



MedAdvisor Pharmacies that perform a MedsCheck or Diabetes MedsCheck with PlusOne average more than 10 in a month.

Spring Spotlight

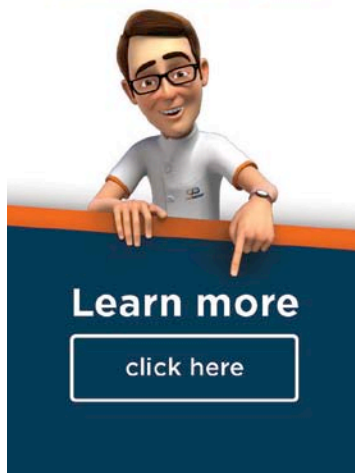
PHARMACY suppliers are invited to showcase their products, special offers and spring promotions in next week's **PD** Spring Spotlight.

We'll feature an image, description and call to action - for more info call Melanie on 1300 799 220.



Record Professional Services

- ✓ Diabetes MedsCheck
- ✓ MedsChecks
- ✓ Clinical Interventions
- ✓ 6CPA Data Collection
- ✓ Monitoring (Blood Pressure, Glucose, Cholesterol)
- + more, all within PlusOne



NT pushes for pharmacists

PHARMACISTS have been named as one of the "high priority" professional groups who will be encouraged to move to the Northern Territory, under a new population strategy launched this month by the NT government.

The program provides an incentive of \$3,000 for individuals, \$6,000 for couples and \$7,000 for families to help with moving and living costs, with additional payments available if they stay in the Territory for five years or more.

There's also a \$1,250 local benefit bonus available to spend in the first two years on car registration, child care and local businesses.

PSA national president Shane Jackson said the Society had played a "major role in gaining this recognition for community pharmacists' vital role in providing high quality health outcomes across the NT".

He said people in the Territory face significant challenges in

accessing healthcare and medicines with an extremely geographically dispersed population.

"As the medicines experts, community pharmacists play an invaluable role in helping their local communities overcome these issues by providing trusted and readily accessible healthcare".

Jackson said working in the NT could be challenging, but offers the chance to be at the forefront of the pharmacy profession's shift towards non-traditional roles and maximising the scope of practice.

"There are massive opportunities to work closely with Aboriginal Health Services, design and trial health promotions and interventions, and engage with underrepresented and vulnerable groups," the PSA president said.

Registrations for the incentive will open on 01 Nov 2018.

API exclusive with Nutrition Care

PRICELINE Pharmacy has been announced as the exclusive national distributor for Nutrition Care Pharmaceuticals, including its hero product Gut Relief.

The deal with Priceline's parent company Australian Pharmaceutical Industries is estimated to boost Nutrition Care's annual revenue by up to \$2 million annually, with sales currently about \$30m in total.

Nutrition Care highlighted the strong growth of the vitamin and supplement sector in Australia, with digestive health supplements holding a 9% market share.

Value is key - Hourigan

THE health sector in Australia needs to focus on data to ensure everything it does is measurable, with a transition from "volume-based" to "value-based" care inevitable, according to Chris Hourigan, president of Janssen Japan and former Medicines Australia board member.

Speaking yesterday at the Mumbrella Health Marketing Summit in Sydney, Hourigan urged delegates to focus on areas which are in need of disruption - hospitals, healthcare IT and primary care - all of which suffer from disparate stakeholders, payment pathways and obsolete technology.

Volume-based health systems - where payments are made regardless of outcome - are not sustainable in the long term as global populations age and chronic disease prevalence increases.

"Now is the time to evolve," he said, to a new paradigm where remuneration is based on the value added by health professionals and the outcomes achieved.

He said providers need to focus on "how we can leverage data to prove our value and enhance our credibility, trust and reputation," with modern technology enabling post-marketing collection of information on how products are being used and what the effective outcomes are.

Hourigan said as a highly innovative country, Australia has plenty of opportunity to improve the system, but industry fragmentation means "there is no ten or 15-year vision for how we can improve health outcomes".

Another day, another Health Minister

THIS week's ridiculous ructions in Canberra saw the resignation of Greg Hunt from his role as Minister of Health yesterday (**PD** breaking news), with the political turmoil continuing overnight.

One of his predecessors in the portfolio, Peter Dutton, has challenged for the leadership of the Liberal Party, with Hunt touted as a potential deputy leader if Dutton's bid to unseat Malcolm Turnbull is successful.



Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829

Email: info@ravensrecruitment.com.au

Web: www.ravensrecruitment.com.au

Jobs of the Week

- **Dispensary Manager** - Mid Coast, NSW (Job# 200030909)
Iconic location; sought after group; roster Tues-Sat.
- **PIC/Pharmacist Manager** - East Melbourne, VIC (Job# 200030935)
Manage the Pharmacy as a whole, or the Aged Care dept.
- **Pharmacist in Charge** - Townsville, QLD (Job# 200015627)
4 days work 3 days play; experienced team; great support.

our dynamic support can move your business or career forward!

SOFTENS & REPAIRS

DRY, ROUGH, CALLOUSED AND IRRITATED HANDS.



Call HealthOne
02 9965 9600



- Anti-aging
- Non-greasy
- Sweet almond scent
- Diabetic friendly
- No Petroleum, Parabens
- No Mineral Oil
- Results within 5 days
- Australian Made

FIND OUT MORE >

Dispensary Corner

FORGET survival of the fittest - a new research breakthrough in the field of biology has suggested that evolution may in fact favour the laziest.

A report published this month in the *Proceedings of the Royal Society B* describes a large-scale study of fossils and live gastropods in the Atlantic Ocean, concluding that being sluggish could be a fruitful strategy for survival of individuals and species.

The researchers from the University of Kansas analysed the metabolic rates of 299 different species, and found those which required higher amounts of energy were significantly more likely to become extinct.

"Maybe in the long term the best evolutionary strategy for animals is to be lassitudinous and sluggish—the lower the metabolic rate, the more likely the species you belong to will survive," said one of the authors, Professor Bruce Lieberman.

We'd like to write more on this story, but it looks like it's just about time for a nap.

YOU'VE heard of maternity leave and paternity leave.

A generous marketing firm in the US city of Minneapolis has taken things a step further by offering its staff "fur-ternity leave" - a week when they are allowed to work from home to help new pets adjust to their surroundings.

Nina Hale confirmed the animal-friendly policy on its website, with the company ceo saying "part of embracing employee satisfaction as a business priority means recognising important life events that happen outside the office".

Guild's 90th anniversary

THIS week marks exactly 90 years since the first National Council meeting of the Pharmacy Guild of Australia.

The gathering took place 20-24 Aug 1928 in Sydney, with the organisation at the time comprising a total of 512 members.

The Guild was formed, in part, to tackle the "sudden rise of aggressive marketing by 'company' pharmacies which saw special pricing, sole distributorships and other tactics emerge," according to a Guild update issued this week.

"From its inception the Guild has always sought the best methods and the best tools to use in representing the interests of its members," the Guild said.

The update noted that one of the biggest innovations overseen by the Guild has been the introduction of the successive five-year Community Pharmacy Agreements, which aim to optimise the distribution of pharmacy services around the country, as well as providing business certainty for community pharmacy owners.

"We will soon be entering the

negotiating phase for the seventh agreement, which will be vastly different from our initial 1990s deal and will be one which reflects the changing environment in which pharmacies operate today," the Guild said.

The update concluded that the Guild is fully committed to supporting and maintaining the current community pharmacy model as the "most appropriate and efficient system of delivering medicines, medication management and related services to the Australian public".

General diclofenac

THE Advisory Committee on Medicines Scheduling has announced the downscheduling of diclofenac gel 2%, which will become a general sale item effective from 01 Oct.

The committee said making the stronger product more available will reduce the use of other oral NSAIDs and lead to improved adherence because it only needs to be applied twice daily.

Win with Natural Instinct

Everyday this week Pharmacy Daily and Natural Instinct are giving away a anti-dandruff shower pack valued at over \$40.

Did you know that many anti-dandruff products contain harsh synthetic ingredients that can irritate the skin? Thankfully, there's a natural solution...

Natural Instinct Shampoo & Conditioner contains sulphate-free cleansers, Tea Tree Oil, Thyme, Soybean Biolipid Complex and a 100% natural eco-cert ingredient with antimicrobial properties to help reduce & control dandruff. Visit naturalinstinct.com.au for details.

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

Are the products Sulphate-Free?

Congratulations to yesterday's winner, Samantha Higham.



Dreambaby is 20!

DREAMBABY turns 20 this month and has announced a partnership with the Georgina Josephine Foundation, a group which supports families affected by low-speed vehicle runover accidents.

Dreambaby is dedicated to child safety, and has developed an awareness campaign around preventing furniture falling on young children including podcasts which can be downloaded free at soundcloud.com/dreambabysafety.



Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

7 - 8 Sep: Pharmacy Connect; Hilton Hotel Sydney; register at: pharmacy-connect.com.au

19 Sep: Complementary Medicines Australia (CMA) 2018 Annual Conference and Industry Awards; Dockside Darling Harbour; for details see: www.cmaustralia.org.au

16 - 19 Oct: Pharmacy Alliance Members' Forum; Hamilton Island; register now: pamembersforum.com.au

25 - 27 Oct: Pharmacy Assistant National Conference; Sea World Resort, Gold Coast; for details see: pharmacyassistants.com

22 - 25 Nov: SHPA Medicines Management 2018; Brisbane Convention & Exhibition Centre; early bird regos close 21 Sep 2018; details on: www.mm2018shpa.com