



FREDNEXT  
An even better way to dispense

fred.com.au

## Winter is coming...

PHARMACY industry suppliers are invited to take part in the upcoming **Pharmacy Daily Winter Spotlight** feature, which will showcase products and services suitable for the cooler season.

The feature will be published on 14 May 2019, with a series of listings comprising an image, description and call to action.

The highly cost-effective promotional option will reach more than 12,000 subscribers across the country - for details on participation email Mel or Hoda on [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

## No nabiximols down-scheduling

THERE will be no amendment to the current Poisons Standard in relation to cannabis medicine Sativex (nabiximols), after the TGA's Advisory Committee on Medicines Scheduling (ACMS) issued its final decision about a proposed change from Schedule 8 to Schedule 4.

The ruling follows a public consultation on the issue (PD 04 Sep 2018), with the Health Department delegate considering the risk of misuse and abuse of nabiximols "cannot be accurately quantified based on the current level of clinical evidence".

The Committee said amending the scheduling of Sativex as proposed would be inconsistent with the S8 status of other THC/CBD combinations.

The ACMS has also confirmed an interim decision to clarify the S4 status of racetams - for more details see [tga.gov.au](http://tga.gov.au).

## SafeScript patient benefits

VICTORIA'S real-time prescription monitoring system, SafeScript, is offering pharmacists the opportunity to engage with patients who may be at risk of harm, Chronic Pain Australia President, Jarrod McMaugh says.

The Coburg pharmacist has urged health professionals in Victoria to embrace the system before it becomes a mandatory requirement in Apr 2020, detailing how SafeScript flagged one of his patient's high use of prescription medications.

McMaugh took to social media after the incident to highlight the patient safety benefits of SafeScript.

"Our pharmacy just had a discussion with a person who has 597 alerts since Sep 2018," he said.

"Since 1 Apr, this person has had 15 prescriptions from six practices and seven prescribers.

"In the same time, they have had 18 items dispensed from five pharmacies and eight pharmacists.

"Since 1 Apr, their SafeScript has been accessed nine times. None of the practitioners who have

accessed the record appear in the 'dispensed' or 'prescribed' record.

"If you are a prescriber or a pharmacist start using SafeScript now so that you have the appropriate information to make an informed, safe, clinical decision.

"And once you do identify a person who may be a risk of harm from the way they are accessing these medicines don't just turn them away - have a discussion with them that is open and non-judgemental.

"The over-riding thing is not to treat people like they aren't a person...regardless of their motivation, they deserve the best advice and care you can offer them," he said.

McMaugh will be speaking as part of a panel at the Pharmaceutical Society of Australia's annual Victoria and Tasmania medicines update event this weekend.

## ACP expands CPD

THE Australian College of Pharmacy has released nine new Continuing Professional Education activities, which are available to all Australian pharmacists at no cost.

The new modules, supported by an unrestricted grant from Bayer Australia, focus on two important OTC areas: nutrients and supplements; and allergic rhinitis & skin allergies.

Together the nine activities are accredited for 31 Group 2 CPD credits, and are available by registering with the College at [www.acp.edu.au](http://www.acp.edu.au).

## Naloxone onto PBS

THE Pharmaceutical Benefits Advisory Scheme has recommended a dual General Schedule and Section 100 Pharmaceutical Benefits Scheme (PBS) listing of intranasal naloxone for use in acute opioid overdose.

The Committee said there was a "public health need to increase use of naloxone to address high rates of opioid overdose," with the intranasal formulation likely to contribute to increasing overall use due to ease of administration.

The dual listing across Section 85 and Section 100 for existing forms of naloxone would also enable their inclusion within the *Take Home Naloxone* pilot program announced by Health Minister Greg Hunt earlier this year (PD 01 Mar 2019).

## Guardian tops Feb satisfaction ratings

GUARDIAN Pharmacy has taken out top spot in the Feb 2019 Roy Morgan Research Customer Satisfaction Awards, with a 93% overall satisfaction rating.

Discount Drug Stores, which has led the poll for some months, dropped into second place, followed by Priceline Pharmacy, TerryWhite Chemmart and then Soul Pattinson in fifth position.

The results are based on a rolling annual survey of 9,264 customers between Mar 2018 and Feb 2019.



## UK opioid warnings

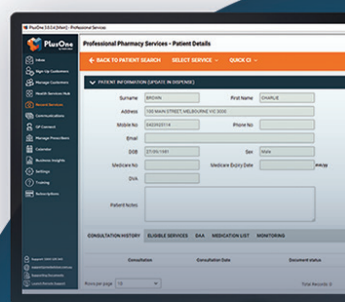
NEW measures announced on the weekend in Britain will mandate prominent warnings about the dangers of addiction on the labels of all opioid medicines.

UK Health Secretary, Matt Hancock, revealed the initiative after the release of figures showing opioid painkiller scripts had risen by over 60% in the last decade.

## 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.

medAdvisor®  
making medication manageable



## HOMYPED

JOIN OUR NETWORK OF LEADING PHARMACIES TODAY!

Starting at \$500

Contact Andrew Carter  
0438 008 664  
[andrewcarter@homyped.com.au](mailto:andrewcarter@homyped.com.au)



## MediChoice Inhaler

API	44325
DHL	512547

For current deals contact Clear Sales Australia on 1800 640 043



## Pharmacists vital for EMM

**EMERGENCY** Medicine pharmacists have a critical role in preventing errors at the prescribing stage, even when the hospital is using electronic medicines management (EMM), according to an article in the latest issue of the Society of Hospital Pharmacists of Australia's *Journal of Pharmacy Practice and Research (JPPR)*.

A NSW research team examined the potential impact of an EMM system on safety-critical prescribing errors in an emergency department to find "they are no substitute for the expertise of Emergency Medicine pharmacists in preventing errors at the prescribing stage".

"Although eMMS (EMM systems) have the capacity to prevent a high proportion of safety-critical legal or procedural errors in the Emergency Department, clinical prescribing errors in this category were unlikely to be prevented by using eMMS," authors wrote.

"Further investigation of these more severe error types could guide the design of eMMS decision support to improve system effectiveness," they concluded.

Authors also referenced a brief report from The Prince Charles and Royal Brisbane and Women's hospital in Queensland where hospital pharmacists worked corroboratively in doctor-pharmacist prescribing in the emergency setting.

"In all, 146 orders prescribed by pharmacists and 145 orders prescribed by medical officers were reviewed for safety," authors said.

"Of these, 90% of orders written by the pharmacist were error free, compared with 26% written by medical officers.

"The incorporation of pharmacist prescribers into the admissions process has the potential to improve patient safety and decrease medication errors."

Highlighting the butterfly chaos theory effect of risks associated with inappropriate prescribing of antibiotics or steroids, Editor-in-Chief Dr Chris Alderman said, "The downstream influence of pharmacy services in the ED is no subtle butterfly effect: the costs of not acting are too large and the benefits of change are too great to ignore".

## Bush health funding

**THE** Australian Rural Health Education Network (ARHEN) is calling on the two major political parties to fund better health services for regional parts of the country.

The group has called for additional funding to be pumped into expanding the University Departments of Rural Health (UDRHs) as a key priority to address "the health workforce maldistribution which affects some seven million people".

ARHEN Board Chair, Associate Professor Martin Jones said it was well known that people in rural areas had shorter life expectancies than those living in metropolitan areas, and the UDRHs represented a sustained commitment to building a strong educational, clinical and academic presence in rural and remote regions.

## More polliés join job brigade

**POLITICIANS** of all persuasions have been protecting themselves against the flu by having an immunisation at their local community pharmacy this season.



In addition to Health Minister Greg Hunt (**PD** 24 Apr) and NSW Senator Kristina Keneally (**PD** 26 Apr), others include John-Paul Langbroek, State Member for Surfers Paradise, who had his jab at Surfers Paradise Chempro Chemist, **pictured** with Paul Jaffar and Jelena Maksimovic.



Karen Brown from TerryWhite Chemmart Samford in Brisbane gave a vaccination to Minister for Home Affairs, Peter Dutton for the third year running (**left**).

And Anthony Byrne, Federal Member for Holt had his

vaccination at TerryWhite Chemmart Pharmacy on Clyde, and is **pictured** with Carolyn Wynen and Vic Guild Branch President Anthony Tassone.



## SOCIAL MEDIA WEBINAR

### A guide to social media for your pharmacy

Learn how to maximise the use of social media to help grow your business.

Click **here** to book your place now, or email [kimberley@instigo.com.au](mailto:kimberley@instigo.com.au)





## Dispensary Corner

**A WOMAN** from the UAE has woken after 27 years of being in a coma, having been unconscious since a traffic accident in 1991.

The then 32-year-old Munira Abdulla suffered a severe brain injury when the car in which she was travelling hit a bus.

Her son Omar, who was aged four at the time, has described her miraculous recovery to Abu Dhabi-based newspaper *The National*, saying "I never gave up on her because I always had a feeling that one day she would wake up".

Munira was kept alive in various hospitals in the UAE before being transferred to London and then Germany for more treatment.

A year later Omar was involved in an argument in her hospital room, which seemed to provoke a response and three days later "I woke up to the sound of someone calling my name," he said.

**THINK** you've run a marathon? Well maybe not, if you're counting on the accuracy of your wrist-worn fitness tracker.

British consumer group *Which?* has released the results of tests it conducted on the devices, in which subjects wore them while running the equivalent of 42km on a treadmill.

The least reliable was the Garmin Vivosmart 4, which underestimated the distance by more than 16km, while the Apple Watch series 3 was out by 13% when it came to estimating distance travelled.

Garmin said its Vivosmart 4 did not have a GPS, recommending keen runners use its GPS-enabled Forerunner range.

## PDL issues MHR alert

**PHARMACEUTICAL** Defence Limited has issued a Practice Alert detailing pharmacist obligations in relation to the My Health Record online system, which has now recorded a participation rate of in excess of 90% of the population.

Healthcare providers are not obliged to use the system, but those who are registered should "know and understand the circumstances in which the record can be accessed," PDL advised.

In particular it is good practice to advise patients when information is being uploaded to their MHR, and in cases where a patient's record is being accessed outside of a consultation this should be limited to sections that are relevant to the care of that particular patient.

Any access outside of those areas typically used by pharmacists should be justified and documented on the patient's dispensing history or in the notes of the accredited pharmacist, PDL added, while pharmacists are also urged to ensure they maintain control of their password.

## It's Biosimilar Week!

**THE** Generic and Biosimilar Medicines Association (GBMA) will highlight the growing role of biosimilars during the inaugural Biosimilar Week which runs from today through until 03 May 2019.

The educational arm of the GBMA is expected to make a range of announcements, including the launch of a new interactive online education hub, literature updates on biosimilar medicines and medical education for pharmacists and specialists, plus details of 2019 educational events.

Biosimilar Week is funded through a \$5 million Biosimilar Education Grant announced by Health Minister Greg Hunt in Apr 2018.

## Doc suspended over online comments

**LEADING** health practitioners believe there is no place in the healthcare sector for practitioners who make derogatory comments online.

AMA Victorian Branch President, Julian Rait, and former Pharmaceutical Society of Australia President, Shane Jackson, have voiced their concerns after a 31-year-old doctor was suspended for six weeks by the Tasmanian Health Practitioners Tribunal last week over comments posted online.

Dr Christopher Kwan Chen Lee, posted numerous offensive comments on a Singaporean forum in 2016, including saying "if my marriage fell apart, it would not end in divorce. It would end in murder", adding that "some women deserve to be raped".

In an interview with the *ABC*, Dr Rait said, "attitudes that condone racism or promote violence against women really have no place in the medical profession".

"Anyone who expresses these views and condones such conduct really needs to be very carefully scrutinised for whether they should continue to practise, and we would encourage the medical boards to consider those issues accordingly.

"We have a doctor who has been in an emergency department and clearly the concern we would have is that such doctors obviously are the front line, in dealing with domestic violence along with GPs."

Jackson added, "not only do they not have a place in the medical profession, they have no place in any health profession, or society in general".

"We expect health professionals to care and they should," he said.

Dr Lee's suspension commences effective tomorrow, 30 Apr 2019.

## FDA lupus approval

**THE** US Food and Drug Administration has approved Benlysta (belimumab) intravenous infusion for treatment of children with systemic lupus erythematosus.

The approval was granted to GlaxoSmithKline after the firm's application was given a Priority Review designation.



Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is



**Kimberley Nieuwenhuize, Digital Marketing Specialist at instigo pharmacy consulting.**

## Targeting your audience on social media

**DIGITAL** marketing is making waves in the advertising industry as a prime way to get your message out to customers quickly, professionally, and effectively. Rather than send letterbox drops out to customers who may not be interested in your product or service, and therefore wasting money, you can now target customers online with tailored advertisements to make sure your money and time is going to those who will give you the most value.

Social media is popular amongst all generations, not just millennials. You can use advertising on social media as a tool to target the young or old, new parents, those with interests in health, people up late at night, the list goes on. Those you target do not even have to be existing customers or people who like your page already, so this can also be a great tool for raising awareness of your pharmacy in general and expanding your customer base.

This can all be done for a fraction of the cost of printing flyers the traditional way. If you have an upcoming promotion, a new product range, or just want to remind your local community to come in and get a flu shot, you can do this by creating a targeted audience and advertising to them on social media.