

PharmaBuddy

Set focus products, understand their insights, proactively engage your team and become more patient centric in the front of shop.

www.pharmabuddy.com.au



PharmaBuddy helps pharmacies identify opportunities to improve their position in the community, capturing missed opportunities by analysing POS data in real time and achieve growth by generating sustainable revenue streams.

"To sustain growth in community pharmacy banner groups, group owners and retail managers need to be able to see the impact of customer interactions and proactively change how staff respond to community needs," said Chief Executive Officer at PharmaData Guy Mckenzie.

"We identified the need for a business tool tailored to identify opportunities in

the front of shop after working with Pharmacy since 2010," said Mckenzie.

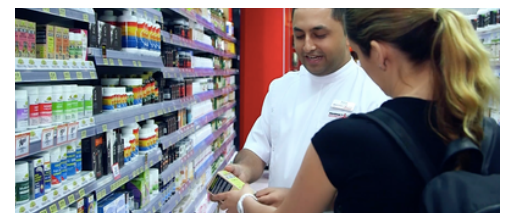
Right now the expansion of chronic health issues, increased competition, shifts in consumer demands and the \$24,000 loss per annum from recent PBS reforms in October 2016 are transforming the Pharmacy landscape.

Leveraging pharmacists' expertise and extending their reach into the front of shop to streamline operations and encourage patient loyalty from a value added experience is a natural progression in community pharmacy.

"Pharmacists are empowered to support retail staff with set focus

products to recommend, providing a holistic approach to better health outcomes," said Mckenzie.

"The key to unlocking growth is understanding how to action opportunities which is where PharmaBuddy is really making a difference."



To find out more on why pharmacies are choosing PharmaBuddy contact us on [1300 733 876](tel:1300733876) or visit our website pharmabuddy.com.au.

 PharmaBuddy



SOUTHERN NATURE
QUALITY NATURAL SOLUTION

Kids Chewable Multivitamins

Vegan

Vitality & Energy

Added Vitamins & Minerals

No added Sugar

FIND OUT MORE

ALWAYS READ THE LABEL. USE ONLY AS DIRECTED. IF SYMPTOMS PERSIST SEE YOUR HEALTHCARE PROFESSIONAL.

Today's issue of PD
Pharmacy Daily today has two pages of news plus a front full page wrap from PharmaBuddy.

Mark Dunn honoured



THE Tasmanian pharmacy fraternity has banded together in a celebratory dinner to highlight top pharmacy achievers, with the event a collaboration between the PSA, the Guild, SHPA and the University of Tasmania Pharmacy Department.

Mark Dunn FPS (pictured above with Gregory Peterson from UTAS and PSA Tasmanian president Ella van Tienen) won the Tasmanian Pharmacy Lifetime Achievement Award, while winners also included Tasmanian Pharmacist of the Year Susan Lee from Valley Road Pharmacy Devonport.

Also honoured was the late Rebecca Wyatt who posthumously won the 2016 Early Career Pharmacist Award, while a separate ceremony saw Lauren Perry named PSA Tasmanian Intern of the Year.

VPA monitors ownership

THE Victorian Pharmacy Authority (VPA) has flagged ongoing close scrutiny of "commercial arrangements that pharmacies have with third parties," to ensure that the ownership provisions specified in the Victorian *Pharmacy Regulation Act 2010* are upheld.

In an update issued yesterday, the Authority said it was "aware of recent media reports referring to commercial arrangements with pharmacies and apparent moves by non-pharmacist corporations to enter pharmacy ownership".

The VPA didn't provide further details, but presumably it's referring to reports about Ramsay Health's expansion of pharmacy operations (PD 31 Aug).

The update also says the authority is aware of media coverage "suggesting that certain corporate entities use their corporate structures to get around state/territory pharmacy ownership legislation" - a reference to a *Fairfax* story earlier this year about Chemist Warehouse's "innovative corporate structure".

In Victoria a person must not have a proprietary interest in a pharmacy business unless they are a registered pharmacist, a company whose directors are all registered pharmacists, or an eligible friendly

society, the VPA noted.

However "the Act does not prevent a pharmacy owner from entering into a commercial arrangement with a third-party service provider or banner group," the update adds.

MEANWHILE the VPA communiqué also detailed three recent Panel Hearings where a "failure of good pharmacy practice" was found.

In each case pharmacists had failed to ensure that records of all transactions in S8 poisons had been accurately recorded.

In one matter the pharmacist was also reprimanded for failure to maintain dedicated prescription reception and counselling points with opaque privacy screens, and failure to provide sufficient pharmacist staff to meet the dispensing workload on Saturdays.

PharmaData success

PHARMADATA co-founders Adam Gilmore and Guy Mckenzie were nominated as Technology Young Entrepreneurs of the Year for the second year running, at last weekend's Brisbane News Australia Awards.

The pair were highlighted for their PharmaBuddy retail application which aims to use data to help pharmacies "identify opportunities to improve their position in the community and generate sustainable revenue streams".

The PharmaBuddy offering is showcased on the **cover page** of today's *Pharmacy Daily*.

Nature's Own scoops

AUSTRALIAN brand Nature's Own has taken out top spot as the most widely consumed vitamins, minerals and supplements brand in the country, according to a recent survey by Roy Morgan Research.

Nature's Own holds 13.9% of the market followed by Blackmores and German brand Berocca at 10% each, Swisse at 9.5% and Cenovis at 4.7%, the survey found.

Just over half (50.4%) of all Australian women take vitamins, compared with 37.8% of men, with men dominating the Berocca business and women everything else, in line with the marketing.

CLICK HERE for the results.

NOAC reversal agent

THE first and thus far only reversal agent for a non vitamin K antagonist oral anticoagulant (NOAC) has been given a boost with the release of results from a large patient study presented at the American Heart Association (AHA) Scientific Sessions 2016 in New Orleans, Louisiana.

Idarucizumab, marketed in Australia as Praxbind by Boehringer Ingelheim, was successfully trialed in a study involving 494 patients requiring reversal of their dabigatran (Pradaxa) anticoagulation for a variety of reasons.

The primary endpoint of reversal of the anticoagulant effect of dabigatran within four hours was 100% as measured by diluted thrombin time and ecarin clotting time.

CLICK HERE for more detail.

Scholarship applications up 100%

PHARMACY Cricket has received a 100% increase in the number of applications for the two scholarships which they award each season to any student studying pharmacy in Australia.

Applications were received from students across Australia, with the National Australian Pharmacy Students' Association (NAPSA) ensuring their student members were made aware of the opportunities.

Two scholarships valued at \$2,500 each are awarded annually in accordance with the Pharmacy



Cricket Mission Statement and are funded with generous support of sponsors.

MEANWHILE Pharmacy Cricket has announced they will hold their 10th National Cricket Carnival in Melbourne from 10 to 13 Jan 2017.

The final night 'Trophy' presentation dinner will be held on 13 Jan in the hallowed halls of the 'Long Room' of the Melbourne Cricket Ground with legendary cricket and media personality and former Australian Test captain Bill Lawry as guest speaker (pictured).




Mater Mothers' Hospitals
maternity + baby care products

November Trade Offer
ORDER NOW

Australian Mother & Baby Awards 2016 Gold

Exceptional People. Exceptional Care.

FOR TOUGH PAIN RELIEF, COUNT ON TRUST DIFENAC.

YES
1ST GENERIC
NOW AVAILABLE

PHARMACIST ONLY MEDICINE
TRUST DIFENAC
Acute Muscle and Back Pain Relief
30 Tablets

ANTI-INFLAMMATORY 8-HOUR RELIEF*

MUSCLE STRAINS
SPRAINS
BACK OR JOINT PAIN
PERIOD PAIN
HEADACHES

© 2015 Pharmacia Corporation. All rights reserved. *When taken as a dose of 2 x 25 mg tablets, Trust Difenac 25 provides pain relief for up to 8 hours. Always read the label. Use only as directed. Incorrect use may be harmful. If symptoms persist, see your healthcare professional.

Dispensary Corner

HERE'S a novel solution for keeping your loved one close even when there's physical distance between the two of you: a ring that allows you to see and feel their heartbeat in real time.

Developed by a company called TheTouch, the ring (pictured below) works through Bluetooth once you pair your band with your sweetheart's using the TheTouch app.

The ring captures your own heartbeat via a sensor and you can double tap it to feel the current rhythm of your loved one's pulse.

CLICK HERE to learn more about how it works.



AN 89-YEAR-OLD Canadian man who says he "loves digging" has taken it upon himself to dig his own grave.

The man, who owns a construction business, has spent his life digging graves and trenches for other people.

While he is currently in good health, he thought it would be handy to have his grave ready.

His family members aren't completely comfortable with his choice but apparently there was no stopping him.

He doesn't seem afraid of death and hopes to be interred in a pine wood box which will be placed in the ground ahead of his funeral.

Pharmacists check inhaler skill

DISCOUNT Drug Stores (DDS) has launched an asthma awareness campaign in conjunction with Lung Health Awareness Month, highlighting actions the group's pharmacists can take to improve inhaler technique.

GM Douglas Kuskopf-Dallas said up to 90% of the 2.2 million Australian asthma sufferers using inhaler medications are not doing so correctly.

"Having a brief refresh and check up on the correct technique has been shown to be effective at improving your intake of your



medicines, ensuring that you really do get the correct dosage into your airways," he said.

The company highlighted high rates of asthma-related hospital admissions, with more than 37,000 hospitalisations due to the condition in 2012-13.

DDS is offering one-on-one consultations with its pharmacists to improve inhaler techniques.

Drug pricing update

THE Health Department has provided updated details around setting an approved ex-manufacturer price for new or extended listings on the Pharmaceutical Benefits Scheme.

Cost of manufacture plus a margin, reference pricing, pricing of new strengths of existing products and weighted pricing are all covered with step by step explanations, along with combination product pricing and factors considered by the Pricing Section in making a recommendation to the Minister.

Visit www.pbs.gov.au for details.

EU medicine models

A WORKSHOP on the use of innovative modelling and simulation approaches during the development and regulatory assessment of medicines will take place at the European Medicines Agency (EMA) on 21 Nov 2016.

The event is part of a public consultation on a new EMA guideline that was launched in Jul.

Visit www.ema.europa.eu.

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.



Lip Balm with its concentrated formula contains a synergistic blend of ingredients specially designed to hydrate and soften severely dry lips, with visible results in just 1 day.

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

Fill in the blank: Dermal Therapy Lip Balm hydrates and softens severely dry lips with visible results in just ___ day.

Congratulations to yesterday's winner, Regan Tare from Ramsay Health Care.

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.

CRUISE WEEKLY

Sponsored by Cruise Weekly your FREE cruise newsletter
Subscribe now
www.cruiseweekly.com.au

Sizzling Summer Savings with Celebrity Cruises

CELEBRITY Cruises is offering savings of up to \$400, with bookings of Oceanview cabins and above also receiving a free Classic Beverage Package.

Cruise the tropical South Pacific, discover New Zealand, explore exotic Asia, uncover Europe or be awed in Alaska, all at amazing value.

Book by 30 Nov 2016 and sail from 02 Dec 2016 through to 30 Apr 2018 with fares from \$1,449 per person twin share.

Visit celebritycruises.com.au or contact your travel agent.

Cruise Solo with Azamara Club Cruises

AZAMARA Club Cruises has released special fares for solo cruisers so that with the single supplement discount, solo travellers will pay just 125% of the double occupancy fare on more than 42 voyages in 2016 and 2017.

Fares for solo travellers start at just \$6,099 for an Interior stateroom for a 15-night Tasman cruise - azamarclubcruises.com.

Pharmacy Daily is Australia's favourite pharmacy industry publication. Sign up free at www.pharmacydaily.com.au.
Postal address: PO Box 1010, Epping, NSW 1710 Australia
Street address: Level 2, Suite 1 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/Editor in chief: Bruce Piper
Managing Editor: Jon Murrie
Reporter: Mal Smith
Contributors: Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai
Advertising and Marketing: Sean Harrigan and Melanie Tchakmadjian advertising@pharmacydaily.com.au
Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily CRUISE WEEKLY travelBulletin business events news Pharmacy DAILY

Pharmacy Daily is a publication of Pharmacy Daily Pty Ltd ABN 97 124 094 604. All content fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in the preparation of the newsletter no liability can be accepted for errors or omissions. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.