

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from G&M Cosmetics.

National Pharmacies app award



SOUTH Australia's National Pharmacies has been recognised for its technical excellence, with the group's smartphone app taking out an award at the recent Oracle Excellence Awards in San Francisco.

National Pharmacies was the 2016 winner in the Mobility category, as well as being a finalist in the Security category, with the app developed in-house over the last 18 months to give members a 24/7 private connection to services and offers in the store or on the go.

The Oracle Excellence Awards acknowledge customers and their partners for the creation of cutting-edge solutions using the Oracle Cloud Platform.

Pictured accepting the award are National Pharmacies' Daniel Conradi, integration architect and developer, with Ryan Klose, gm of information and technology.

Alibaba record for CWH

CHEMIST Warehouse was the biggest-selling overseas merchant on China's Alibaba Tmall on Fri, during the portal's annual 'Singles Day' sales extravaganza.

The Australian pharmacy group smashed through previous records, achieving more than 100 million RMB (almost A\$20 million) in sales in a 24 hour period - more than double the figure achieved by its nearest international competitor, US retail giant Costco.

Chemist Warehouse chief operating officer Mario Tascone



told **Pharmacy Daily** the company was the first overseas merchant in history to hit 100 million RMB in cross-border e-commerce in just one day.

The top-selling suppliers (in order) were Swisse, Blackmores, Healthy Care, Bio Island and Goat, with the most popular lines including Blackmores Vitamin E Cream, Swisse Hair Skin & Nails, Bio Island Milk Calcium, Swisse Cranberry and Healthy Care Hair Skin & Nails.

TGA efficiency up

THE average processing time taken to complete an MRA GMP clearance application has reduced to 4.7 weeks at 27 Sep compared to 5.0 weeks at 28 Aug and 4.8 weeks at 31 Jul, the TGA has reported.



TYPE 2 DIABETES: A patient-centred approach

Pharmacy Practice Review for pharmacists

► Earn up to 24 CPD credits (Group 3 activity)

ENROL NOW IN THIS FREE ACTIVITY

NPS MEDICINEWISE
PROFESSIONAL

Sore throat service

PHARMACISTS in the UK will be the first port of call for people suffering sore throats, with the national rollout of a new Sore Throat Test and Treat service.

Aimed at reducing GP visits and the over-use of antibiotics, the scheme is also targeting savings for the National Health Service.

The service has been trialled in 35 pharmacies, with patients given a throat swab which measures sugars on the tongue to determine if the illness is caused by a virus or is a bacterial infection.

Patients with non-viral conditions, for whom antibiotics will be effective, will be prescribed them by the pharmacist, rather than having to see a doctor.

eMIMSCloud can answer the question. The "Don't Rush to Crush" guide is produced and maintained by The Society of Hospital Pharmacists of Australia and published electronically by MIMS. Call 1800 800 629 to subscribe.



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Dispensary Corner

FAST food giant McDonald's is constantly innovating, and one of its latest creations certainly doesn't seem to help address the obesity crisis.

The creative geniuses at McDonald's Italy have come up with the "Sweetie" - a hamburger-like snack which has a glob of nutella in place of a meat patty.

A Facebook post launching the product last week (**below**) described it as "a soft sweetness... that you will not be able to resist."

"Try Sweetie with Nutella now: soft bread with a creamy, indulgent centre," it urged.



AN AMERICAN election pundit who promised to eat some bugs if Donald Trump won last week's presidential poll has made good on his word.

Sam Wang, a data scientist from Princeton University, ate from "a can of gourmet-style crickets," adding a dollop of honey to sweeten the experience.

He formally apologised for "underestimating the possibility" of a Trump win in the election.

Wang said in the Bible, John the Baptist ate locusts and honey in the wilderness - and after Trump's stunning victory he considers himself to be in the wilderness as well.

Ley launches diabetes trial

HEALTH minister Sussan Ley has formally launched the Pharmacy Diabetes Screening Trial (**PD** 19 Oct), at an event on Sat at Amcal Chempro Pharmacy in Ashmore on the Gold Coast, Queensland.

The pharmacy is one of 363 across the country which have been randomly selected to test the effectiveness of different approaches to diabetes detection.

Eligible patients will be aged 35-74 years without diabetes or impaired blood sugar control, and will not have been tested for diabetes in the previous 12 months.

Three different models of screening the general population will be tested, with the trial aiming to improve diagnosis and thus enabling earlier interventions to prevent the development of diabetes and its complications.

The trial is a collaboration between the Pharmacy Guild of



Australia, the University of Sydney and Deakin University.

Based on the screening outcome patients may then be referred to their GP for follow-up.

Ley is **pictured** being briefed on the trial by Amcal Chempro Pharmacy Ashmore pharmacist Justin Armstrong.



Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is **Jonathan Mayes**, national professional services manager at Amneal Pharmaceuticals.



Key points to growing DAA volumes

IFYOU are wanting to grow your DAA service, planning is critical to success.

Nominate a staff member as a DAA champion to drive the overall DAA growth strategy and work with your staff. Dedicate time to train staff on understanding of the features and benefits of a DAA, and appropriate wording to use to best detail the value of a DAA to your target customers.

Identify existing patients who qualify for a DAA, use your dispensary software or GuildCare software to generate a list of customers to offer the service and track the outcome of these customer discussions. Be sure to give careful thought to any customer objections so you can best overcome them in future customer discussions, then you can reapproach customers with similar objections as follow up.

It is very important to have the support materials in store and on display to communicate effectively with your customers - show them a sample pack, explain the features and benefits and have literature or material they can read after they have left the store.

Win with Dermal Therapy

This week Pharmacy Daily and Dermal Therapy are giving away each day a prize pack including Dermal Therapy Soap Free Wash, Anti-itch Soothing Cream, Hand Balm and Lip Balm.



Dermal Therapy Soap Free Wash is a soap free, paraben free, SLS free formulation which is clinically to be non-irritating on the skin.

Dermal Therapy Soap Free Wash is made with natural ingredients and has been formulated to be suitable for sensitive and dry skin.

To win, be the first pharmacist or pharmacy assistant from NSW or ACT to send the correct answer to the following question to comp@pharmacydaily.com.au

What is Dermal Therapy Soap Free Wash free from?

Check here tomorrow for today's winner.

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