

Book Your
GuildCare **NG**
Upgrade Now!

1300 859 328



Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Wizard Pharmacy.

TGA CM reforms

THE Therapeutic Goods Administration (TGA) is conducting a face-to-face information session about reforms to the complementary medicine (CM) regulatory framework and invites CM sponsors to attend.

The session will provide an overview of the progress of CM reforms as well as the



TGA implementation of permitted indications for listed CMs.

Participants will have an opportunity to drill down on the reforms during a Q&A segment.

The free session is to be repeated in Sydney (14 Nov), Melbourne (15 Nov) and Canberra (17 Nov) and the slide set will be posted on the TGA website.

Spaces are limited and online registration by 07 Nov is essential with a separate registration for each individual attending.

Details are at tga.gov.au.

PSA on marriage

THE Pharmaceutical Society of Australia has issued a formal position statement in support of marriage equality, citing research it says "demonstrates that same sex marriage policies and mental health outcomes are inextricably linked".

The PSA said the mental health of LGBTIQ people is among the poorest in Australia, and these groups have the highest rates of suicidality of any population in the country, as a result of "discrimination and exclusion".

See the policy at psa.org.au.

National Pharmacies innovates

A SERIES of technological innovations by National Pharmacies has been highlighted internationally this month, with the group utilising advanced systems based on the Oracle platform.

The global database provider hosted its annual 'Oracle Openworld' conference in San Francisco two weeks ago, and National Pharmacies' gm of technology and innovation, Ryan Klose, has been mentioned in several reports from the event.



National Pharmacies currently comprises 55 pharmacies and 20 optical centres across South Australia, Victoria and NSW, and has about 350,000 registered customers, according to *IT News*.

The group is using Oracle to power its in-store kiosks, which feature facial recognition technology to allow clients to undertake a range of transactions.

Klose told the conference the National Pharmacies system used a tablet in the kiosk to take a photo which was processed by Amazon Rekognition, an image analysis tool.

The platform uses "deep-learning" to authenticate members, with the advanced technology ensuring it is accurate and reliable.

The kiosks allow customers to update membership details, book pharmacist appointments and print vouchers linked to the National Pharmacies loyalty program.

National Pharmacies is also using the platform to power a "chatbot," with Klose demonstrating a blood pressure measurement system which robotically guided him through the process.

The chatbot-led system is part of National Pharmacies' recently

launched weight loss and home health program.

The National Pharmacies tech platform powers the group's mobile app which has a host of features including the ability to push offers to members when they are within range of a store.

Other innovations described by Klose included an "augmented reality" app called vOffer, which allows members to view a store

through their phone camera and see tailored pricing and product

information - set to launch in the lead-up to Christmas.

Inspired by the Pokemon Go craze, the system shows what items are discounted and also allows members to collect tokens which can be used to win a prize.

National Pharmacies was once again recognised at the Oracle conference, named as a 2017 Oracle Excellence Award winner for its cloud platform innovation.

Last year National Pharmacies' in-house developed app won the Mobility category at the Oracle awards (*PD* 14 Nov 2016).

Skin cancer profile

THE demographic of a person with skin cancer in Australia is more likely to be a man aged over 55 years who also hails from Queensland, according to new research published today in the *Medical Journal of Australia*.

Scientists from the Berghofer Medical Research Institute in Qld have for the first time documented the burden of skin cancer across the country, detailing regional and age-related characteristics.

Almost 4% of Australians aged over 20 had a non-melanoma skin cancer removed between 2011 and 2014, the study found.

Marijuana degree

THE Marquette University in Michigan, USA, is offering a degree in marijuana studies, combining chemistry, biology, botany, horticulture, marketing and finance in the four-year course.

University officials say the program fills a need because 29 states have now legalised medical marijuana, including eight states where marijuana is also legal for recreational use.



**GREAT
CoolXChange
INSTORE
PROMO!**



CoolXChange - Cooling and Compression Bandage.

To find out more about CoolXChange, this great promo offer, or to order POS materials - contact Clear Sales Australia.

1800 640 043 or enquiries@upi.com.au



**MAGIC HAPPENS WHEN
MANUKA BLOSSOMS**

For more details please
click on BLOSSOMS ▶

1 in 3 calls in the healthcare sector get put on hold.

Engage your customers, increase sales with On Hold Messages!



1300 363 999

click here

Exclusive Message On Hold Offer

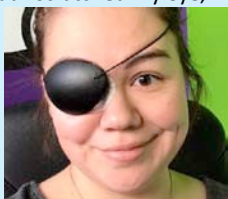
ORDER NOW
FIRST MONTH
FREE



Dispensary Corner

A "BIZARRE household accident" has led to the supreme irony of an Icelandic politician having to wear an eye patch during a TV interview.

Eva Pandora Baldursdottir (pictured) said her one-year-old daughter had "scratched my eye, which means I have to wear an eyepatch over the weekend".



The irony comes because Baldursdottir is a member of the Pirate Party, which holds 10 seats in the country's parliament.

SO IF I have a stomach bug upsetting me, should I attempt to kill the organisms with a disinfectant - e.g. alcohol?

In a *The Conversation* article, Western Sydney University lecturer and clinical academic gastroenterologist Vincent Ho gives clear guidance.

The short answer is basically no.

Against gut bacteria such as salmonella and E.coli, research has shown beer was ineffectual, while wines had some effect but were all too weak to achieve the desired result.

For alcohol hand rubs a high alcohol concentration in the range of 60-80% is considered optimal for antimicrobial activity.

Concentrations lower than 40% were found to be significantly weaker in affecting bacterial growth and alcohol with a 10% concentration (that of most white wines) had little effect.

Spirits, with 40% alcohol, worked better, but damaged the gut at the same time.

NHS vax mandatory

THE UK National Health Service (NHS) has announced that all NHS staff members who refuse to have the flu vaccine this winter will have to give reasons to their employer, as leaders toughen their approach to improve take-up rates, according to a report in the BMJ.

All NHS leaders have instructions to write to all staff urging them to have the flu vaccine as soon as possible as winter approaches.

Those who refuse will need to give reasons which will be recorded.

Blackmores pharmacy education dinners

BLACKMORES Institute is hosting a series of face-to-face Pharmacist Education dinner events throughout Oct and Nov 2017.

These three events will provide an opportunity for pharmacists to explore nutritional and lifestyle strategies to manage a range of common childhood conditions in pharmacy practice.

CLICK HERE for details and access.

Mental health plan

THE Health Department has released the Fifth National Mental Health and Suicide Prevention Plan, which will benefit about four million Australians who experience a mental health condition.

The plan was endorsed in Aug by all health ministers, and was released on the weekend at the close of Mental Health Week.

Resources include a newly launched Head to Health website at headtohealth.gov.au.

Pharmacy course on cancer medicines

GIVEN that cancer medicines are being supplied through community pharmacies more frequently now, The Australian College of Pharmacy is offering comprehensive training on these therapies.

The course is comprised of six modules developed by eviQ and designed to improve pharmacists' knowledge and skills in this area, in order to provide an optimal service to patients.

Go to acp.edu.au to access.



Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is Dr Alessandra Muntoni, Director of Research Investment, NBCF



Understanding metastatic breast cancer

A 2017 research poll by the National Breast Cancer Foundation (NBCF) revealed that despite the majority of Australians (83%) being aware that breast cancer can spread beyond the breast and metastatic breast cancer is the most deadly stage of the disease (88%), only three per cent of Australians realise that breast cancer can stay dormant in the body for more than 10 years.

Metastatic breast cancer is the most challenging to treat, with only 26% of women still alive five years after their first diagnosis. I urge the Australian community to raise funds through Pink Ribbon Breakfast this year to ensure continuous research for this stage of breast cancer.

This type of research is essential to provide answers for the women and men who live in fear about their cancer recurring. Significant in-roads have been made in the last few years, but a lot more research is needed to fully understand this problem.

To support NBCF's research focusing on metastatic breast cancer, register to host a Pink Ribbon Breakfast at www.pinkribbonbreakfast.org.au.

Win with Cancer Council Australia

Every day this week, Pharmacy Daily and Cancer Council Australia are giving away a sun protection prize pack! Prize packs include the new Sensitive Invisible Sunscreen (75mL) and Sensitive Sunscreen (200mL), valued at over \$30! The new Sensitive Invisible contains 22% zinc oxide that reflects UV rays whilst also being easy to rub-in, leaving an invisible finish on the skin. Both formulas are dermatologically tested, fragrance and paraben free.

To win submit your answer to the following question to comp@pharmacydaily.com.au



Product Description	Symbion Codes	Sigma Codes	API Codes	RRP
NEW Sensitive Invisible SPF30 75ml	434906	266791	26422	\$14.95
NEW Sensitive 50+ Pump 200ml	434949	266825	26421	\$19.45

What % of zinc oxide does the new Sensitive Invisible sunscreen contain?

Check here tomorrow for today's winner.

Does your brand deliver the promise?



*Brand may not appear as shown

SO YOU CAN DELIVER REAL VALUE TO WHO'S IMPORTANT
YOUR CUSTOMERS

WIZARD *pharmacy*

CLICK HERE



to.meet.the.family