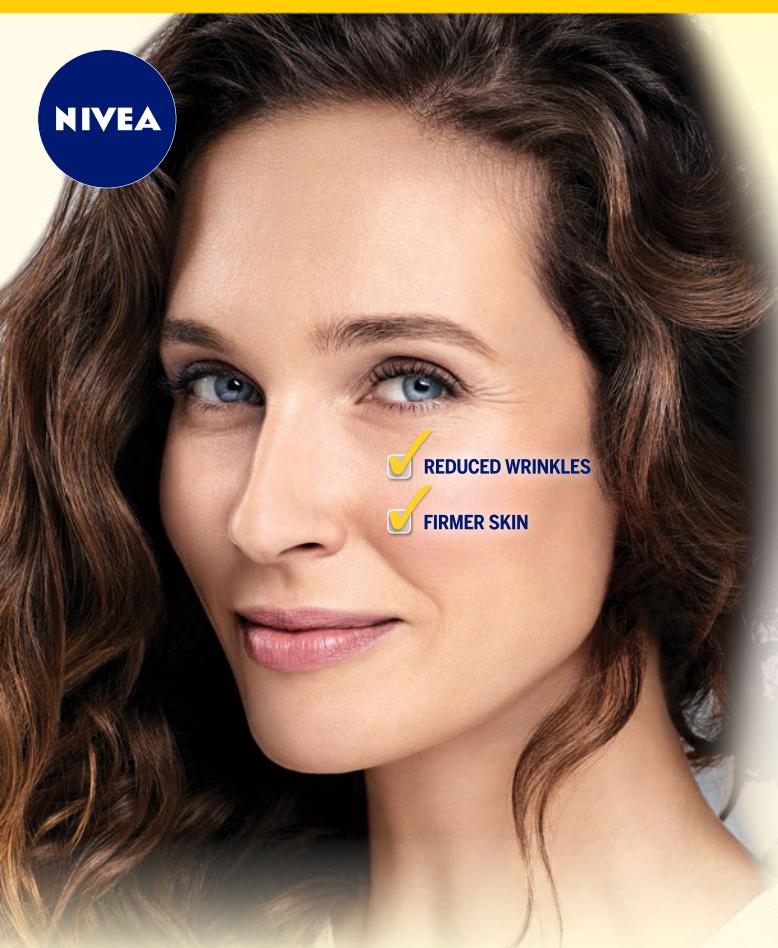


INTRODUCING NIVEA'S MOST POWERFUL Q10 EVER

Australia's most loved Anti-Age Cream* just got even better!



- REDUCED WRINKLES
- FIRMER SKIN

NEW

Q10 POWER

10X MORE CREATINE**

- REDUCED WRINKLES
- FIRMER SKIN



IMPROVED FORMULA FOR MORE PERFORMANCE

		Current	New	
CREATINE		Found naturally in your skin, creatine acts as an energy reservoir and is important for the energy supply and function of cells. Improves firmness of skin.		10X more
COENZYME Q10		Coenzyme Q10 helps to generate energy and protect the cells. Improves cell regeneration and reduces fine lines & wrinkles.		
SPF 30+		Protecting Day Cream contains UVA & UVB filters to help protect the skin from damage.		

* MAT 03/03/19 IRI Scan Unit Sales Australia Grocery Pharmacy and New Zealand Grocery. Data sourced from IRI MarketEdge based on data definitions provided by Beiersdorf

** Compared to previous formula

ALWAYS READ THE LABEL. FOLLOW THE DIRECTIONS FOR USE. PROLONGED HIGH-RISK SUN EXPOSURE SHOULD BE AVOIDED. USE IN ACCORDANCE WITH DIRECTIONS IS REQUIRED FOR EFFECTIVE SUN PROTECTION.

Check with your wholesalers or NIVEA rep for new codes. All enquiries to Australia.NIVEAPharmacy@Beiersdorf.com

ASMI 29914-0419

Monday 15 Apr 2019

Today's issue of PD

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

Fluoroquinolone alert

THE Therapeutic Goods Administration has released details of an investigation into a rare but serious adverse event of aortic aneurysm/dissection associated with fluoroquinolone antibiotics.

The TGA probe follows a Drug Safety Communication from the US Food and Drug Administration, as well as recommendations from the European Medicines Agency.

Fluoroquinolone antibiotics marketed in Australia include ciprofloxacin, norfloxacin and moxifloxacin, with the TGA saying it had not received any Australian adverse events as reported overseas, but was continuing to monitor the situation closely.

PBS “crumbling”: Guild

PHARMACISTS are being urged to put their votes behind “the major party that acknowledges the current problems” facing the Pharmaceutical Benefits Scheme (PBS) at the 18 May election.

In a statement released today, former Pharmacy Guild of Australia South Australian Branch president, Ian Todd, hit out at the Coalition Government’s handling of the PBS.

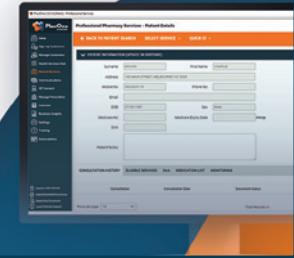
Todd, said he has been helping out at a rural pharmacy in Kingston, SA, recently and reported medicines shortages.

“I’ve been at this for 35 years and I have never seen the catastrophic level of stock availability that I have over the last six months,” he said.

“I know that there will be misadventure despite our best efforts and someone will die needlessly, either through mix-ups or lack of stock.

Learn how PlusOne supports service driven pharmacies

Register for our webinar session to see how recording services through our software can support your business model.



New formula Nivea

NIVEA has unveiled the details of a new formulation for its popular Anti-Age Cream, having boosted the creatine content ten-fold to reduce wrinkles and firm skin.

For details see the [cover page](#).

Win movie tickets!

DUE to popular demand, *Pharmacy Daily* is giving community pharmacists and pharmacy assistants until Thu 18 Apr to take part in our salary survey.

Readers who take part in the survey will have the opportunity to win one of three Lyfe Silver 4k Sport Video Cameras or one of five EVENT Cinemas double passes.

The poll is being conducted by independent research company StollzNow Research, with responses from participants completely de-identified.

We will collate a complete report about the employment, salary and work plans of the industry.

Owners, employee pharmacists, pharmacy managers, interns and pharmacy assistants are eligible to participate, with the survey consisting of a series of simple questions to allow us to gather a picture of the industry.

[CLICK HERE](#) to have your say.

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skin anaesthesia for 2 to 4 hours*

Reference: 1. Data held on file at Ego Pharmaceuticals Pty Ltd.

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NAPSA Charity Cup

THIS year's National Australian Pharmacy Students' Association Charity Cup will raise funds for the Brain Tumour Alliance Australia, in honour of a South Australian pharmacy student recently diagnosed with glioblastoma.



NRL R5 WINNER

Congratulations

CATHY WRUCK

from Terry White Chemmart

Cathy is the top point scorer for Round 5 of Pharmacy Daily's NRL footy tipping competition.



GuildDigital

Pharmacy Daily NRL tipping competition is sponsored by GuildDigital, with the top tipper for the season winning a \$1,000 gift card.

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PSA seeks 7CPA assurances

THE Pharmaceutical Society of Australia (PSA) wants the Labor Party to guarantee that the Society will be a signatory to the 7th Community Pharmacy Agreement.

Following the announcement of the Federal Election, PSA National President, Dr Chris Freeman issued a list of commitments it is seeking from both major parties should they win the election.

"PSA looks forward to working with an incoming Government to improve medicine safety for all Australians by empowering pharmacists to better meet the needs of the community," he said.

Among the list of commitments urged by Freeman was to "include PSA as a signatory to the CPA".

"PSA welcomes recent commitments by the Federal Health Minister, Greg Hunt, that PSA will be a signatory to the 7CPA, and from Labor's Shadow Health Minister, Catherine King to 'early and inclusive' negotiations," Dr Freeman said.

"PSA believes [in] the need to preserve the accessibility of community pharmacy for the delivery of health care services such as vaccinations, medication management and minor illness care.

"For this reason, and as recommended by the Review of Pharmacy Remuneration and regulation, PSA must be included as a signatory in the upcoming 7CPA."

The PSA President also called on the two major parties to "address the alarming rate of medicine-related harm in our health system by declaring medicine safety a

national health priority area", and provide funding to embed pharmacists in healthcare teams, particularly in residential aged care.

He also said an incoming government should accept the MBS Review Taskforce's recommendation "to allow pharmacists to access allied health items to provide medication management services to patients with complex care requirements", and align the incentives for pharmacists to support rural and remote communities with those of other rural and remote health practitioners.

"It's only logical that incentives for other health professionals to go, to stay and to be educated in the bush, should be available to pharmacists as well," he said.

Lemtrada concerns

THE European Medicines Agency has placed restrictions on the use of multiple sclerosis medicine Lemtrada (alemtuzumab), linking it to reports of immune-mediated issues and cardiovascular fatalities.

Win with skinb5

This week **Pharmacy Daily & skinb5** are giving away each day their NEW premium products Acne Control Australian Botanicals Cleansing Mousse and Acne Control Australian Botanicals Hydration Essence valued at \$85.90.



The advanced hydration essence uses 8 anti-acne Australian botanical extracts to effectively nourish, heal & restore a healthy skin barrier. Using cutting-edge cellular extraction, the ingredients' natural powers are harnessed to deliver maximum benefits to your skin.

For more info see www.skinb5.com.

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

How many Australian extracts are in the Australian Botanicals Hydration Essence?

Check here tomorrow for today's winner.

Reducing falls

GUILD Learning and Development is launching a new online training module to empower pharmacists to help minimise falls in older people.

The new course, *Reducing falls in older people*, discusses the key risk factors that make older people susceptible to falls, and highlights the vital role pharmacists can play in cutting risks through medication reviews and lifestyle advice.

The activity is accredited for one hour of Group 1 CPD, which can be converted to one hour of Group 2 CPD upon successful completion of relevant assessment activities.

To enrol in the course visit: guilded.org.au, or call 03 9810 9930 for more information.

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Monday 15 Apr 2019



Dispensary Corner

PHARMACISTS should take part in improv comedy sessions to help relieve stress and improve their communications skills, a US pharmacy academic believes.

This is no joke - seriously!

Betty Derza, a 2020 PharmD candidate at Rosalind Franklin University of Medicine and Science College of Pharmacy in Illinois, has published a paper encouraging pharmacy professionals to get silly and "smile until your cheeks hurt".

"When you watch people perform improv comedy, you laugh the entire time," she said.

"As health care providers, we undergo a large amount of stress on a daily basis.

"When you enjoy a funny performance happening in front of you, you do not worry about all of the patients that you saw earlier in the day. Regularly smiling until your cheeks hurt can help prevent burnout."

The fast and unpredictable nature of improv is also perfect training for pharmacists, she added, because they regularly have to face unusual and unpredictable interactions with patients and colleagues within the healthcare professions.

"Improv comedy tends to be silly and unrealistic," Derza said.

"Thinking of scenarios like this improves creativity, which is vital in health care...sometimes medical professionals need to think outside the box to save lives."

Maybe hours spent at comedy nights could be counted for CPD points, with performers earning Group 3 points for their skills - or better still, could improv be funded under the 7CPA?

Shock UK pharmacy apprentice proposal

NEW British proposals to develop a five-year apprenticeship scheme for pharmacists have been blasted as "highly disruptive to the profession," according to a report in the *Pharmaceutical Journal*.

The plan was unveiled earlier this month by UK government body the Institute for Apprenticeships and Technical Education, after a submission by the Pharmacy Apprenticeship Trailblazer Group, an organisation representing a range of employers across the pharmacy sector including large retail chains, hospitals and pharmaceutical firms.

Still at a "very explorative stage," the proposal has been heavily criticised, with the Pharmacists' Defence Association (PDA) saying it could lead to a "two-tier approach to qualifying as a pharmacist.

"It would shift the profession away from a professional university-led model to a model traditionally associated with technical occupations," PDA said.

First-year apprentices in England are paid a low minimum wage but employers must fund university degree fees on their behalf.

Pharmacy schools would be "engaged in the process" if the proposals are further developed.

SafeScript concerns

INVESTMENT needs to be made to support drug addiction services ahead of mandatory real-time prescription monitoring in Victoria, in 2020, an academic believes.

Writing in *The Conversation*, Monash Addiction Research Centre Deputy Director, Suzanne Nielsen, warned the roll out of the SafeScript program could have unintended consequence, saying "we need to tread carefully".

"First, our health professionals and systems will need to be properly equipped to deal with the volume of people who will be identified by this program as needing support.

"And second, evidence from the United States tells us restricting access to prescription drugs may drive people towards using illicit drugs instead," she said.

Neilson noted that while the system would flag concerns to GPs and pharmacists, many were not confident talking about sensitive topics like substance abuse.

"A doctor may choose to prescribe drug treatments, such as buprenorphine, for dependence to strong pain medicines," she said.

"They may also decide to refer the patient to a pain service, or a drug treatment service.

"But where there are likely to be a greater volume of patients referred to these services, there are also significant concerns around access.

"In Australia, there is a need to double the capacity of alcohol and drug treatment services to meet current needs," Nielsen warned, adding that meant that if a referral was made there could be delays in accessing care.

Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature.



This week's contributor is Kimberley Nieuwenhuize, Digital Marketing Specialist at instigo pharmacy consulting.

Creating content for your pharmacy's social media

HAVING a social media presence for your pharmacy is one thing, but making sure it stays updated consistently with relevant content is really where you start seeing rewards. Your social media profile should be an extension of your physical pharmacy; posting regular content shows current and potential customers that you are open for business!

Content is the most effective when it is sociable, emotive, relatable and personal. You want to illicit a reaction from your audience that encourages them to engage with and connect to your pharmacy, and keeps your brand front of mind. You also want to stand out from the crowd. Remember, your customer's news feed is likely to be full of posts from their friends, family and other brands, so being different and memorable is crucial to being noticed in a busy news feed.

Posting photos is the best place to start when it comes to creating unique social media content. Customers love content with very personal touches, so staff profiles, birthday celebrations, and photos of engagement with the wider community are all great starting points for a fantastic post.

If you want to use your social media to advertise products and services, share a photo of a staff member holding the product or demonstrating the service for your own personalised advertisement.



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EDITORIAL

Editor in Chief and Publisher – Bruce Piper
Senior Journalist – Nicholas O'Donoghue
Reporter – Mal Smith
Contributors – Jasmine O'Donoghue, Adam Bishop, Sarah Fairburn, Anastasia Prikhodko
info@pharmacydaily.com.au

ADVERTISING AND MARKETING

Sean Harrigan, Hoda Alzubaidi and Melanie Tchakmadjian
advertising@pharmacydaily.com.au

BUSINESS MANAGER

Jenny Piper
accounts@pharmacydaily.com.au

Suite 1, Level 2, 64 Talavera Rd

Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: 1300 799 220 (+61 2 8007 6760)

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