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**PETE TZIMOS**  
Eden Rise Pharnasave Pharmacy  
& Berwick Pharmacy



## Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from **What Am I Taking?**

## Stroke resource

**LIFE** after stroke has been made easier for stroke victims and their families thanks to the Stroke Foundation's *My Stroke Journey* resource - an information pack to help stroke patients transition back home from hospital.

Stroke Foundation has issued close to 100,000 copies of the resource nationally since 2013, and is estimated to have reached around 70% of stroke patients - info at [strokefoundation.org.au](http://strokefoundation.org.au).

## EBOS CSO funding surge

**EBOS** says its successful tender to become the exclusive third party distributor of pharmaceutical products to the Chemist Warehouse Group across Australia will boost its funding under the Community Service Obligation to over 40% of the overall pool.

An investor presentation yesterday by EBOS CEO John Cullity said that would make EBOS the “number one community pharmaceutical wholesaler in Australia,” reiterating previous expectations that the five year supply agreement from 01 Jul 2019 would generate about \$1 billion in

revenue during its first full year.

There is also the potential for a three year extension, he said.

Cullity also confirmed that the EBOS acquisition of the minority shares in TerryWhite Group Limited was expected to complete by the end of next month.

He highlighted key strategic priorities for the company, including an increased retail presence through TerryWhite Chemmart and Ventura Health, acquired in Apr 2018, which operates brands including Cincotta Discount Chemist, Mega Save Chemist, YouSave Chemist, Max Value Pharmacy, BetterBuy Pharmacy & MyMedical Pharmacy.

## Phebra heads abroad

**AUSTRALIAN** pharmaceutical firm Phebra has announced the establishment of a new wholly-owned subsidiary in the UK, with the aim of driving distribution of Phebra's exports of critical care injectables into the British market.

CEO Mal Eutick said Phebra UK would be based in London, with the company currently investigating which of the company's existing portfolio of drugs may be able to add value or serve unmet clinical needs in the UK.

“The UK market is not dissimilar to Australia and offers steady growth opportunities...we will be appointing experienced local staff to help facilitate the on-the-ground promotion and distribution for our products into this key market.”

Eutick confirmed that Phebra had already submitted several new marketing applications to the UK Medicines and Healthcare products Regulatory Agency covering items used by haematologists, emergency care physicians and anaesthetists.

“We are anticipating that approvals to market these will be available by mid-2019,” he said.

## Pharmacy vax call

**RESEARCHERS** from the schools of pharmacy at Curtin University and Griffith University have called for a wider scope of vaccinations based on their study of WA vaccinations.

A total of 434 (66.8%) questionnaires were completed at 13 WA pharmacies for the study.

More than 99% of consumers found the service convenient, comfortable and professional and the majority of respondents supported expansion of pharmacist-administered vaccination services to a wider range of vaccines.

“Consumer satisfaction with pharmacist-administered vaccinations was high,” authors concluded - **CLICK HERE** for the *International Journal of Clinical Pharmacy* abstract.



**THE** top 30 winning stores in the Pharmacy Choice and healthSAVE “Five Steps Incentive Program” this year each received two tickets for a Northern Territory adventure including a gala dinner which recognised their efforts.

The 10 Top Tier winners went on to enjoy a Kakadu Adventure Tour, including a sunset cruise, 4WD adventure tour and a Pudukul

Aboriginal cultural tour.

The winners included Loganholme Pharmacy, Thornlands Pharmacy and healthSAVE Norman Park Chemist from Qld; Vermont South Pharmacy, Pharmacy Now, healthSAVE Lygon Discount Chemist and Macedon Place Pharmacy from Vic; WA's healthSAVE Treedale Pharmacy; and Gundagai Pharmacy and Harden Pharmacy from NSW.

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## Dispensary Corner

**HEALTH** activists in the UK have launched a campaign to raise awareness of the unhealthiness of so-called "freakshakes" - drinks like milkshakes with added lollies, chocolates, cream and sauce.

Action on Sugar highlighted the results of a recent survey on sweet drinks sold in restaurants and milk bars across the country, saying they contained "grotesque levels of sugar and calories".

A Freakshake sold at an eatery called the Toby Carvery topped the poll with the equivalent of 39 teaspoons of sugar - or more than half the recommended daily allowance of calories for an adult.

The drink is made with grape and raspberry flavoured ice cream, blackcurrant jelly pieces, whipped cream, marshmallows, Skittles and an almond macaroon.



**SCIENTISTS** in Ireland have made an astounding discovery, based on the detailed study of some 125 million-year-old dinosaur dandruff.

The team from University College Cork have been working on fossilised cells from prehistoric feathered dinosaurs from the Cretaceous era, and concluded that the "little white blobs" showing up on their microscopes were in fact dandruff.

Intriguingly the ancient dandruff is almost identical to that found in modern birds, providing clues as to how dinosaurs shed their skin.

## Medlab joins Click & Collect

**LISTED** pharmaceutical firm Medlab has joined the Pharmacy Click and Collect platform, as part of a campaign to "help community pharmacies looking for differentiated product ranges to attract and retain new customers"

With a range of twenty-six specialty lines across categories such as anti-inflammatory, gastro-intestinal support, musculo-skeletal support and weight management, Medlab is aiming to increase its market penetration.

"With pharmacies struggling due to competitive pressures, we want to position ourselves as the supplier of choice - a sensible option to create a point of difference with high quality," the company said.

"Our connection with Pharmacy Click and Collect is a logical step for us in not only helping pharmacies become more aware of our range but we also want to help drive customers using our products to buy online and pick up at their nearest community pharmacy."

The range, including its patented products, is available for direct



order and via wholesalers. The Guild's Click and Collect platform is a division of Gold Cross Products and Services, and allows customers to shop online for items which they can then pick up at their local community pharmacy.

The pharmacy makes the revenue and uses in-store stock to fulfil the order, with the service free for Guild member pharmacies.

Medlab will offer pharmacies which have activated their free Pharmacy Click and Collect subscription an exclusive buy deal available through the platform - for details see [pharmacy.com.au](http://pharmacy.com.au).

### Small biz support

**THE** Federal Government yesterday announced a new \$2b Australian Business Securitisation Fund which aims to make it easier for small businesses such as pharmacies to secure finance.

Welcomed by the Pharmacy Guild, the scheme will support commercial lenders working with small business, with the aim of reducing borrowing costs.

## Win with Skin Doctors

This week **Pharmacy Daily & Skin Doctors** are giving away each day Skin Doctors beetox 50ml valued at \$59.95.

Skin Doctors beetox instantly helps to activate your skin cells to reduce the appearance of wrinkles, smooth fine lines and lift sagging skin.

Visit [www.skindoctors.com.au](http://www.skindoctors.com.au) for more.

To win, be the first person from SA or NT to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Does Skin Doctors beetox instantly activate skin cells?**

Congratulations to yesterday's winner, Lusi Sheehan.



**Pharmacy Daily**  
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## Travel Specials

**WELCOME** to Pharmacy Daily's travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Travel & Cruise Weekly*.

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### World of Viking Cruise Sale ends 30 Nov

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# This is a really good book.

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*What Am I Taking?* is a responsible, reliable, user-friendly consumer medicines guide.

Simple, easy-to-understand information to help people safely manage their medicines:

- information on potential safety issues, e.g. serotonin toxicity, drugs that affect the QT interval or seizure threshold, pregnancy and breastfeeding, allergic reactions, blood glucose levels, etc
- profiles of 100 of Australia's most-prescribed medicines - what they're for and how they work, precautions, adverse effects, interactions and dosing protocols
- summaries of disorders the profiled drugs are principally used for, explaining the expected therapeutic benefit
- stresses the importance of obtaining personal professional advice
- does not contain advice about medication choices
- compiled from evidence-based sources by an expert team and fully peer reviewed.



## WHAT AM I TAKING?

THE AUSTRALIAN CONSUMER'S GUIDE TO PHARMACEUTICAL DRUGS



Reliable and authoritative information on Australia's most-prescribed medications  
Easy-to-use quick reference, in plain English  
What they're for, how they work and how to use them safely

### Why stocking *What Am I Taking?* will be a win-win-win for your pharmacy:

**WIN** **Enhance your practice.** Most pharmacists agree that helping patients effectively manage their medications is an important component of professional practice. But in a busy retail environment it's difficult to convey much and there's no guarantee any advice will be remembered. And CMI's are not always the answer - most people either don't read them or find them long, confusing or difficult to understand. *What Am I Taking?* is an accessible, reliable information source that you can confidently provide for your patients.

**WIN** **Better outcomes for patients.** Education and information are keys to reducing the risk of potential adverse events from medication errors. Informed patients are less likely to be confused about their medications, and more likely to follow their regimen.

**WIN** **Good for your business.** The group most at risk of medication errors is people over 50 using multiple medications. There are more than two million Australians in this category, and the one thing most have in common is a regular visit to their local pharmacy.

For wholesale prices or to place an order, go to [www.whatamitaking.com.au](http://www.whatamitaking.com.au) and click on "Trade Buyers"

The website also contains sample pages from *What Am I Taking?* as well as other information and background.

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