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\*Valid for bookings made by 12 October 2018  
and advertising to 28 February 2019.  
Rates exclude gst.

## Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from Plunkett's.

## PD footy tipping 2018

AFTER a huge weekend of football the skilful winners of the 2018 **Pharmacy Daily** footy tipping competitions have been revealed.

The top tipper for the AFL competition was Michele Herbert from GuildSuper, while the NRL winner was Garry Anderson from Sproutlife Pharmaceuticals.

Both will receive a \$100 voucher courtesy of Guild Digital.

For information on sponsorship opportunities for the 2019 footy tipping competition contact Melanie on [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

## Maxigesic in Russia

AFT Pharmaceuticals has further extended the commercialisation agreements for its Maxigesic patented combination painkiller, signing a deal with Russian firm Nearmedic Pharma LLC as its partner for the Russian Federation.

AFT md Dr Hartley Atkinson said the market defined for paracetamol tablet and ibuprofen tablet sales in the region is estimated at US\$215m, making it the 14th largest global market for the category.

The company has also secured new distribution partners for Maxigesic in Taiwan and Hong Kong complementing existing Asian networks for the company in Singapore and Malaysia.

## TWG revenue surges 38%

**TERRY** White Group Limited (TWG) has reported a

strong year, with the company's turnover increasing almost 40% to \$125.5m.

The figures for the 12 months to 30 Jun also reveal a turnaround in net profit after tax, with the company recording a \$4.4m result this year, versus a \$900,000 loss for the same period in 2016/17.

The company said it was continuing to grow from the transformative merger in 2016 of Terry White Chemists, Chemplus and Chemmart Pharmacy networks which delivered significant scale.

The solid increases to earnings and revenue were attributed to a strong commitment to harnessing post-merger business synergies.

"These improved financial results have been achieved through the alignment of products, merchandising, marketing and store development, enhancements in operational efficiencies, and sales growth across the network driven in part by higher levels of brand recognition," TWG said.

The company said a key focus had been to increase the efficiency and profitability within its pharmacies through simplified operations, reduced cost of goods, by delivering a more productive pocket range and by promoting a differentiated customer proposition.

The rebranding of the entire network is almost complete, with



**TerryWhite Chemmart**

over 400 pharmacies nationally now operating

under the new green TerryWhite Chemmart brand.

The company has conducted its first national media campaign, which focused on its commitment to provide the most qualified and accessible pharmacists, the best health programs and a storewide price match guarantee value offer.

Terry White Group said this had helped generate strong customer awareness and recognition of the combined brand.

No dividend was declared, with the company's board saying it continues to actively review its strategic approach and options for creating liquidity for shareholders.

"The company is confident its vision to be Australia's favourite pharmacy, backed by our strategic focus on front line health care combined with our network's scale, will build a solid platform for continued financial and operational growth in a highly competitive retail sector," a formal statement concluded.

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## Spring promotion

TODAY'S **Pharmacy Daily** front page highlights a special limited time advertising promotion with discounted rates and bonus online placements.

The offers on these high impact ad options are valid for bookings made by 12 Oct 2018.

See the **cover page** for details.

## Health Care Homes workshops

COMMUNITY pharmacies are being invited to register for new workshops to assist in the delivery of the *Community Pharmacy in Health Care Homes Trial Program*.

The trial is being undertaken in conjunction with selected Primary Health Networks which are participating in the broader Health Care Homes Trial.

Workshops are taking place in Adelaide, country South Australia, Western Sydney, Brisbane North, Nepean Blue Mountains, South Eastern Melbourne, Tasmania, Hunter New England & Central Coast, Perth North and the Northern Territory.

For more details see [6cpa.com.au](http://6cpa.com.au) or call 1300 555 262.

## Bill's back for another PPI script.

## His GORD is well-controlled.

## WHAT'S YOUR ADVICE?



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## Mater Baby Products gong

**MATER** Baby Products has taken out the Best Community Initiative category in last week's "Bloggers Choice Awards" which were announced during The Bloggers Brunch - described as Australia's premier influencer marketing event.

Mater Baby Products was cited for its support of Mater Little Miracles, a charity group which supports the medical and research teams at Mater hospitals.

The judging panel featured 11 brands and 73 influential bloggers with a collective audience size of 2.1 million readers.

Mater Baby Products is Australia's only product range developed by a



hospital and includes skin care and nappy product ranges.

Mater Baby Products Tania Alves (pictured with midwife Stacey and Miracle Max) said participating in the event was a great opportunity for Mater Baby Products to tell its unique brand story.

## No pardon for Aust Hearing Services

**THE** Australian Competition and Consumer Commission has accepted a court enforceable undertaking from Australian Hearing Services which has admitted conduct in breach of Australian Consumer Law.

Penalties of almost \$40,000 were also paid in relation to infringement notices issued by the ACCC alleging the organisation engaged in false or misleading conduct in connection with the supply of hearing services.

The ACCC highlighted Hearing Help, a service provided under the Australian Government Hearing Services Program, which claimed to be "unbiased" but in fact had a primary objective of increasing referrals to Australian Hearing.

The company also falsely represented that Hearing Help was government funded, whereas in fact it is entirely funded by Australian Hearing which mainly operates on a "for profit" basis.

Clients of the Australian Government Hearing Services Program were also sent renewal letters falsely claiming that payment for annual subscriptions for maintenance services for hearing aids was mandatory.

The ACCC said it was the second time it had recently acted against a hearing services provider.

"The customers of these businesses are often vulnerable due to their hearing loss or age, and are often on a pension...we will continue to take enforcement action to protect vulnerable consumers," said ACCC commissioner Sarah Court.

## Pharmacy ram raid

**MORE** than \$300,000 worth of damage was inflicted last Fri on a pharmacy in the Melbourne suburb of Airport West in a ram raid attack.

The thieves were believed to be seeking pseudoephedrine but got away with some cholesterol tablets.

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GAIA  
natural baby

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Guild of Australia

## Dispensary Corner

**THE** tragic death of a 25-year-old Russian woman from unknown causes earlier this year has led to a unique memorial.

Rita Shameeva looks to have been a fairly typical modern woman in these social media-connected days, with her relatives commemorating her life with a gigantic iPhone (pictured).

The 1.5m edifice is now standing in a Moscow cemetery and features an image of the deceased.



Few details of her life are available, but she was apparently a keen traveller and selfie-taker.

**THERE'S** been a landmark DUI prosecution in Los Angeles, where a man has been fined for riding an electric scooter while intoxicated.

The city's chief legal officer confirmed the case against 28-year-old Nicholas Kauffroath was the first motorised scooter driving under the influence case in the city.

The hipster allegedly had a blood alcohol level of more than three times the legal limit last month when he knocked over a 64-year-old pedestrian.

He pleaded no contest to operating a motorised scooter under the influence, as well as a hit-and-run offence.

An internet comment on the *Yahoo News!* report quipped "If you don't like the way I drive, stay off the sidewalk".

## SafeScript rolls out in Vic



**PHARMACY** Guild Victorian branch president Anthony Tassone (pictured) was among the dignitaries interviewed yesterday at the formal launch of the new SafeScript real-time prescription monitoring system, which will be online in Western Victoria from today.

The event at Ballarat Hospital commemorated the debut of the "most comprehensive and cutting-edge real-time prescription monitoring system in Australia," according to Vic Minister for Health, Jill Hennessy.

More than 400 sites across the Western Victoria Primary Health Network catchment are part of the inaugural rollout of SafeScript, with locations including Ararat, Ballarat, Geelong, Maryborough, Stawell and Warrnambool.

The \$29.5 million project will be implemented across the rest of the state during 2019.

"Too many Victorians have died from the misuse of prescription medicines," Hennessy said.

"We've listened to the experts, who say this is the most effective way of arresting the scourge of prescription medication overdoses".

Tassone said the Guild strongly supported the SafeScript rollout.

"Given the funding commitment from the Federal Government to support the implementation of real-time monitoring across Australia, we implore other States and Territories to ensure they have systems in place for real-time monitoring as soon as possible to help protect their communities," Tassone said.

The project will give doctors, pharmacists and nurse practitioners up-to-the-minute information on the prescription histories of their patients, monitoring all Schedule 8 medicines as well as other drugs such as codeine and diazepam.

A new awareness campaign has also launched to highlight the dangers of some prescription medicines, with TV advertising complemented by comprehensive training and support for health practitioners across the state.

There is also a dedicated pharmaceuticals hotline on 1800 737 233 offering free, expert and confidential advice and support, available around the clock for people concerned about their use of high-risk medicines.

## Guild Update

### Guild Member briefings

**A NEW** series of Guild Member briefings commences this week in Tasmania, with other locations to follow through the month.

During these briefings Guild Branch officials will join their colleagues from the national office to bring you details of the latest developments of importance to you and your business, and also give you the opportunity to raise matters of interest and concern.

The briefings we will update you on the important work being progressed with our CP2025 project, as well as looking at current issues including developments with the Location Rules, Pharmacy Trial Program, Health Care Homes and progress with the Chronic Pain MedsCheck trial.

Members who are unable to attend a briefing in person are welcome to nominate their pharmacist-in-charge to attend.

Members unable to attend physically attend will have access to the material through two webinars.

More information here: [www.guild.org.au/news-events/events/2018-events/national-guild-member-briefings](http://www.guild.org.au/news-events/events/2018-events/national-guild-member-briefings).

# EVIDENCE BASED WOUND CARE

“Clinicians will use newer products, however, it is important that good clinical research is undertaken and published to validate their use in wound management”

Assoc Prof GEOFF SUSSMAN OAM

## Consensus on Wound Antiseptics:

Update 2018, Kramer, A., et al (2018)

Skin Pharmacology and Physiology 31(1), pp.28-58

### Reviewing Evidence Based Wound Care

Over the past decade antiseptic wound healing technology has advanced greatly from solutions containing cytotoxic concentrations of active that damage human cells such as:

- H<sub>2</sub>O<sub>2</sub> (hydrogen peroxide)
- PVP-I (povidone iodine)
- PHMB (polyhexanide)

towards considerably lower concentration, non-cytotoxic super-oxidized solutions such as **Microdacyn® Wound Care** that are proven to maintain potent antimicrobial efficacy while promoting wound healing.

FOR MORE DETAILS AND A COPY OF THE COMPLETE PAPER: [WWW.MICRODACYN.COM.AU/EVIDENCE](http://WWW.MICRODACYN.COM.AU/EVIDENCE)

**MICRODACYN® Wound Care Solution**  
Super-oxidised solution (0.004% HOCl)

## Summary of Evidence

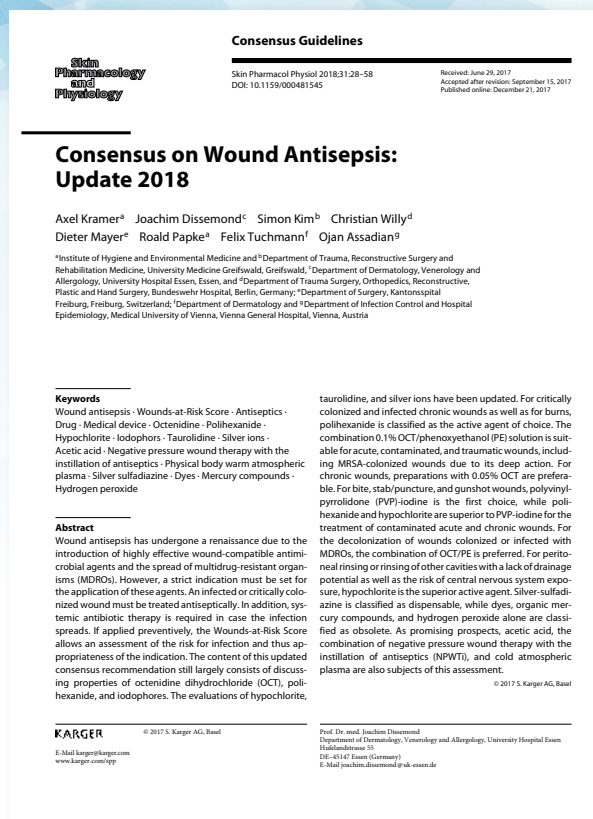
**Super-oxidized solutions (SOS)** have been published in seven controlled trials against both antiseptic (povidone-iodine) and non-antiseptic (saline) comparators **demonstrating statistically significant improvements in healing rates** across all trials

When adopting an evidence-based approach to wound care focusing on healing, the level and quality of **evidence for super-oxidizing solutions is considerably stronger** than its comparator in all wound types assessed.

**Super-oxidised solutions** containing 0.004% Hypochlorous acid should be recommended, consistent with this consensus, **first line for decontaminating all acute and chronic wounds**.

## Recommendation

It is recommended that **Microdacyn® super-oxidized solution (0.004% HOCl)** is adopted immediately to improve infection control and wound healing within any healthcare setting, practicing an evidence-based care model



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