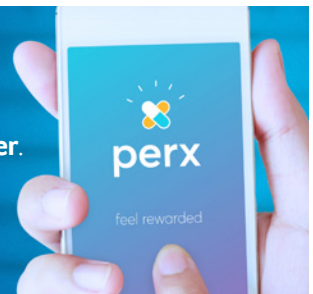


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## ASMI 2018 Diamond Awards winners

**THE** Australian Self Medication Industry (ASMI) celebrated the 2018 Diamond Award winners at its annual gala dinner last week.

ASMI CEO Deon Schoombie congratulated the top achievers, saying there had been many high quality entries this year.

The ASMI Diamond Awards recognise manufacturers and suppliers that excel in the fields of marketing and sales, as well as Quality Use of Medicine, innovation and best practice.

This year ASMI recognised three additional fields of marketing excellence, with categories for Best Digital/Social Media Campaign, Best Public Relations Campaign and Best Data Strategy.

Ego Pharmaceuticals and GSK Consumer Healthcare dominated this year's Sales Awards – winning both the Pharmacy Sales Excellence and Quality Use of Medicines Excellence Awards in their respective categories.

The Best Consumer Marketing Campaign awards went to Reckitt Benckiser for its "Nuromol - A Proven Alternative to Codeine for Pain Relief" promotion in the large budget category, while Care Pharmaceuticals' Hydralite Sports Surfing Partnership won in the small budget (less than \$1m) category.

Ego Pharmaceuticals took out the Best Professional Marketing Campaign award, and GSK Consumer Healthcare won the Best Digital/Social Media Campaign category and also scooped the Best PR Campaign Award, while Bayer Australia won the Best Data Strategy award.

The ASMI Sales Awards are based on a survey of 240 pharmacists and 500 pharmacy assistants conducted by the iLearning Group.

## Vic Opposition OTC pill plan

**ACCESSING** the oral contraceptive pill may become a lot simpler if Victorian Shadow Minister for Health Mary Wooldridge has her way.

Wooldridge has promised that if the Liberal Party is voted into Government at the next state election, it will increase access to the contraceptive pill by making it available over the counter from a pharmacist.

"Women will be required to visit their GP in the first instance where a doctor will be able to conduct relevant health and family history checks to identify pre-existing risks," Wooldridge said.

"Following the initial prescription women will be able to access future courses of the pill from their



local pharmacist, with appropriate consultation and screening."

The Victorian Branch of the Pharmacy Guild welcomed the announcement, with President Anthony Tassone (**pictured**) saying: "For some years now, Australian

community pharmacists have been safely providing emergency contraception (the morning after pill) for women under professional practice guidelines and standards.

"Being able to provide oral contraceptives under a pharmacist dispensed non-prescription model would ensure women have more choice and improved access to ongoing supply, greater adherence and a lower chance of unplanned pregnancy," Tassone added.

This approach follows similar moves in comparable Western countries such as New Zealand, in parts of the United States and the United Kingdom where additionally trained pharmacists undertake specific patient-screening to provide over-the-counter access to oral contraceptives.

## Casuals concerns

**THE** Pharmacy Guild has welcomed government intervention in a legal case to provide certainty about back pay claims for casuals.

A recent Federal Court decision had cast doubt on the future employment of casuals because of potential exposure to large back pay claims, with employers having already effectively paid for leave once through a casual loading, and then possibly again through claims after employees leave their jobs.

The ruling has "muddied the water even further," according to Guild Executive Director David Quilty who said small businesses like pharmacies already had to deal with highly complex workplace relations rules and regulations.

"We support the government's intervention...to provide clarity and certainty for employers," he said.

## Guild links to Perx

**PERX** Health and GuildLink have joined forces to support Parkinson's Disease management through improved medication adherence.

The partnership supports patients to form healthier medication habits via a digital behaviour-change program available across all GuildCare NG pharmacies.

Perx uses "in-app engaging gamification," memorable rewards and intrinsic challenges to boost patient adherence.

The company is also currently running a trial with the University of Sydney to gather "gold-standard clinical evidence" for the platform.

For more info call 1300 647 492.

## ACCC denied on Pfizer

**THE** High Court has dismissed an application for special leave to appeal by the Australian Competition & Consumer Commission (ACCC) in its case against Pfizer over pharmacy rebates on Lipitor (**PD** 08 Oct 2014).

The Full Federal Court ruled earlier this year against the ACCC (**PD** 28 May 2018) which had accused Pfizer of misusing its market power and attempting to substantially lessen competition in the market for atorvastatin.

\*IRI MarketEdge, Hand products, unit sales - Chemist Warehouse, MAT 28/1/18

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## Dispensary Corner

**LADIES**, are your left index and ring fingers the same length, or different lengths?

The answer may reveal something about your sexual preferences - scientists investigating 18 pairs of female identical twins, where one was straight and the other gay, made the comparison.

Women whose left index and ring fingers are different lengths, a typical male trait, have a stronger tendency to be lesbians, they said.

A related study with 14 pairs of male identical twins found no such association.

Does this sort of "research" plumb the depths of uselessness and potential harm or does it help our understanding of the human condition?

Your call: so it's either time to adjust your glasses with your middle finger, or **CLICK HERE** to access the paper.



**BOSTON** University researchers are looking for couples who would like to try out a new condom - it's self-lubricating.

The new model has a special, durable coating that should last throughout intercourse, says the team, backed by the Bill and Melinda Gates Foundation.

They hope it will make condoms more appealing to use and thereby prevent sexually transmitted infections (STIs) and unwanted pregnancies.

The special coating can "remain slippery and moist for over 1,000 thrusts," scientists say.

## Chronic Pain MedsCheck training

**THE** Pharmacy Guild of Australia has released new CPD-accredited online training modules for community pharmacies conducting interventions with eligible patients as part of the 6CPA-funded Chronic Pain MedsCheck Trial.

The new modules aim to educate pharmacists on the complex condition of chronic pain, including both medicines and non-pharmacological strategies.

The specifics of the trial itself including its public health benefits, design, types of patients suitable for participation as well as chronic pain management support and referral pathways, are also covered.

The Pharmaceutical Society of Australia is also developing a series of non-compulsory training modules, along with Guidelines for pharmacists providing services for the Chronic Pain MedsCheck Trial.

**MEANWHILE** Pharmacy Guild National President George Tambassis has expressed disappointment at criticism by the Faculty of Pain Medicine of

## DDS satisfies again

**DISCOUNT** Drug Stores has come out on top of the Sep 2018 monthly Customer Satisfaction Awards from Roy Morgan Research, continuing an unbroken lead since May.

Priceline Pharmacy was in second spot in the Sep results, followed by Amcal, Guardian and My Chemist.

the Australian & NZ College of Anaesthetists, which claimed the trial "does not adequately recognise that the successful treatment of chronic pain requires a complex, co-ordinated approach".

Tambassis said the Faculty had "misrepresented or misunderstood the collaborative nature of this important trial...pharmacists are doing Chronic Pain MedsChecks for patients with established chronic pain just as they offer MedsChecks now for patients suffering from all sorts of existing conditions.

"No one has ever said it would be a panacea, but no one can deny after the recent codeine debate that it is important for pharmacists to use their medicines expertise to help deliver quality outcomes for patients," Tambassis added.

He noted protocols had been developed with the help of a range of experts, adding "my advice to the Faculty of pain specialists would be to get behind this trial in the interest of patients with longstanding, complex chronic pain.



## Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is **Gerald Quigley**, Pharmacist and Herbalist.



### Reassurance

**I'M OFTEN** surprised when asked for an opinion on a supplement that has been, or is about to be purchased online from an overseas website. The brilliant use of testimonials within the website offer often distorts the truth. Many of our patients seek the fast solution to health issues that invariably have been developing over a long time.

Helping that person sort out the facts from the fiction can take some time, but in our role of experts on substances with a therapeutic outcome, that is indeed our professional responsibility.

The retail environment is missing one key ingredient in my view – engagement. Once trustful engagement has been initiated, respect for your opinions is accepted more readily. Active listening is a skill that requires constant upgrading.

Bearing in mind the strict regulations governing manufacture, advertising and claims here in Australia, reminding our patients of those safeguards seems logical. Online purchasing of supplements can be tricky at the best of times, and more so within an overseas site.

Become an expert engager. Actively seek involvement in nutritional supplements of any sort as often as you can when your opinion is sought.

Your patients will thank you, and will become your best advocates – all at no advertising cost to you!

## Win with Plunkett's

Everyday this week Pharmacy Daily and Plunkett's are giving away an NS-8 Heel Balm and an NS-8 Leg Care Cream valued at \$28.90.

Give your feet some love! Spring is here and it's time to make sure your feet and legs are ready – soft and smooth. NS-8 Heel Balm is not greasy, so you don't need socks and natural exfoliants gradually remove dry, thickened skin, so you don't need foot files. NS-8 Heel Balm is now available as a Bonus Pack with a 150gmL tube. Recommended by podiatrists and diabetes friendly. Australian owned and made. Visit: [www.Plunketts.com.au](http://www.Plunketts.com.au).

To win, be the first from NSW &

ACT to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)



In which country are NS-8 products made?

Check here tomorrow for today's winner.