

## Today's issue of PD

Pharmacy Daily today has three pages of news plus full pages from:

- Sigma
- Wizard Pharmacy Services

## Alliance Rewards

**PHARMACY** Alliance has announced the launch of Alliance Rewards, a new "total pharmacy sales solution" which allows members to earn rebates for sales of core lines in both OTC and dispensary.

The scheme builds on the group's existing PAGM dispensary generics program which rewards members for loyalty and substitution to their first line generics supplier.

"Independent pharmacy needs to be sales focused to replace lost profit from PBS reforms and grow top line sales," said Pharmacy Alliance ceo Darren Dye.

He said with rebates available across core OTC lines and OTC private label products, Pharmacy Alliance was helping independent pharmacies compete effectively with discounters and banner groups.

Pharmacy Alliance membership now comprises 650 pharmacies across Australia.

## Sigma's great Leapp forward

**SIGMA** has today announced a new support program for pharmacists, with the aim of delivering dispensary workflow efficiencies to enhance patient engagement.

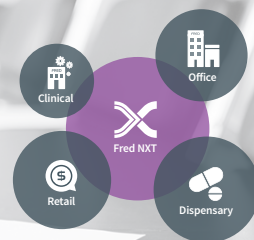
Dubbed 'Leapp,' the program was unveiled to members at the Amcal/Guardian Retail Conference on the Gold Coast yesterday.

The comprehensive 26-week support program has a vision of having "a pharmacist available always" with elements including pharmacists upskilling and coaching in counselling, developing efficient dispensary systems and processes, and benchmarking and consultation around design and layout.

"Leapp is industry leading for Australia's pharmacy sector, with a deliberate focus on achieving dispensary service and brand

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standards," said Sigma chief operating officer Gary Dunne, with the program enabling pharmacists to "get out from behind the dispensary counter".

The program has been trialled successfully in 14 Amcal and Guardian pilot stores, in both city and regional areas, and will now roll out nationally, Dunne said.

"The Leapp program will support our pharmacies to provide an advice driven and pharmacist-led experience for our prescription and retail customers," he added.

## Zostavax warning

**THE** Therapeutic Goods Administration has issued a safety advisory warning against the use of shingles vaccine Zostavax in patients with compromised immune function.

The alert follows a report of the death of a patient with a pre-existing condition.

Zostavax was included in the National Immunisation Program on 01 Nov 2016 for the prevention of herpes zoster in patients 70 years of age, with a five-year catch-up program also under way for people aged 71-79 years.

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## New MedAdvisor platform

**MEDADVISOR** will today launch a new pharmacy solution at APP17, which the company says "brings together the full market leading capabilities of MedAdvisor and Healthnotes" in a single platform.

Dubbed PlusOne, the innovation builds on the first stage of technical integration of the two platforms announced last month.

PlusOne includes a new GP Collaboration module with features including Script Owing and Referrals, along with a Health Services Hub which will provide pharmacies with new revenue opportunities and "a streamlined way to promote professional services to customers," according to MedAdvisor ceo Robert Read.

He described the hub as creating a services marketplace where pharmacies could access 6CPA programs, manufacturer-sponsored pharmacy programs via CarePro and PharmaPrograms, APO-Wellness clinics and more.

Read said the PlusOne platform would also help drive increased demand for health services via new capabilities that enabled automatic promotion to target customer groups via email and SMS.

The MedAdvisor App has also been enhanced to allow users to find and book services offered at the pharmacy.

"We have consistently heard from pharmacies that health services are an important focus for their business and globally funding trends in pharmacy are more focused on services than dispensing fees," Read said.

"However a significant barrier is finding the time to promote and explain these services to customers...the new PlusOne platform allows pharmacies to become more service-driven by taking care of this part of the process," he added.

Until recently the MedAdvisor system was hosted on Guildlink's Guildcare platform, but the organisations parted ways about a month ago (**PD** 03 Feb).

Read said all existing MedAdvisor sites would be upgraded to the new platform over the next few weeks.

### Guild COPD module

**GUILD** Learning and Development (formerly the Guild Pharmacy Academy) has partnered with Boehringer Ingelheim, sponsors of Spiriva Respimat and Spiolto Respimat, in the development of an online course which addresses the pathophysiology, detection and treatment goals of chronic obstructive pulmonary disease (COPD) and the role pharmacists can play in COPD management.

COPD is a common, preventable and treatable condition that affects about 13% of Australians aged 40 years or over, with almost half of sufferers experiencing impaired quality of life, the Guild says.

This CPD-approved-course provides pharmacists with a clinical review of the treatment of COPD and the pharmacological and non-pharmacological approaches to managing COPD.

Visit [www.mycpd.org.au](http://www.mycpd.org.au).

## Amcal HbA1c screen

**SIGMA** has announced that it would be offering HbA1c testing throughout its Amcal Pharmacy network from Jul this year.

The national rollout follows the completion of a successful pilot program that saw more than 200 patients complete the HbA1c test with close to 50% of patients referred to their GP for further testing, a Sigma spokesperson said.

All Amcal pharmacists have access to specialised training in the in-pharmacy HbA1c testing program, and are experienced in medication management, and providing educating on complications associated with diabetes, including kidney disease and sleep apnoea.

## Apotex awareness

**WITH** price reform and other impacts morphing the pharmacy business landscape, Apotex has launched an initiative it says will help pharmacies achieve "incremental and immediate gains to bridge the gap in their business's bottom line".

Powered by data from Sinapse, the APO-Wellness Health Awareness Clinics Scorecard will debut on Sat 11 Mar at APP, with the company's Asia-Pacific md Roger Millichamp saying they will "show you how to capture 6CPA remuneration, grow OTC opportunities, and build customer loyalty in your pharmacy".

## Pharmacy Daily on location at APP2017

Today's issue of **PD** is coming to you from the Gold Coast Convention and Exhibition Centre, at the Pharmacy Guild's 2017 Australian Pharmacy Professional Conference.

**APP2017** formally kicks off this morning with a presentation from newly minted Federal Health Minister Greg Hunt, who speaks at 8.30am Queensland time before presenting the winners of the Pharmacy of the Year award.

Following that is the always keenly observed State of the Industry Symposium, facilitated by Guild Executive Director David Quilty, at which industry leaders from Medicines Australia, ASMI, NPSA, GBMA and the Guild will give an overview of the current pharmacy environment.

A keynote presentation on professional pharmacy services in New Zealand will be presented by NZ Guild President Graeme Blanchard, and later in the day futurist Morris Miselowski will present the Allan Russell Oration.

In a departure from previous years the welcome reception will take place from 5.30pm along with the opening of the much anticipated trade exhibition.



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## Dispensary Corner

**THEY** may not look particularly dashing or adventurous, but the trio pictured below have been dubbed "The Three Vascateers" (not Musketeers).

Paul Diaz, John Lambrechts and Basilio Santangelo proved how close their 'bromance' was by undergoing joint vasectomies together "as a gift to their wives" after each having two children.

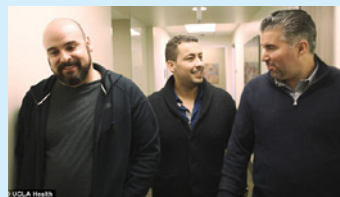
The dads, who reside in Los Angeles, normally watch sport together and now they can watch it as their crotches heal.

The wolf pack had their operations done on the same day at The Men's Clinic at UCLA - and timed the procedures for the annual March Madness college basketball tournament, in line with an annual spike in requests for the operation so the newly sterilised can recuperate on the couch while watching the sport.

Surprisingly, only one in 10 men go under the knife, according to figures released by the United Nations in 2015.

Lambrechts told *Daily Mail UK*, "We talked about it for a while, and at the urging of our wives, we decided to take one for the team".

Despite a few days of tenderness, men get the better end of the stick compared to women who undergo tubal ligation, which requires general anaesthesia and often an overnight hospital stay once the procedure is complete.



## Guild e-Commerce portal

**THE** Pharmacy Guild of Australia has launched [pharmacy.com.au](http://pharmacy.com.au), a new online initiative which allows customers to 'click and collect' from supplier websites for local pick-up in Guild member pharmacies.

Described as the "biggest ever investment in e-Commerce for community pharmacy by the Pharmacy Guild of Australia and Gold Cross Products & Services," the portal will provide Australia-wide consumer access to key health products and info, the Guild said.

Ego Pharmaceuticals will link its [Egopharm.com](http://Egopharm.com) website to the site, with Ego managing director Alan Oppenheim saying "the value of the local community pharmacy support team is optimised when customers can connect quality information with professional support."

"This is why Ego Pharmaceuticals is working with community pharmacies that are transforming digitally and connecting with the modern consumer," he said.

Guild President George Tambassis said with Ego Pharmaceuticals continuing to sell exclusively in

pharmacy they were an "obvious first choice partner" for the launch of the program.

'Silver' level membership of the [pharmacy.com.au](http://pharmacy.com.au) initiative is free for Guild Member pharmacies, with members encouraged to activate their benefit now.

Gold package pricing is also available which offers pharmacies their own branded online store, digital catalogues and more.

As well as Click & Collect, the [pharmacy.com.au](http://pharmacy.com.au) initiative also offers delivery of items by post - more info 1300 286 880 .

## First cannabis licence

**THE** Health Department's Office of Drug Control has issued the first licence to an Australian company to grow and harvest medicinal cannabis for commercial purposes.

Cannoperations Pty Ltd, a subsidiary of Cann Group Limited, was granted the licence yesterday after a "rigorous on-site security assessment" of its facility and operating procedures.

## WIN WITH DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away the entire Brilliant Skin Duo range every day - a prize valued at \$60.

Instantly add warmth and dewiness to your complexion with the all NEW Brilliant Skin Duos from Designer Brands. There are two types of Duos in the range: Bronzer & Illuminator and Blush & Illuminator - including two stunning limited edition shades. The highly pigmented and blendable formulas are perfect for creating a naturally glowing complexion, and you get double the value with a 2-in-1 product. Enriched with Chamomile, Hyaluronic Acid and Aloe Vera, these buildable powders can be used alone or in tandem to create subtle to intense definition and illumination that lasts. With an included mirror, they are the ultimate handbag hero. **CLICK HERE** to see more.

To win, be the first person from SA or NT to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What are 3 ingredients in the Duos formula?

Congratulations to yesterday's winner, Tamara Heeney from Boulevard Pharmacy.



## 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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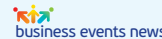
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# INTRODUCING SIGMA HEALTHCARE



Sigma Pharmaceuticals unveiled its proposed name to signify the company's broader commitment to healthcare solutions for its customers and business partners. A new logo will also accompany the change.

Mark Hooper, Sigma's CEO and Managing Director commented, "This is more than a symbolic change. It is an important and exciting change that better represents Sigma's evolution and vision to be a more holistic healthcare company."

"Sigma is in a fantastic position in the healthcare space to connect products, services and data to provide greater benefit for our customers, our partners and ultimately growth for our members and Sigma."

"Along with the name change, we will be going to market with a new logo and tagline that we believe better captures Sigma's role in the healthcare industry-Connecting Health Solutions. It defines what we do." he said.



## SIGMA CYCLES UP ITS PARTNERSHIP WITH CARERS AUSTRALIA



**Sigma Pharmaceuticals have cranked up its growing partnership with Carers Australia and put it firmly in the spotlight at this year's annual Amcal and Guardian Retail Conference currently underway on the Gold Coast.**

Sigma have captured the imagination of attendees at the prestigious conference by creating a team event where Amcal and Guardian pharmacists and pharmacy Assistants got their hands dirty constructing 40 bicycles. The bikes will be provided to the families of carers on the Queensland Sunshine Coast, Gold Coast and Brisbane.

Sigma provided further support to Carers Australia by announcing an additional \$5,000 donation at the Retail Conference. This follows Sigma donating \$70,000 to Carers Australia at its annual Gala Suppliers Dinner in November last year.

Sigma intends to continue to help raise the profile of the outstanding work being undertaken by Carers Australia and Carers Queensland and support the organisation financially.

# SCRIPT

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