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Homyped has been designing and engineering footwear solutions in Australia, since 1969.

Our fresh new brand targets better health and freedom from pain associated with common foot conditions identifiable by our 3 wellness categories (shown right).



Pressure Relief

All Homyped shoes provide relief from pressure, fatigue & symptoms of plantar fasciitis, heel spurs and bunions.



Alignment & Stability

Maximising balance and stability, improved posture, comfortable movement and foot realignment to help minimise risk of falls.



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Providing care, support, protection and relief from ongoing health conditions, such as diabetes, peripheral neuropathy and osteoarthritis.

Join Our Network of Leading Pharmacies Today!

\$500 new stockist packs available.

Contact: Andrew Carter

T: 0438 008 664 | E: andrewcarter@homyped.com.au



Today's issue of PD

Pharmacy Daily today has three pages of news plus a front cover wrap from Homyped.

Homyped offer

HOMYPED is inviting pharmacies to join its national distribution network, with special offers for new stockists.

A brand refresh highlights better health and freedom from pain associated with common foot conditions linked to three product "wellness categories" of pressure relief, alignment & stability, and support & protection.

For more details see the cover page of today's Pharmacy Daily.

Pharmacy role in NCD

THE International Pharmaceutical Federation (FIP) has highlighted the role of pharmacists in the prevention, early detection and management of non-communicable diseases (NCDs), in a report released on the weekend.

The key messages of the report are the need for a collaborative approach to NCD management, the role of pharmacists in screening and referral, a focus on better health outcomes and the main barriers and challenges to the full utilisation of pharmacists in NCD care of patients.

The report also reviewed published evidence of the impact of pharmacists in the fight against NCDs calling for adequate recognition and remuneration for the contribution of pharmacists.

See fip.org to access the report.

Location rules hit Cowra

RESIDENTS of the NSW regional town of Cowra, who claim to be cut-off from timely access to the PBS because of the pharmacy location rules, will find out if a new pharmacy will be approved today.

In a letter presented to the House of Representatives last week, Health Minister, Greg Hunt, said a decision would be announced on 08 Apr, following consideration of a submission on the matter from the Department of Health.

The House was petitioned by a group led by Adam Walsh, who said up to 12,500 people were being "denied reasonable access to the supply of Pharmaceutical Benefits due to an unintended consequence of the application of the Pharmacy Location Rules".

\$15k Guild cash for One Nation

THE Pharmacy Guild says two \$7,500 donations given by its Queensland Branch to One Nation during 2018 were related to attending events hosted by the controversial political party, rather than "straight-out donations".

The figures emerged in a report last week in *The Australian*, and were further covered by online commentator *Crikey* which looked at the Guild's history of donating to political parties across the spectrum.

A Guild spokesperson said attendance at political events by its officials "does not denote endorsement of any policies of the host party".

The community called on MPs to request that Minister Hunt use his discretionary powers to approve a pharmacy at Suite 4, 167-169 Kendal Street, Cowra.

"The current level of two approved pharmacists to supply pharmaceutical benefits to this community does not provide the population of more than 12,000 residents with reasonable, timely nor adequate access to the Pharmaceutical Benefits Scheme (PBS)," Walsh said.

"The current level of supply of pharmaceutical benefits does not allow residents to improve their health outcomes through access to, and quality use of medicines in a timely manner."

Minister Hunt said he could only use his discretionary powers "to address circumstances where there is an unintended consequence of the Pharmacy Location Rules".

"I can only exercise my discretionary power if I am satisfied that a decision to not approve a pharmacy would result in a community being left without reasonable access to PBS medicines, and it is in the public interest to do so," he said.

PPA new efficiency

THE Pharmacy Programs Administrator (PPA) has announced additional system functionality that will enable faster data entry for Staged Supply service claims.

Upon entry of a Medicare/DVA number in a new Staged Supply service claim, the remaining fields in the claim will automatically populate based on previous claim data, if a previous claim has been made for that patient.

Users will then be able to scroll down and submit after reviewing and updating any required fields.

The PPA says this change will reduce the time required to enter data for each new claim, enabling users to complete their monthly Staged Supply claims considerably faster.

Further, the PPA reminds pharmacists that the claiming period for Jan to Mar 2019 is now open and will close on 14 Apr.

Claims submitted outside this period cannot be accepted.

Eligible pharmacies need to log in to the Pharmacy Programs Administrator Portal to confirm that their pharmacy is registered.

If there are any queries contact the Support Centre on 1800 951 285 or support@ppaonline.com.au.



NRL tipping R4 winner

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Early bird rego opens

REGISTRATIONS are now open for Pharmacy Connect 2019, including early bird discounted rates for the conference hosted by the New South Wales branch of The Pharmacy Guild Australia.

The early bird discount includes both full registration and single day tickets, for this year's conference, held at Hilton Sydney 05-07 Oct.

Guild NSW Branch President, David Heffernan, said Pharmacy Connect 2019 would unpack key industry information and play an instrumental role in planning for the future of pharmacy in Australia.

"Important activities are taking place in the lead up ... including the outcome of the federal election and commencement of 7CPA negotiations, making this conference one of the most important tools in understanding the changing pharmacy landscape."

The agenda includes pharmacy remuneration, CPA programs, the Community Service Obligations (CSO) and Govt health priorities - pharmacyconnect.com.au.

Digital health consult

THE Australian Digital Health Agency (ADHA) has today opened an online consultation for all Australians, including frontline clinicians, consumers, healthcare organisations and the technology sector to submit ideas for a more digitally connected health system.

The consultation is part of a nationwide series of discussions used to co-design the National Health Interoperability Roadmap, which will agree the standards and priorities required to achieve a more modern digitally connected health system in Australia.

Medical Software Industry Association CEO, Emma Hossack, said, "Industry clinical software supports millions of digital transactions daily through public and private health systems.

"A collaborative consensus on standards will increase confidence of all users and make a more interconnected health system possible for patients and their healthcare providers."

CLICK HERE for more information.

Australian Made gets a nod

THE Government has announced it will support continued access to the 'Australian Made' logo for the Australian complementary healthcare industry, after a recent review of consumer law changes and Country of Origin labelling.

Minister for Industry, Science and Technology, Karen Andrews, said the Government was responding to the findings of the Complementary Medicine Taskforce and feedback raised by industry (*PD* 04 Dec 2018).

"The Coalition Government is listening to the feedback of the complementary healthcare industry regarding the unintended consequences of Country of Origin labelling reforms on their products," Andrews said.

"The Australian Made logo can be of great benefit to local industry as a universal, high brand recognition, point of difference to other products...its use demonstrates to consumers that they can have the confidence that a vitamin or mineral supplement carrying the Australian Made logo has been manufactured in Australia to the highest quality standards."

The complementary healthcare sector supports the employment of around 29,000 people and exports worth around \$1 billion a year.

"Under the changes, complementary medicines manufactured in Australia in

production facilities regulated by the Therapeutic Goods Administration would be able to make the claim 'Australian Made' and use the Australian Made logo," the Minister said.

The Australian Self Medication Industry (ASMI) welcomed the move, saying the logo signified Australia's "high-quality products, manufacturing processes and regulation of the complementary medicines industry".

The ruling follows a controversial High Court decision last year which found encapsulation in Australia of imported fish oil and Vitamin D by Nature's Care would not permit the capsules to be labelled "Made in Australia" under the Country of Origin labelling provisions of the Australian Consumer Law.

DDS tops poll again

DISCOUNT Drug Stores has come in top spot in the "Chemist/Pharmacy of the Month" category in the Roy Morgan Customer Satisfaction Awards for Jan 2019.

DDS had a 92% satisfaction rating, with Guardian Pharmacy in second position followed by Priceline Pharmacy, TerryWhite Chemmart and then Amcal in fifth.

The results are based on a moving monthly poll of 9,308 customers between Feb 2018 and Jan 2019.

Pharmacy Daily's 2019

PHARMACIST SALARY & EMPLOYMENT SURVEY

The industry's most comprehensive salary and employment survey for pharmacists.

Complete the survey for a chance to WIN 1 of 3 Lyfe Silver 4K Sport Video Cameras or 1 of 5 EVENT cinema double passes

CLICK TO ENTER



Dispensary Corner

THE soaring cost of health care in the USA has driven at least one family to extreme measures.

Border agents in Canada were shocked to discover a dead body in the vehicle of a group returning from a Florida vacation, according to the *Toronto Sun*.

The family of three - parents in their 80s and their 60-year-old son - were on holiday when the father started feeling chest pains.

Unfortunately he died of a suspected heart attack, but concerned about the cost of a hospital admission and subsequent repatriation of the body to their home in Quebec, the family decided it would be easier to just drive him home.

A report of the "Weekend at Bernie's" incident flippantly said "the words 'what do you have to declare' took on a bizarre meaning" at the border crossing, adding that "for a Quebec family, the answer was simply grandpa".

AND in another "only in America" story, two men have been arrested in Arkansas after taking turns to shoot each other while wearing a bulletproof vest.

The neighbours initially told hospital staff they had been shot while "protecting an asset," later confessing they had been drinking together and decided to test out the protective clothing.

The local *Democrat-Gazette* cited a police report saying one was taken to hospital after his wife noticed a mark on his chest.

Ultimately it turned out he had been shot by his drinking buddy with a semi-automatic rifle, before they swapped and he fired five bullets into his pal's back.

Workload warning

THE Pharmacy Council of NSW has revealed that excessive pharmacist workloads often contribute to dispensing errors, after reviewing factors relating to the over 300 complaints against pharmacists each year.

"In assessing a complaint we look at the factors that lead to the complaint being made," according to an update on the Council website, adding "if the complaint is about a dispensing error we aim to establish the contributing factors and work with the pharmacist to help them avoid similar errors in the future".

The Council said it had found that excessive workloads often contribute to errors being made, adding "if we become aware that a pharmacy appears to have inadequate staffing we will closely examine workloads to ensure medications are being dispensed safely and accurately."

The council said it would take action swiftly.

"If we find unsafe workloads we deal with the matter as a complaint against the proprietors of the pharmacy," the Council concluded.

Qld vax age lowers

PHARMACISTS in Queensland will now be able to administer influenza vaccinations to patients over the age of 16, with the decision arising from the state's parliamentary inquiry into community pharmacy last year.

The move was welcomed by Pharmacy Guild of Australia Qld Branch President, Trent Twomey, who said the announcement would mean better health care options for Queenslanders, as community pharmacies were highly accessible in terms of their opening hours and locations.

Twomey cited "unprecedented diagnoses and admissions of influenza" in the last week, which had put strain on emergency departments across the state.

"While there are people at high risk of the flu, including those aged 65 and above, the flu can in fact strike anyone, even the young, fit and healthy," he said.

One-in-four people who are hospitalised with the flu have no underlying medical condition and are often between the ages of 16 and 65 years.

"We must build 'community immunity' [or 'herd immunity'] against the flu through vaccination, which helps to not only protect ourselves but also our loved ones," Twomey added.

He encouraged the Queensland Government to "follow the lead of other jurisdictions and immediately make the National Immunisation Program available to community pharmacies".



Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is



Kimberley Nieuwenhuize, Digital Marketing Specialist at instigo pharmacy consulting.

Making time for your social media presence

A COMMON theme I hear from pharmacies both new to social media and well versed, is that they feel that establishing a social media presence takes a lot of time that could be better spent helping customers within the pharmacy. In truth creating content for social media does take time, but there are ways that you can invest small amounts of time early to save larger amounts later.

I always suggest designating someone trustworthy who is in the pharmacy most days to be your social media champion. Sometimes team members have great ideas for things to post, but no time to do them themselves, so having someone designated to take those ideas down and implement them ensures no fantastic idea goes unnoticed.

Another time saving technique is to come up with your content in advance. Knowing what to post and having the content created already means you can use pre-scheduling tools found on most social media platforms. With systems like these in place, you can sit back and relax in the knowledge that your customers are getting updates when they should be, and your pharmacy will stay front of mind and at the top of your customers news feed.

Win with Nutri-Synergy

Everyday this week Pharmacy Daily and Nutri-Synergy are giving away the NS 21 Skin Repair Treatment and Sensitive Skin Cleanser valued at \$38.90.

NS 21 Skin Repair Treatment is a natural, cortisone-free cream which nourishes, relieves and repairs problem, irritable, damaged or chronic dry skin conditions. Use NS Sensitive Skin Cleanser together with NS 21 Skin Repair Treatment to maintain normal skin function and help prevent flare ups. Visit: www.NutriSynergy.com.au for more.

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

How many naturally active ingredients does NS 21 Skin Repair Treatment contain?

Check here tomorrow for today's winner.

