, with the largest contribution to growth in 2015 coming from vitamins and supplements which grew a whopping 37% on the prior year.

There was also strong growth in skin care, up 17%, and analgesics, which saw sales growth of 7%.

Some of the drivers include offshore demand for Western consumer health brands within China, with Australia reaping the benefit of a strong reputation as well as a large Chinese community.

Previously focused on infant formula, last year demand

expanded into "other categories where trust is critical," Sargent said, such as complementary medicines, baby and personal care products.

Key issues on the agenda for ASMI include prescription to OTC switch of products, which helps grow front of shop sales by creating new categories, as well as expanding the role of pharmacists.

He highlighted recent NZ switches of oral contraceptives and sildenafil which were both pharmacy-led, as well as the move in Australia of naloxone to S3 which was championed by Melbourne pharmacist Angelo Pricolo.

ASMI also believes there's a more active role for pharmacy in the treatment of minor ailments, and Sargent suggested that the 6CPA Pharmacy Trial program is "ideal for a minor ailment pilot".

"This is an exciting time for pharmacy...there are several opportunities for innovative delivery of primary health services which will improve healthcare outcomes for consumers and contribute to sustainable pharmacy front of shop growth," he said.

DISPENSARY CORNER



A RUSSIAN confectionery company has released special new "meldonium-free" lollipops in support of tennis player Maria Sharapova as she braves the storm of a doping scandal.

St Petersburg-based Rubiscookies said the new sweets, which bear the likeness of Sharapova, are inspired by the star's activities as an athlete and a public figure.

Although she tested positive for the banned substance meldonium and could be banned for up to four years, Rubiscookies says "we do not doubt for a second her talent and capabilities."

"So we are not going to wait for the situation to be resolved... we want to support Maria in the only way we know, by releasing a collector's edition lollipop with her face," the company said.

The lollipops (pictured) come with the slogan "100% Sharapova: no meldonium".



A NONOGENARIAN has been given lifetime membership of his local gym, after he started going at the age of 84 following a heart attack and stroke.

Now 92 years old, John Williams emigrated from the UK some years ago on doctor's orders and goes to Riverside Fitness Centre in Nelson, NZ three times a week.

The elliptical trainer, squats and medicine ball lifts are his staple, he said.

As the centre's oldest regular member, he was granted lifetime membership and he said he intends to live until at least his "mid nineties" to make the most of the freebie.

Win with i Incrediwear™

This week Pharmacy Daily and Key Sun Laboratories are giving readers the chance to win an Incrediwear Knee Brace each day.

Incrediwear garments are designed to provide effective relief from acute and chronic pain and inflammation without restricting mobility, whilst increasing circulation and offering incredible comfort. The garments utilise revolutionary therapeutic fabric which is infused with circulation enhancing natural elements of Germanium and Carbon. By increasing blood flow to the affected area, the healing process is accelerated and the body still gets the benefits of compression without the squeeze!

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To win, be the first from VIC or TAS to send the correct answer to the question to comp@pharmacydaily.com.au

Fill in the gap: Incrediwear is suitable for people suffering from arthritis and _____?

Need a hint? [CLICK HERE](#)

Congratulations to yesterday's winner, Vicki Whalland from Green Dispensary Group.



Sigma Awards Gala Honours Top Australian Pharmacies



Some of the country's top pharmacies were honoured on Wednesday night at the Sigma Retail Conference Gala Awards Dinner on the Gold Coast.

The big winners of the night included the Wallan Amcal Pharmacy in Victoria which took out 'Amcal Pharmacy of the Year', Amcal Max Robinvale in Victoria which won 'Amcal Max Pharmacy of the Year', and Corrimal Court Guardian Pharmacy in New South Wales which was named 'Guardian Pharmacy of the Year'.

"Our Pharmacies play an integral role in providing health solutions in our community. That is why we take the time and effort to support the pharmacy and pharmacy staff, and also recognise their contributions to the brands and communities in which they serve. Pharmacists are amongst the most trusted professionals, so we are particularly pleased to be able to recognise their achievements at this year's Retail Conference Awards Night," said Gary Dunne, Sigma's Chief Operating Officer.

Other award winners on the night included:

Pharmacy Assistant of the Year 2015

Hannah Trotter - Amcal Max Rutherford (NSW)

Genevieve Richardson - Marrickville Metro Amcal Pharmacy (NSW)

Mandy Rae - Gayndah Guardian Pharmacy (QLD)

Store Business Manager / Retail Manager of the Year 2015

Tracy Dann - Wilsonton Amcal Pharmacy (QLD)

Heather Cunningham - Amcal Max Toukley (NSW)

Ashlee Galea - Guardian Night & Day Pharmacy Bayswater (WA)

Pharmacist Business Leader of the Year 2015

Ljiljana Cosic - Corrimal Court Guardian Pharmacy (NSW)

Community Engagement Pharmacy of the Year 2015

Inglewood Amcal Chemist (WA)

Professional Services Pharmacy of the Year 2015

Amcal Max Burnie (TAS)



Guardian Pharmacy of the Year 2015 Corrimal Court Guardian Pharmacy NSW

Jeff Sells (Chief Financial Officer - Sigma), Mark Hooper (CEO & MD - Sigma), Dr Cindy Pan (Sigma Professional Services Ambassador), Jill Leimbach, Ljiljana Cosic & Karina Ribeiro (Guardian Corrimal Court), Rachael Finch (Sigma Beauty Ambassador) & Gary Dunne (Chief Operating Officer - Sigma)



Amcal Max Pharmacy Assistant of the Year 2015

Hannah Trotter
Amcal Max Rutherford (NSW)

*Congratulations
to all award
winners!*



Amcal Retail Manager of the Year 2015

Tracy Dann
Wilsonton Amcal
Pharmacy (QLD)



**Australian Singer-Songwriter
Anthony Callea entertaining the crowd**



Community Engagement Pharmacy of the Year 2015 Inglewood Amcal Chemist (WA)

Gia Cecchele & Craig Yorke
- Inglewood Amcal Chemist (WA)



Professional Services Pharmacy of the Year 2015 Amcal Max Burnie (TAS)

Luka Grey
(Amcal Max
Burnie - TAS)

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