



NZ asthma probe

AUTHORITIES in New Zealand are conducting a consultation on new draft Child and Adolescent Asthma Guidelines, with a submission from the Pharmacy Guild of NZ highlighting the key role played by pharmacists.

The Guild said it believes pharmacists are uniquely placed to help improve outcomes, helping people manage their conditions, live better and healthier lives and help keep people out of hospital - see www.pgnz.org.nz.

Pharmacist role expanded

PHARMACY has been described as a "gateway to care, helping people towards better health" in recognition of its expanding role in self care, according to new report from the International Pharmaceutical Federation (FIP).

Published yesterday, the report reviews the current state of consumer interest in health care and presents a collection of evidence of pharmacy services related to self care and the value that pharmacists bring to health care systems.

Drivers of self care are described in the report and "profound" changes in the way health care systems operate explained.

"Community pharmacies have provided health care for many years, through giving advice, providing a medicine or, when needed, referring patients to other health care professionals," co-author Warren Meek said.

"This report, however, reflects the embedding of a formalised approach whereby pharmacies are reimbursed for these services, and where self-care through pharmacists is considered as an integral part of the health system."

Meek went on to say that pharmacies are now being seen as a formal gate of entry to the health care system, citing schemes being run in Scotland and Switzerland as examples of the recognition and formal integration of pharmacists' contribution to the system.

"Collaborative interaction between patients and pharmacists, with or without the provision of a therapeutic substance, confers undoubted benefits to the total

health care system," he wrote.

"More governments should consider and promote the relevance and importance of self care and acknowledge the role of pharmacists in delivering improved patient health outcomes through supporting patients in self care activities."

"The sustenance of viable quality health systems will require optimal use of all health competencies," he added.

The report also focuses on ways in which pharmacists' contribution can be optimised, including through the uptake of point-of-care testing and the development of standard operating procedures.

Go to fip.org to access the report.

Champix streamlined

MORE gradual approaches to quitting will become possible for smoker patients struggling to quit, as a result of the PBS listing relaxation for Champix (varenicline) from Authority Required to the Streamlined authority status, Pfizer Australia has announced.

Effective 01 May, the 'gradual approach to quitting' enables patients taking Champix to reduce smoking consumption by 50% within the first 4 weeks, a further 50% in the next 4 weeks and then continue reducing with the goal of reaching complete abstinence by 12 weeks.

Patients then continue taking Champix for an additional consolidating 12 weeks for a total of 24 weeks of treatment.



Support your patients this winter

The BioCeuticals immunity range offers an efficacious array of nutrients and herbs to help optimise and support healthy immune function.

ArmaForce

Australia's number one cold & flu relief formulation in pharmacy*

Ultra Potent-C®

A great tasting vitamin C for the whole family

Echinamide® ImmunoBurst

Fast acting chewable burstlet capsule for immediate throat relief



Contact us now to take advantage of our Winter deals!

For more information call 1300 650 455

PRACTITIONER-ONLY BRAND

*Aztec Scan Sales MAT 19/02/2017



OVER 50% OF YOUR CPD

with one Pharmacy Practice Review ►



NPS
MEDICINEWISE
PROFESSIONAL

The original probiotic PLUS

Always read the label. Use only as directed.





Just one click away from keeping up to date with all the **Pharmacy Daily** breaking news as it comes to hand



Steve Waugh Apotex celebration



AUSSIE cricket legend Steve Waugh visited his local Blooms The Chemist store in Cronulla, NSW on Mon to help Apotex mark its 10,000th APO-Wellness clinic.

Waugh, who is also an ambassador for Blooms The Chemist, received a flu shot and greeted fans during the event.

"Apotex's strategic business partner, Blooms The Chemist, is honouring the mutual and enduring partnership that has helped them become a primary healthcare destination of choice for local communities," Waugh said.

"Apotex and Blooms The Chemist's joint philosophy of looking after the community and building relationships with people who enter the pharmacy, has enabled them to connect with local residents by offering easily accessible primary health services such as flu vaccination," he added.

Blooms The Chemist owner Tim Sidgreaves said the APO-Wellness clinics, which see Apotex's fully accredited nurse practitioners operate within the pharmacy, are "well-supported and seamlessly executed, continuing to offer our pharmacies innovative solutions, enabling our members to capture value beyond the dispensary, and to heighten patient engagement".

Apotex brand manager Hayley Tamborini said the clinics were an example of how best-in-class pharmacy services can enhance customer engagement and loyalty. "The landscape of community

pharmacy is in continuous flux and we will continue to innovate and further evolve our professional services offering to support our pharmacy partners," she said.

Recent enhancements launched by Apotex include a new Health Awareness Clinics Scorecard (**PD** 09 Mar 2017), powered by data from Sinapse, which gives pharmacies a practical guide to assessing the financial benefit of each clinic service to the pharmacy bottom line - more info 1800 273 839.

Pictured above with Steve Waugh are Blooms The Chemist Cronulla retail manager Sandra Buttie and pharmacist owner Tim Sidgreaves.

ACP recruiting

THE Australian Pharmacy Council is looking for a new National Manager Examination & Assessment, with the permanent position based in Canberra.

Applications close on 05 May - see pharmacycouncil.org.au.

FDA targets quacks

THE US Food and Drug Administration has written to 14 American companies selling more than 65 products that fraudulently claim to prevent, diagnose, treat or cure cancer.

The products are sold without FDA approval, and failure to address violations of regulations may lead to product seizure, injunction and criminal prosecution.

Child vax push

THE Government has announced a \$5.5m investment in a new three-year vaccination awareness campaign to encourage Australian parents and carers to get their children immunised.

The intention is to ensure that all Australian children are fully vaccinated before they start school.

The campaign will specifically target areas of low vaccination rates by addressing myths and misconceptions, while explaining the benefits of childhood vaccinations for both the individual and the community.

Research shows that when people are fully informed about the benefits of vaccination, they are more likely to vaccinate, the government said, with clear, coherent and evidence-based information to be provided.

A range of advertising platforms combined with direct engagement at over 11,000 child care centres will be utilised to target parents of children aged under five years.

While Australia's coverage is at 93%, there are still some areas where it is as low as 64%.

These pockets of low coverage pose risks to the community, especially people who cannot be immunised because they are too young or for medical reasons.

As part of the campaign, child care centres and preschools will be required to publish their vaccination coverage rates, with 'medical reasons' now the only allowable exemption.

Union targeting Chemist Warehouse

PROFESSIONAL Pharmacists Australia has "stepped up its campaign and demanded respect for Australia's employee pharmacists," with union organisers visiting a number of Chemist Warehouse pharmacies across Australia last weekend.

Describing the move as a "series of colourful actions highlighting the impact of low wages and upcoming cuts to penalty rates," PPA president Geoff March renewed a call to the pharmacy giant to rule out cuts to penalty rates.

"Some pharmacists face losing up to \$100 per week - where else in the health system do you witness pay going backwards?" he said.

"Chemist Warehouse is a successful business and should not cut the take home pay of its workers," March said.

New disaster form

THE Department of Human Services has released a new form for claims under the Disaster Health Care Assistance Scheme (DHCAS), which provides assistance with out of pocket health costs for eligible Australian residents and others who have been affected by international acts of terrorism or natural disasters.

Patients must have already claimed from Medicare, state and territory schemes and health or travel insurance policies before claiming - humanservices.gov.au.

Win with australis

This week Pharmacy Daily and Australis are giving away each day a set of two Bae Watch Mascaras.

Australis Bae Watch Mascara will enhance your lashes to new volumising, curling and lifting lengths. Australis Bae Watch Mascara builds and lengthens lashes without clumping, lashes are left soft yet boast intense volume. Easy to apply, the formula glides on effortlessly leaving lashes that are dark and defined thanks to the pigmented formula. Available in one shade ALL in One Black and RRP \$14.95. For more information head to www.australiscosmetics.com.au.

To win, be the first person from **QLD** to send the correct answer to the question below to comp@pharmacydaily.com.au

What is the shade name?

Congratulations to yesterday's winner, Annie from Balmoral St Pharmacy.





Dispensary Corner

A BURP a day doesn't keep the cops away!

A bartender from Vienna has been in a policeman's bad books after letting a noisy burp out at an amusement park right next to the officer...who found it anything but amusing.

The constable claimed Edin Mehic "violated public decency with a loud belch" which was allegedly due to excessive onion in Mehic's tasty kebab.

The offender was originally fined 70 euros - but a year-long legal battle has finally seen the conviction overturned.

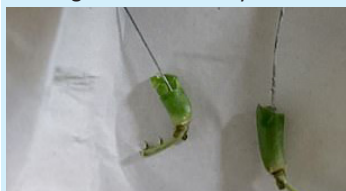
The case resonated across Europe long after the original belch, with Mehic garnering support from a range of activists and a kebab chain taking him to Istanbul on an all-expenses-paid holiday.

WOULD you like a needle with your beans?

Customers from Morrisons store, the fourth largest chain of supermarkets in the UK, got more bang for their buck when they discovered an extra treat within their 170g pack of trimmed beans... a needle.

Two customers from Glasgow and Manchester discovered the extra metal with their greens.

The company urged all customers who bought the beans between 22-24 Apr to return them for a full refund, with investigations under way.



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

New Stretched to the Limit

From Australia's award-winning AROMABABY brand is **Stretched to the Limit** new formula containing 99% organic ingredients. Designed to moisturise and condition dry, stressed skin during pregnancy and afterwards. An award-winning Australian Made brand, all AROMABABY products rely on concentrated formulations ensuring value for money with 21 years of product specialist history. Free from petro-chemicals, sulphates, parabens, dairy, goats milk, olive oil, lanolin and artificial fragrance. Gift with purchase is available for new pharmacy orders placed until 15 May 2017.



Stockist: 03 94640888
RRP: \$34.95
Website: www.aromababy.com

New ChapStick Total Hydration Tints



ChapStick **Total Hydration 100% Natural + Tint** is ChapStick's newest innovation. ChapStick with Tint! Yes, you read correctly. In two beautiful shades of Merlot and Rose Petal, this advanced moisturising lip

balm is formulated with jojoba & rosehip oils and a gorgeous tint to nourish & enhance natural lip colour. Chapstick Total Hydration 100% Natural + Tint will give your lips the love (and colour) they deserve!

Stockist: 1800 555 057
RRP: \$7.99
Website: www.chapstick.com.au

Inner Health Iron Max VegeCaps

For hi-strength, easily absorbed daily iron requirements in a capsule, turn to Ethical Nutrients **Iron Max** VegeCaps. Iron Max capsules contain iron and cofactors that may assist with iron supplementation, support normal red blood cells, help with cellular energy and healthy immunity. This product is suitable for a wide range of people including the elderly, vegetarians, vegans, pregnant women and athletes. Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.



Stockist: Major wholesalers
RRP: \$13.49
Website: www.ethicalnutrients.com.au

DB's new Brow Perfection Kit



This comprehensive new eyebrow styling kit tidies, shapes and emphasises your eye-highlighting brows. The Designer Brands (DB) six-piece **Brow Perfection Kit** contains three

eyebrow powders that are highly blendable as well as an eyebrow pencil, tweezers, angled/spoolie brush and five eyebrow stencils. DB says its products are not tested on animals and are vegan approved.

Stockist: 1300 765 332
RRP: \$12.99
Website: www.dbcosmetics.com.au

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: Matt Bell, Rebecca Le Bas, Jasmine O'Donoghue

Advertising and Marketing: Sean Harrigan and Melanie Tchakmadjian advertising@pharmacydaily.com.au

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

Editorial: info@pharmacydaily.com.au

Travel Daily

CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV

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.