

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from **Pharmacy 4 Less**.

Sunscreen education

PHARMACY staff are invited to participate in the Cancer Council's Sunscreen Education Month quizzes for the month of October.

Two key educational quizzes are available with the opportunity to win one of 50 Vitality Health Packs valued at over \$150.

According to Cancer Council, only 12% of Australians are buying sunscreen and despite Australia being exposed to some of the highest UV levels, and having some of the highest rates of skin cancer in the world, most people don't apply enough sunscreen, resulting in only 50-80% of the protection stated on the product.

This is why sunscreen education is becoming increasingly paramount and pharmacy staff are urged to help address these alarming facts, the Council says.

The two activities to complete are a brand Overview and Quiz which is open to take now and *How to Apply Sunscreen Animation* and Quiz – open to take from 17 Oct - check with your store manager.

Credentialing program ends

THE Australian Pharmacy Council (APC) yesterday announced the immediate cessation of the National Credentialing of Advanced Practice Pharmacists, with the organisation's governing body citing "program sustainability issues".

APC president Debra Rowett said while the Council had piloted an evidence-based assessment program, "unfortunately this program didn't attract the number of candidates we had expected."

"While our research indicated it was a program in demand, current enrolment numbers have not met expectations and forward estimates of enrolments based on actuals show that enrolments would not be sufficient to continue the program".

Despite the decision she said the changing face of healthcare meant credentialing remains an important part of recognising pharmacists' advanced practice.

"It is possible that credentialing of advanced practice will come into demand in the future," she said.

Pharmacists who enrolled in the Jun/Sep 2016 program will receive a full refund of all enrolment and evaluation fees paid.

And pharmacists who have already been credentialed and



evaluated at advanced stage 3 in the pilot scheme can continue to use the appropriate postnominal for up to five years from their credential date.

MEANWHILE the Society of Hospital Pharmacists of Australia (SHPA) responded to the shock announcement by saying it would take action to support the continuation of advanced practice recognition for pharmacists.

SHPA ceo Kristin Michaels said formal recognition of advanced practice is a high priority for the Society.

"We will ensure Advanced Practice recognition continues to exist in 2017 and beyond," she promised, with SHPA staff to liaise directly with all members currently undertaking credentialing, as well as welcoming contact from non-member participants.

"We will devote our expertise and energy to progressing Advanced Practice as a cornerstone of developing a fit-for-purpose workforce for the future," she said.

Norgine launches Movicol sachets

NORGINE has launched its new Movicol Ready to Take sachets in pharmacies across Australia.

The medication is used for the treatment of acute and chronic constipation in adolescents, adults and the elderly.

The premixed liquid sachets are fruit flavoured and can be taken "quickly and discreetly".

Norgine Australia & NZ gm Ken MacRitchie said the formula gives patients a "reliable and convenient option to comfortably overcome their problem".

Movicol Ready to Take is priced from \$11 to \$13 for a box of 10.

McBride speech

LABOR Party Member for Dobell Emma McBride, a former pharmacist and the only pharmacist now in the parliament of Australia, has delivered her maiden speech with a general call for more support for better health care, improved infrastructure for local families and businesses, as well as the opportunity to create a "thriving local community" in Dobell.

McBride thanked her colleagues, mentors, friends and family.

CLICK HERE for her speech.

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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*.

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Norwegian Summer Free at Sea offer

NORWEGIAN Cruise Line invites guest to capitalise on Norwegian's Endless Summer with an extended Free at Sea offer.

Until the end of Oct, guests can choose from up to five free offers when they book a new cruise holiday.

Valued up to \$2,800, choose between an unlimited open bar, a specialty dining package, prepaid service charges for the first and second guest in the stateroom, a free WiFi package and more.

Destinations include Hawaii for Christmas and New Year, or the Eastern Caribbean.

See your travel agent or visit www.ncl.com for details.

Aurora Expeditions cruise Arctic Circles

AURORA Expedition cruise ships are smaller with just 54 passengers maximum, the company is 100% Australian owned and operated and also offers a range of itineraries including fly and cruise deals.

Ask your travel agent about specials available until the end of Oct with expert guides included, daily excursions and more - visit www.auroraexpeditions.com.au.

MedAdvisor heads for \$160m

ONCE its acquisition of Healthnotes is finalised, listed medication adherence company MedAdvisor says it expects to reach more than \$160 million in annual value of prescription orders.

According to an ASX update issued yesterday, the company's 'Tap to Refill' function is performing strongly, and has now processed more than 2 million script orders.

Tap to Refill allows patients to order prescription repeats to be dispensed in advance at their pharmacy, and is currently being used by about 40% of MedAdvisor's 230,000 strong user base.

MedAdvisor ceo Robert Read said the feature is also now being used by diabetes patients and their carers to reserve their National Diabetes Services Scheme products remotely.

Read said the \$5.5 million addition of Healthnotes, which was overwhelmingly approved by MedAdvisor shareholders at an extraordinary general meeting this week, will give the overall operation more than 500,000 users.

MedAdvisor also this week announced the appointment of Simon Chamberlain to the newly created role of General Manager of

Product & Strategy.

Chamberlain joins MedAdvisor with experience in scaling up businesses, with his most recent role being at health insurer Medibank and previous senior executive positions with Qantas' digital booking startup Hooroo, web analytics provider Hitwise and consumer insights firm Experian.

PA2016 Under the Sea

BREAK out your best underwater costumes (?) for this year's Pharmacy Assistant *Under the Sea* themed conference dinner taking place at Sea World theme park on Fri 28 Oct.

Pre-dinner drinks will be held under the stars in the Plaza with opportunities for a roller coaster ride or a photo with a one of Sea World's friendly sea lions.

A highlight will be the Pharmacy Guild of Australia/GuildSuper Pharmacy Assistant of the Year Award 2016 announcement.

Tickets are still available - go to www.pharmacyassistants.com until Friday 21 Oct.



Win with australis

This week Pharmacy Daily and australis are giving readers each day the chance to win a pack of Bright Eyes Illuminating Under Eye Concealer.

Want to brighten eyes, bring radiance to the skin and erase any signs of fatigue? Of course! Australis Bright Eyes Illuminating Under Eye Concealer is available in two shades that suit all skin tones - Banana and Musk - and are both equally effective. The yellow of the banana is perfect for banishing dark under eye circles and correcting redness. The pink hues of the musk accentuates & highlights features, and is a secret weapon in creating a gorgeous, luminescent healthy glow.

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

What does the banana tone work for?

Congratulations to yesterday's winner, Joanne Fleming from Symbion.



Do you have the Pharmacy Daily app?



Dispensary Corner

WE WERE pretty chuffed to receive a delicious and nutritious picnic lunch basket from Movicol yesterday, courtesy of pharmacy PR firm Health Haus

We're certain our Moroccan chicken brown rice salad, fresh berries, cheese and cold pressed orange cleanse juice sharpened our brains for writing today's edition of *Pharmacy Daily*.

We're always happy to welcome your healthy (or sometimes naughty) offerings, it makes our day. Thank you guys!



DONALD Trump has demanded terminally ill people stay alive long enough to vote for him in the United States presidential election next month.

"I don't care how sick you are," he said during a rally at Nevada this week.

"I don't care if you just came back from the doctor and he gave you the worst possible prognosis, meaning it's over. Doesn't matter. Hang out till 08 Nov. Get out and vote".

He reassured his dying voters that after they have passed on he will "love and remember" them always - if they give him their vote that is!

We're not sure how this comment from the controversial republican candidate went down with the terminally ill people of the US.

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