



Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from the **Pharmacy Assistant National Conference**, with registration now open for the Gold Coast event taking place 26-28 Oct 2017.

Guild, PSA partners

PHARMACY Guild executive director David Quilty has acknowledged in *Forefront* that the Guild and the PSA are "stronger and more likely to succeed by working together," after a meeting between the organisation's respective presidents "to discuss a number of issues of common interest".

The PSA and Guild are particularly working in tandem on the issue of codeine rescheduling, and the Guild also welcomed the PSA's recent announcement that it is developing a long-term strategic plan for pharmacist services (**PD** 31 Jul).

Quilty said the Guild is about to start its own strategic planning project looking at the future of community pharmacy to 2025 & beyond, saying "this is an excellent opportunity for the Guild and PSA to work collaboratively in developing a clear and positive plan for the future of the sector and the profession".

Medadvisor revenue surge

LISTED medication adherence technology firm MedAdvisor has flagged the potential for expansion internationally, as well as expecting significant further growth in Australia in the coming year.

The company's annual results announcement yesterday noted that the US and UK offer substantial opportunities, "with no dominant market player offering a platform as comprehensive as MedAdvisor".

In 2016/17 the company recorded total sales of \$4.24 million, up 197%, along with growth across all sectors of its business, with pharmacy subscriptions to the MedAdvisor system growing 84% and more than 837,000 patients using the platform - up 350% on the previous financial year.

MedAdvisor's pharmacy network now comprises 2,669 pharmacies nationally, up 60% and the firm is also receiving income from 12 global pharmaceutical manufacturers running Patient Engagement Programs on the platform.

Pharmacy subscription revenues amounted to \$2.4m, while "user-based" income was \$1.84m and the company significantly grew its partnerships with disease state groups, together representing

about 6m patients to whom the MedAdvisor platform is being advocated to manage their drugs.

The overall result for the year was a \$3.4 million loss, in line with management expectations, attributed to "continued investment in growth particularly marketing, research & development activities".

Staff costs comprised the largest component of expenses, amounting to \$4.5 million for the year, while direct transaction costs including SMS services were worth \$734,000.

The company's annual report revealed that in 2016 under its now terminated distribution agreement with GuildLink, MedAdvisor paid \$317,000 to the Pharmacy Guild wholly owned subsidiary.

2016/17 also saw MedAdvisor release the "PlusOne" pharmacy software platform, which includes a GP collaboration module to streamline workflow for both pharmacies and GPs plus a new Professional Services capability.

CEO Robert Read said it had been a phenomenal year of growth for MedAdvisor, with the enhanced functionality of the platform and increases in pharmacies, users and manufacturer clients positioning the firm for its next growth phase.

Pharmacy Connect registration options

REGISTRATIONS for this weekend's Guild Pharmacy Connect conference will still be accepted on-site at the event, with the registration desk open Sat 6.45 am - 5.45 pm, Sun 8.00 am - 3.30 pm.

CLICK HERE for the Pharmacy Connect program.

Xolair PBS for CSU

THE first and only medicine approved to treat severe Chronic Spontaneous Urticaria (CSU) will be added to the Pharmaceutical Benefits Scheme (PBS) tomorrow, 01 Sep.

The PBS listing of the biologic medicine Xolair (omalizumab) is for adults and adolescents (12 years of age and above) with severe CSU who remain symptomatic despite standard therapy.

Campbelltown Hospital Immunology and Allergy unit head Professor Connie Katelaris welcomed the listing saying, "There has been a significant treatment gap for those living with antihistamine-resistant CSU".

"Xolair offers patients an effective method of managing CSU as an alternative to corticosteroid use," she added.

Have you seen
our Professional
Services?



PlusOne
by MedAdvisor

WATCH A DEMO



**MAGIC HAPPENS WHEN
MANUKA BLOSSOMS**

For more details please click on **BLOSSOMS**

RxONE
MORE CARE. BETTER BUSINESS.
www.rxone.com.au



RxONE CompoundPro

Australia's only integrated compounding system.

For a limited time licence
RxOne CompoundPro for

\$1995*

SHPA symposium success

MORE than 60 hospital pharmacy leaders from around Australia gathered in Melbourne over the past few days to share their year's experiences and learnings at the 2017 SHPA Residency Symposium, an annual highlight of Australia's first hospital pharmacy residency program.

Society of Hospital Pharmacists of Australia chief executive Kristin Michaels said the symposium marked a turning point for the new SHPA Residency Program, which has accredited 30 sites around the



country to provide education and support to over 100 pharmacy residents in its first 12 months.

"Following the success of our inaugural event in 2016, this year we've turned our attention to providing program leaders, preceptors, clinical educators and pharmacy directors with the hands-on support and guidance they need to deliver quality residency programs," Michaels said.

"Qualitative assessment tells us the Residency Program is providing twin benefits: turbocharging the early careers of hospital pharmacists in their formative years, while rapidly deepening the skill set and capacity of hospital pharmacy departments."

Keynote speaker Beth Ward, Foundation Program manager from the Royal Pharmaceutical Society (UK) (**pictured**), said she was delighted Australian hospitals had embraced SHPA's Residency Program, a proven workforce development framework overseas.

"There's a great buzz here today – the energy reflects what is an exciting time in hospital pharmacy; not only do residency programs give early-career pharmacists support to consolidate their studies, they assure hospitals that staff are providing patients with the best possible care in a safe environment."

"In the UK we've published evidence that pharmacists who structure their career path via programs utilising developmental frameworks, advance faster and pharmacy services offering these programs are more enticing to enthusiastic and dedicated newcomers," Ward said.

The next round of SHPA Residency Program site accreditation, for 2018, will open in mid-Sep 2017.

Win with aquamamma®

This week, Pharmacy Daily and aquamamma® are giving away each day a prize pack including Mixed Berry, Orange, and Lemon formulated beverages.

aquamamma® was developed by an Australian obstetrician to help meet the hydration needs of pregnant, birthing and breastfeeding women. It has been formulated with added folic acid, is also low in sugar and sodium and contains natural colours and sweeteners. aquamamma® is an ideal beverage to help meet your daily hydration needs and comes in three great tasting flavours! **CLICK HERE** to find out more.



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

What are two vitamins or minerals contained within aquamamma®?

Congratulations to yesterday's winner, Catherine Ou from Hooper Centre Pharmacy.

*AQUAMAMMA is a registered trade mark. CH-0283 08/17



Corum LOTS Ezylink

Your complete accounting integration

LOTS EzyLink is an automated program that extracts daily sales and invoice data from Corum LOTS POS and imports it automatically into your accounting software.

For more information call 1300 669 865 or contact your Corum Representative

FRED IT Aus DI alliance

PHARMACIES using Fred NXT are now able to add AusDI as their preferred Medicines Information Product from within App Bar Manager, providing clinical safety at the point of care.

This follows the announcement by the two companies of their expanded partnership, delivering pharmacies access to drug information via Fred's cloud-based solution, Fred NXT.

Speaking on the announcement, Medical Director Publishing and Knowledge manager Allison Hart said the companies had offered integrated solutions for years, and combining the knowledge of AusDI with the Fred NXT technology was a logical next step.

"It's extremely important pharmacists are equipped to deliver excellent care," Hart said.

"This is why we've partnered with Fred to deliver rapid and easy access to accurate medicines information through the Fred NXT platform."

"We have partnered with Fred to integrate our solutions in the past, and it made sense for us to collaborate again to give Australian pharmacists single-click access to our database on their chosen platform."

Fred IT Group ceo Paul Naismith echoed Hart's sentiments saying, "We are really pleased to be able to deliver AusDI to our Fred NXT customers. The two products work seamlessly together enabling pharmacists to access their choice of quality drug information in a single click due to the innovation and open design of Fred NXT."

New PBS meds

FEDERAL Health Minister Greg Hunt has announced additional PBS funding to support leukaemia and acromegaly patients.

Zydelig (delalisib) from Gilead will be made available to treat eligible patients with certain types of leukaemia, including relapsed or refractory chronic lymphocytic leukaemia or small lymphocytic leukaemia while also helping patients with relapsed or refractory follicular lymphoma.

Without subsidy, the treatment would cost between \$60,500 and \$115,800 per year per patient.

Pfizer's Somavert (pegvisomant) is also listed for patients suffering from Acromegaly, a rare condition characterised by a consistently high level of circulating growth hormone.

Full details available at pbs.gov.au.

Essure hazard alert

THE Therapeutic Goods Administration has issued a hazard alert to health professionals and consumers for contraceptive implantable device Essure and all unused stocks are being recalled.

Go to tga.gov.au for details.

Bactroban supply up

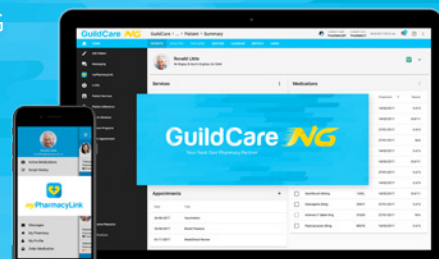
GLAXOSMITHKLINE Australia has advised health professionals that the manufacturing issue that resulted in the unavailability of Bactroban (mupirocin) 20 mg/g ointment tube has been resolved.

The company has announced that Bactroban is now available through the normal supply chains.

Portable Professional Services Platform

Access GuildCare NG anywhere, anytime from your Google Chrome browser

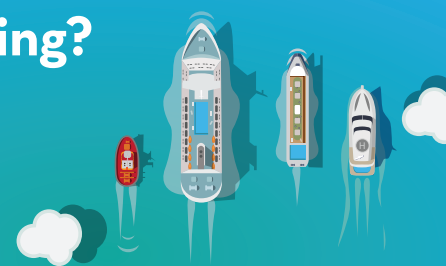
[Learn more](#)



Love cruising?

Subscribe to
Cruise Weekly

CRUISE
WEEKLY



Dispensary Corner

EVER wonder about what piece of clothing (eg, shoes) or gadget (bacteria-ridden coins or mobile phones) inhabited the security bin you just placed your headphones into passing through security checks at the airport?

Fear no more - as long as you are flying out of Akron-Canton Airport, North Canton, Ohio USA.

The airport has installed a nanotechnology solution that uses light to clean checkpoint bins as they are processed 24/7.

The system involves NanoSeptic mats and skins for the bins, containing "mineral nano-crystals" which create a self-cleaning oxidation reaction that's stronger than bleach, continuously breaking down organic contaminants, the airport claims.



ANOTHER tragic example of the ways smoking can kill has played out in India this week, where a man diagnosed with throat cancer allegedly shot dead the colleague who introduced him to the habit.

The pair were both 25 and worked as chefs at a restaurant, and began smoking cigarettes and marijuana together.

Eventually one of them developed a throat infection and after consulting a doctor was told he had developed throat cancer due to excessive smoking.

The man was reportedly "consumed with rage" and shot his colleague during an argument.

Radio host pharmacy backlash

A SYDNEY

radio host who complained on social media about having to wait for a pharmacy prescription has been roundly

criticised, with her Facebook post now removed after a comprehensive online smack-down.

Kristie Mercer from KiisFM (pictured from an image in the pharmacy on her Instagram account) posted a video saying "I have to entertain myself because there's a 15-minute wait on getting a script...what the f***? Like, I'm sorry, what is the hold up on the process?"

"Like, what is happening? I can see the medicine behind you, it's like two metres away. Just grab it off the shelf and press print on the old sticker printer, slap it on and away we go," she complained in the post which was viewed over 60,000 times before being taken down.

"My theory is that they want you to walk around and buy lots of extra things," she alleged.

The post produced an immediate response from doctors and pharmacists, slamming Mercer's ignorance of the processes required including checking names, Medicare details, medical history and drug interactions.

One pharmacist commenter said "it's loud ignorant voices like this that unfortunately changes the perception of pharmacists and pharmacy as a profession."

"There is a reason why pharmacy is a recognised university degree..."

"Slapping a sticker on it; completely undermines the roles



© kristiemercer Instagram

and responsibilities we have as pharmacists to provide a duty of care to every single person that walks through our doors.

"We need to review dosages, interactions and contraindications etc, regardless if they are just 'right behind us on the shelf' or not," the pharmacist wrote.

Shopper marketing and retail survey

GLOBAL retail marketing association POPAI (Point of Purchase Advertising Institute) and research specialist GfK are calling on shopper and retail marketing professionals from all retail related disciplines to participate in the first ANZ Shopper and Retail Marketing Industry Survey in three years.

The study will track advances in shopper and retail marketing since the last Australian industry study was conducted in 2014.

Survey participants will receive a free copy of the resulting research report, valued at \$395, and are invited to attend the POPAI Marketing at Retail Summit in Sydney on 13 Oct, where the research findings will be discussed among retailers, brand manufacturers, and agencies.

POPAI and GfK will also publish the findings from the study in a series of articles from Nov.

CLICK HERE to participate.

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

Regent Seven Seas New 2019/20 Itineraries

EXPLORE the world, unabridged and much more meaningful than ever before with new itineraries from Regent Seven Seas and a reduced 10% deposit for a limited time.

Sail from one idyllic Greek island to another or cross the Atlantic Ocean in luxurious style aboard *Seven Seas Navigator* from New York to Amsterdam, or choose from other exciting options at rssc.com.

RSSC cruising includes free shore excursions, specialty restaurants, beverages, Wi-Fi and more - see your travel agent.

Sail Cunard 2018 on Queen Elizabeth

LUXURIATE in a 15 night cruise of cruises on board *Queen Elizabeth* Sydney to Osaka, Japan in Feb and Mar 2018.

Inside staterooms start at \$3,054 pp and range through \$3,794 for a balcony stateroom up to a very reasonable \$9,374 in the ultimate Queens Grill.

Consult your travel agent or go to cunardline.com.au.



PHARMACY
ASSISTANT
NATIONAL
CONFERENCE



Join us on
Facebook

'Australian Pharmacy
Assistants'



**REGISTER TODAY & go in the draw
to WIN 2 nights' accommodation at
QT Gold Coast & return flights to
the Gold Coast up to \$500***

*Full paying registrations must be received on or before 31 August, 2017. Accommodation and flights must be used during conference dates only.

26 - 28 OCTOBER 2017 ▶ QT GOLD COAST

REGISTER AT: pharmacyassistants.com



The Pharmacy
Guild of Australia

CONFERENCE PARTNERS



MAJOR SPONSORS



EDUCATION SPONSORS



CONFERENCE DINNER
SPONSORS



WELCOME RECEPTION
SPONSOR



ASSOCIATE SPONSORS

