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First Pharma first-year success



AUSTRALIAN owned and managed pharmaceutical company First Pharma has announced a successful first full year of trading, highlighting “a number of significant milestones”.

Early 2017 saw the company acquire the Luminarie range and welcomed into the group key members of its experienced management team.

The company says this acquisition has enhanced its pipeline and includes the launch of Puranox, for snoring management, in late 2017.

Justin Ooi, formerly of AstraZeneca, was appointed First Pharma ceo saying, “First Pharma has enjoyed a strong year with the launch of new brands and line extensions to Dermascar and Excilor which has quickly expanded our position in the market.

“We have more product opportunities in our pipeline, and we are expanding the team in order to maximise these assets” he said.

First Pharma chairman Andrew Howden said the company maintained a “strong balance sheet” while finalising its first acquisition for the year with global rights to KraveGone, to reduce sweetness cravings.

Although an ASX listing had been considered, the company believed it was not yet the right time for that move, he added.

Vic vax expansion

VICTORIA is the latest state to announce funding for influenza vaccinations for children aged between six months and five years.

The \$3.5 million program will see GPs and community health services offer immunisations with the vaccine, with the initiative following a similar announcement by the NSW Government earlier in Feb.

State Health Minister Jill Hennessy said she would continue to press the Federal Government to ensure vulnerable groups, including children, were able to access vaccines under the National Immunisation Program.

MedAdvisor hospital push

LISTED medication adherence specialist MedAdvisor says it has a “significant opportunity for expansion within the hospital channel,” and is currently developing a

new product and process to handle hospital admissions & discharges.

The company, which released its financial results for the six months to 31 Dec yesterday, cited its strategic partnership with EBOS offshoot HPS, which currently handles in excess of 250,000 patient discharges annually across several private hospitals.

MedAdvisor said its planned new hospital product would significantly reduce the number of readmissions at these hospitals, while at the same time growing patient numbers connected to its system - potentially by more than 5,000 additional clients per week.

The company reported a half-yearly net loss of \$2.26 million, larger than the \$2.04m loss for the previous corresponding period.

However revenue more than doubled to \$3.25 million, driven by a 65% lift in “Software as a Service” (SaaS) revenue from pharmacy subscriptions, and a growing user based income stream.

Patients using the MedAdvisor system reached 960,000 during the period, up from 630,000, and the \$9.5 million investment from EBOS (PD 25 Oct) strengthened the MedAdvisor balance sheet.

‘Tap to Refill’ continues to show strong patient usage, the report said, with a total of 3.16m scripts processed, representing an annualised rate of over \$250m in script value via the platform.

Other key achievements during the period included a Heads of Agreement signed with TerryWhite Chemmart, which “cemented MedAdvisor’s position as the preferred provider to its pharmacy network”.

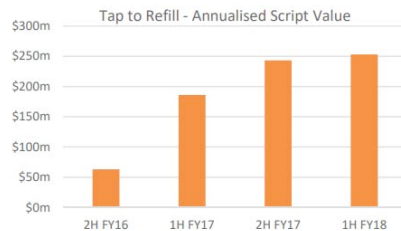
MedAdvisor said the launch of its new PlusOne professional services

and pharmacy marketing platform would help pharmacies drive their services income, allowing the company to bring new revenue opportunities to the sector.

The company is continuing to consider international expansion, with two regional advisors joining the business to

look at market entry strategies for the UK and US.

“Both markets represent substantial opportunities, with no dominant digital medication management technology, significant patient populations and rising healthcare costs,” MedAdvisor said.



Wafer cannabis win

ASX-LISTED Bod Australia has announced that its partner, iX Biopharma Limited, has been granted an exclusive patent for its WaferiX drug delivery method by the People’s Republic of China.

The approval provides Bod with patent protection for its finished sublingual cannabis wafer product which is to be tested in upcoming Phase I clinical trials.

Bod Australia ceo Jo Patterson said the addition of China meant the intellectual property was now protected in over 20 countries, providing the company with an “incredible opportunity to leverage the medicinal cannabis market,” which is estimated to be worth more than US\$55 billion annually.

Act on Parkinson’s

A NEW education campaign called Act on Parkinson’s has been launched in the New South Wales Illawarra region with support from healthcare professionals, patient advocacy organisation Parkinson’s NSW and the pharmaceutical industry.

Act on Parkinson’s aims to encourage people, particularly those with advanced disease, to be better informed through speaking with their healthcare professional, enabling them to play an active role in the management of their illness.

AbbVie Australia is sponsoring the campaign which includes a youtube video ([CLICK HERE](#)) and a set of information sheets and other resources for patients and carers.

These are downloadable at parkinsonsnsw.org.au.

Disability survey

THE Federal Department of Human Services is asking health professionals for help with its People with Disability Communication survey.

The survey is a mix of multiple choice and free text questions around communications with the department and is designed to help the department improve how it communicates with people with disability, as well as with carers.

Family and friends of those with disability are also invited to take the survey which is anonymous and will take about five minutes to complete, [CLICK HERE](#) for access.

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Dispensary Corner

DRINKING in moderation is recommended for people interested in living longer and avoiding major health issues, however it pays to remember that not all people have taken the advice on board just yet.

One Australian man in particular who was recently found naked in public, surrounded by cheeseburgers, needs a refresh.

The unidentified burger enthusiast was discovered inside the Masonic Memorial Centre in Brisbane, telling police he downed a bottle of Johnny Walker before attempting to embark on an escapade of philanthropy by delivering food to the homeless.

When asked by a reporter why he got naked, the man responded "I can't explain that at the moment." Hardly naked ambition.



STRIKING fear into the hearts of cardiologists everywhere is fast food giant McDonald's plan to ship 20 million sachets of its limited edition Szechuan sauce this month.

The company brought the sauce back in Oct only to inadvertently create riots across the United States when supply ran dry.

The sauce has been brought back into public consciousness by popular animated series *Rick and Morty* and was first created as a cross-promotion for the Disney movie *Mulan* in 1998.

Defibrillator sold separately.

GuildCare finalists

GUILDLINK has announced the finalists of the 2018 GuildCare Pharmacy of the Year, saying the highlighted pharmacies "lead their peers through the consistent and effective implementation of professional services."

The overall national winner will be announced during the opening night of the 2018 APP trade exhibition in early May on the GuildCare NG stand.

The state winners "go beyond Clinical Interventions and record regular service deliveries across a wide range of programs available on the GuildCare platform," the company said.

The finalists are Cooleman Court Pharmacy, Weston ACT; Priceline Pharmacy Menai, NSW; Barden's Amcal Pharmacy, Darwin CBD Plaza, NT; Gold Coast Super Clinic Pharmacy, Oxenford Queensland; Golden Grove Chemmart Pharmacy, Golden Grove South Australia; Chemmart Sorell, Tasmania; Strathdale Pharmacy, Bendigo Victoria; and Pharmacy 777 Langford, Western Australia.

RHD roadmap

FOUNDATIONS have been laid for the charting of "Australia's first comprehensive roadmap to end rheumatic heart disease (RHD)," with a roundtable of experts in Darwin convened by Indigenous Health Minister, Ken Wyatt.

RHD and acute rheumatic fever take about 100 Aboriginal and Torres Strait Islander lives annually despite the condition being "almost entirely preventable".

Wrong meds effects

NEW research out of Korea has indicated that potentially inappropriate medicine (PIM) use can lead to negative health consequences.

The most commonly used PIMs affecting the elderly patients were identified as chlorpheniramine maleate, diazepam, metoclopramide HCl and diclofenac sodium, prompting authors to argue that "pharmaceutical policies regarding PIM use may need to be implemented for elderly adults in Korea" - visit ncbi.nlm.nih.gov.

Red Glucojel is Gold

GOLD Cross has announced the release of the red-only Glucojel jellybean packet on the back of research revealing that the red Glucojel is the most popular colour among Australian consumers.

As part of the celebrations for this new member of the Glucojel range, the popular 'Express Yourself' contest is being repeated, again asking consumers to use Glucojel jelly beans as 'paint' and obviously, the redder, the better!

Pharmacies are being offered special marketing materials to support the promotion highlighting the new range.

A monthly prize of \$1,000 in each of the months of Mar, Apr and May will be offered for the best virtual jellybean artwork.

See glucojel.com.au to enter.

Guild Update

CP2025 owner survey – closing soon

JUST a reminder that the Community Pharmacy 2025 project (CP2025) owner survey closes tomorrow, Wednesday 28th, so it's your last chance to have your say on the future of community pharmacy.

If you missed the email or did not receive your personalised link to the survey, please email: surveys@orima.com to request a copy of your survey link.

Members' details and responses are confidential. It shouldn't take more than 20 minutes to complete and it ensures we hear from you about what you want for the future of community pharmacy.

Win with Dermal Therapy

Everyday this week Pharmacy Daily and Dermal Therapy are giving away a selection of the pictured products to the value of \$30.



Dermal Therapy Lip Balm is clinically tested to be fast acting, providing visible results in one day to dry and chapped lips. The concentrated formula contains a synergistic blend of ingredients designed to soften and alleviate severe dryness and discomfort, keeping them smooth and healthy all year round. Dermal Therapy Lip Balm is also ultra-moisturising providing intensive hydration to severely dry and chapped lips. Visit www.dermaltherapy.com.au to find out more.

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

Dermal Therapy Lip Balm is _____ acting.

Congratulations to yesterday's winner, Jeannette Le Minto Mall Pharmacy.