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Today's issue of PD

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

Listed indications

THE TGA's controversial new list of "permitted indications for listed medicines" has now been implemented, applying to complementary medicines and sunscreens sold in Australia.

Under the reforms, sponsors who apply to list a new medicine will be required to select the indications for their product from the list, with a three year transition period for sponsors of existing listed medicines to re-list their items using permitted indications.

The TGA said the changes provided transparency on what indications were suitable for listed medicines, and "provides greater protection for consumers from misleading and inappropriate claims" - more at www.tga.gov.au.

Pharmacy mum's e-commerce win

SYDNEY pharmacist Julia Simmonds has been named one of Australia's "Top 50 people in e-commerce" by industry news website Internet Retailing.

Simmonds came in at number 20 on the list for her online Itchy Baby Co business, which sells a range of "natural pharmacist developed products" to target children's eczema and itchy, dry skin.

The pharmacist (**pictured**) started the company when her own baby had severe eczema, and said being highlighted in the list of leaders was a total surprise.

"To be amongst inspirational



people who are not only on top of their game in the digital retail space but also who are making a difference for their community motivates me to achieve more for families who are affected by eczema," she said.

See itchybabyco.com.au.

The pharmacy path ahead

THE Pharmacy Guild of Australia has released the initial findings of its Community Pharmacy 2025 project, including the results of focus groups and quantitative surveys across the sector.

The Guild has engaged consultancy groups Pottinger and Orima to undertake the project which aims to ensure the viability of community pharmacy into the future, by developing a "clear and realistic vision for the sector and an action plan to achieve it".

Initial Orima surveys have found community pharmacies of all types are meeting patient expectations, with high levels of satisfaction.

Cost and convenience were found to be the most important factors in patients choosing a pharmacy.

The Guild highlighted interesting facts around patient versus industry perceptions of pharmacies, with customers differentiating much less between smaller pharmacies and larger discount or banner group



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pharmacies than staff and owners.

"In fact there is somewhat of a dichotomy between owners who believe that patients choose pharmacies on the basis of the level of health care advice and expertise provided, and patients who see this advice and expertise as being consistently available from all pharmacies and who make their choices based more on cost and convenience," said Guild executive director David Quilty.

Patient feedback highlighted the importance of increasing community pharmacies' service focus, with a willingness to pay for a range of services including some that are not currently on offer - such as mental health services, travel medicine, diagnosis and treatment of minor ailments and nutritional advice.

Pharmacy staff were concerned about low profit margins leading to reduced staff, lower wages and increased time pressures, while overall there was a common view about stronger integration of pharmacies within the broader health system.

Pottinger's strategic advisory work has identified nine "broad strategic pathways" for sustainable long-term growth of community pharmacy: health services; in-home; new products; leverage brand; community health hub; online; business operations; automation; and coordination, accreditation & partnerships.

The CP2025 work will continue over the coming months, with further findings along with a roadmap and action plan for community pharmacies and the Guild to be unveiled at the APP national conference taking place on at the Gold Coast Convention Centre 03-06 May.

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Dispensary Corner

SPRING break is underway in the US but a tragedy of epic proportions spilled over on a Florida interstate highway in the form of 60,000 pounds (27,000 kilograms) of Busch beer.

In a news release, the Florida Highway Patrol said 44-year-old Michael Nolan Powell of Simpsonville, South Carolina, failed to maintain his lane, so that his truck ran onto the shoulder of the road and overturned.

He was treated for minor injuries at the scene and is charged with careless driving.

Hundreds of enthusiastic volunteers quickly helped clean up the mess as is usually the case in mass beer spillages - the scene was reminiscent of Homer Simpson's favourite dream.



DRIVERLESS cars may have a bigger problem than navigation - people, especially those with something to lose from the technology.

A recent incident, involving an autonomous vehicle from General Motors' Cruise driverless car division, demonstrated the issue.

On 28 Jan a GM autonomous vehicle had stopped behind a taxi when the driver got out and slapped the front passenger-side window, presumably venting some frustration about his future.

The human emotion factor may prove to be artificial intelligence's biggest challenge.

Cut cannabis access red tape

THE Royal Australian College of General Practitioners (RACGP) has called for an end to the highly bureaucratic, time-consuming and expensive process for prescribing medicinal cannabis products for Australian patients.

RACGP president Dr Bastian Seidel said a consistent national regulatory framework for prescribing medicinal cannabis products would help ensure patient welfare is at the centre of this difficult and rapidly evolving area of medicine.

"The current process of prescribing medicinal cannabis products in Australia differs significantly in every state and territory, which does not make sense," Seidel said.

"Australia's state Health Ministers must agree on a nationally consistent regulatory framework that will create a single-step approval process.

"This will significantly benefit

frustrated GPs and their patients.

Seidel qualified that while the regulatory and prescribing regime had to be robust to ensure only appropriate clinical access within the confines of the legislation,

"patients and doctors should not have to jump through hoops and wait months to access a drug that may improve a patient's quality of life".

He urged the Health Ministers to implement the RACGP's recommendations at next month's Council of Australian Governments (COAG) meeting.

"Our political leaders have an opportunity to implement a framework that will cut the red tape that is currently strangling the process for specialist GPs and their patients," he argued.

"This has the potential to improve patient safety and reduce variation because of different jurisdictional processes of states and territories.

See the RACGP position statement at racgp.org.au.



Win with Hope's Relief

Everyday this week Pharmacy Daily and Hope's Relief are giving away a prize pack including Hope's Relief Premium Eczema Cream 60g, Hope's Relief Body Wash with Cocoa Butter, Shea and Goats Milk 250ml, Hope's Relief Moisturising Lotion 145g and Hope's Relief Bamboo Tote Bag valued at \$55.

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

How many products make up the Hope's Relief range?

Congratulations to yesterday's winner, Nancy Tran from Scarborough Beach Pharmacy.



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