

## PATY nominations up



**THE** Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award (PATY) has soared to new heights with nominations already up a whopping 22% on previous records.

To date, the Award has received 741 nominations, smashing last year's record of 633 nominations.

Third party nominations, which closed earlier this week, are up 23% on last year.

There's still time to nominate with self-nominations closing in just two weeks on Fri 15 Jun.

For more information on how pharmacy assistants can self-nominate or respond to their nominations, visit: [pharmacyassistants.com/paty](http://pharmacyassistants.com/paty).

## Guild MHR training

**THE** Pharmacy Guild of Australia has launched the second in a series of new training modules to help community pharmacies use the new My Health Record system.

Titled 'Using Discharge Summaries and Event Summaries to deliver better patient care,' the new module has been accredited for one hour of Group 1 CPD suitable for inclusion in an individual pharmacist's CPD plan, which can be converted to one hour of Group 2 CPD upon successful completion of relevant assessment activities.

Also available is the first module which was released during APP (PD 04 May) - see [myCPD.org.au](http://myCPD.org.au).

## EMA HQ on schedule

**THE** European Medicines Agency (EMA) on Tuesday announced at a foundation-laying ceremony that construction of its new post-Brexit headquarters in Amsterdam is set to be completed on schedule in Nov 2019, ready to be operational by 30 Mar 2019, when the UK will official exit the EU.

**MEANWHILE** the UK government has released a report calling again for the nation to remain a part of the European Medicines Agency (EMA) in some form.

## Guild urges collaboration

**PHARMACY** Guild executive director David Quilty says it is vital for community pharmacies to embrace collaborative care and integration with the broader health system "or they risk being seen as merely transacting medicine supply but superfluous to patient care".

Writing in his fortnightly *Forefront* update yesterday, Quilty highlighted the imminent rollout of the Health Care Homes trials and the My Health Record system as key opportunities to begin embracing the future.

The GP-led Health Care Homes trials will take place in 10 Primary Health Networks, focusing on the coordinated care of patients with complex and chronic health needs.

The Pharmacy Compact negotiated with Health Minister Greg Hunt last year will for the first time see community pharmacies remunerated for collaborating with GP practices and Aboriginal Community Controlled Health Services to address the ongoing medication-related support needs for patients in the trials.

Eligible participants will benefit from coordinated medication management services delivered by their community pharmacy of choice, including an initial medication reconciliation and the development of a collaborative Medication Management Plan.

This will be followed by regular reviews by the community

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## GSK consumer chief

**GLAXOSMITHKLINE** has appointed Theresa Agnew (pictured) as the new head of its Australia and NZ consumer division.



Agnew has been acting GSK Consumer area general manager for the last few months, and prior to that was the company's chief marketing officer and vice president of US marketing.

Key GSK consumer brands include Panadol, Sensodyne and Otrivin.

pharmacy to maximise continuity of care and improved chronic disease management, Quilty said.

Each Health Care Homes trial patient will have a My Health Record, and health professionals participating in the programs, including community pharmacies, will be strongly encouraged to upload shared care plans and medication management programs to the health record.

Quilty said more broadly the My Health Record provided a "step-change opportunity to integrate community pharmacies with the rest of the health system.

"Until now, from an IT perspective, community pharmacies have largely operated in a vacuum with little visibility of their patients' interactions with other health care providers (or with other pharmacies)," he said.

Similarly the clinical support regularly provided by local pharmacists has remained invisible to the broader health system.

"Over time the My Health Record will play a key role in overcoming these IT silos," Quilty added.

He noted that more than 40% of community pharmacies are now registered with the My Health Record system, with more being added each week.

To apply and register see [digitalhealth.gov.au](http://digitalhealth.gov.au).

## AstraZeneca tops event spending

**ASTRAZENECA** spent almost \$1.4 million sponsoring events for healthcare professionals between May and Oct last year, according to figures released by Medicines Australia.

An analysis of the data by *Fairfax* has found 33 pharmaceutical companies spent a total of \$16 million on events, with other big spenders including Novartis Pharmaceuticals at \$1.17 million, Boehringer Ingelheim at \$1.03 million and MSD with \$1.02m.

They were just ahead of Roche with \$982,000, Amgen at \$937,000 and Sanofi which spent \$904,000 during the period.

## MedAdvisor to raise flu vax awareness

**LISTED** medication adherence company MedAdvisor yesterday announced the launch of a consumer awareness campaign to highlight the benefits of influenza vaccinations.

The promotion will target busy consumers aged 18-64, of whom as few as one in five were immunised against the flu in 2017.

The campaign includes the launch of a dedicated website now online at [www.flujab.com.au](http://www.flujab.com.au) which allows consumers to search for MedAdvisor network pharmacies offering flu vaccinations and make an instant booking.

Pharmacies using MedAdvisor's PlusOne software have access to the Pharmacist Flu Program, and if activated will be automatically listed on the new website.

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References: 1. Ludwig M et al. Respir. Res 2013; 14:124. 2. Koenigshofer M et al. Multidiscip. Respir. Med. 2014; 9:57. 3. Fazekas T et al. BMC Complement. Altern. Med. 2012; 12:147.  
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## Dispensary Corner

**THE** opioid crisis in the USA is reaching into the ocean, according to a new study by the Washington Department of Fish and Wildlife.

Scientists have made the disturbing discovery that mussels in the Puget Sound, off the coast of Seattle, are now testing positive for oxycodone.

The researchers use the filter-feeding shellfish as barometers of pollution because they absorb contaminants from their environment.

Biologist Jennifer Lanksbury explained the phenomenon, saying "what we eat and what we excrete goes into the Puget Sound.

"It's telling me there's a lot of people taking oxycodone in the Puget Sound area," she added.

**HERE'S** a way to well and truly get food poisoning.

Officials from the US Geological Survey (USGS) who are monitoring the ongoing eruption of Hawaii's Mount Kilauea have confirmed that it is not a good idea to roast marshmallows over volcanic vents in the earth.

A Twitter user asked whether it would be safe to do so (given a long-enough fire-proof stick), "or would the resulting marshmallows be poisonous?"

The agency responded on social media by confirming the roasted sweets would probably taste pretty bad due to sulfur dioxide or hydrogen sulfide emissions.

Currently the USGS warning for the remote volcano on Hawaii's Big Island is at the highest level, indicating "a hazardous eruption is imminent, underway or suspected".

## 16 student business plan teams

**REGISTRATIONS** for the Pharmacy Guild of Australia's 2018 National Student Business Plan Competition have closed, with 16 teams set to compete for this year's coveted prize.

The high registration result this year follows the success of the 2017 competition and includes multiple registrations from several schools across Australia and NZ, including the University of Auckland and the University of Otago.

The competition, which commenced in 2006, is designed to encourage innovation amongst pharmacy students who will be the future owners of Australia's



community pharmacies.

The competition is an initiative of the Pharmacy Guild and is sponsored by Sanofi Consumer Healthcare, EBOS, Gold Cross Products and Services and Pharmaceutical Defence Limited (PDL).

Teams will progress through several rounds culminating in the finals to be held at Pharmacy Connect in Sydney on 07-08 Sep.

\$15,000 in cash prizes goes to the top three teams, in addition to registration, flights and accommodation to attend Pharmacy Connect.

## Stillbirths steady

**WHILE** Australia is one of the safest places in the world to give birth, close to 1% of babies are stillborn or die in the first month of life, according to a new Australian Institute of Health & Welfare report.

While the stillbirth rate remains steady over time, the newborn rate (neonatal death rate) has fallen.

## New chair for Bod



**LISTED** natural medicines and cannabis company Bod Australia has announced the appointment of George Livery (pictured), Swisse Wellness Group director of Strategy & Corporate as executive chairman.

## Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the Acne Control Skin Purifying Mask.

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