

**GuildCare**  
Pharmacy of the year 2019

**CONGRATULATIONS!**  
Meet our state winners and national finalists

Find out more +

Join us for the awards presentation at APP  
6pm 7th March

APP 2019

**Today's issue of PD**  
Pharmacy Daily today has two pages of news including our weekly **Health & Beauty** feature plus a full page from **Crampeze**.

**myPak new website**  
**DOSE** Administration Aids provider myPak Solutions has launched a new website to provide pharmacists with a "succinct, easy to understand and easy to navigate" summary of the company's offerings.  
Established almost 12 months ago, myPak Solutions is a joint venture between Arrow Pharmaceuticals and NZ-based Douglas Pharmaceuticals (PD 27 Mar 2018), offering the Medico Pak and PractiCare brands as well as having distribution rights to the Alpaca packing robot made by Japanese firm Yuyama.  
The company offers software, consumables and automation - see [www.mypaksolutions.com.au](http://www.mypaksolutions.com.au).

**MedAdvisor appoints**  
**LISTED** medication adherence provider MedAdvisor announced the appointment of Victor Kovalev as its Chief Technical Officer and Head of Product Globally.  
Kovalev replaces David Chatterton who will retire but continue an advisory and mentoring capacity.

## PSA unveils 2023 vision

**THE** Pharmaceutical Society of Australia has this morning released its highly anticipated *Pharmacists in 2023* report, highlighting 11 key "system changes" needed for the Australian health system to evolve to better use pharmacists, thus improving access to healthcare.  
Key elements include facilitating pharmacist prescribing as part of a collaborative care model, establishing additional funding models to recognise the value of pharmacist care, and allowing greater flexibility in pharmacist delivery to adapt to unique patient needs in remote and rural areas.  
At the unveiling in Parliament House, Canberra, PSA National President Dr Chris Freeman told key political leaders and pharmacy stakeholders that the new report was the pharmacy profession's response to Australia's medicines safety problem.

"The report unlocks the potential for pharmacists to improve healthcare access and outcomes for Australians, and reduce variability in care," he said.  
Freeman said pharmacists must be empowered to do more than the current system allows them to do.  
"As the only health professionals trained with a specific focus on the effective and safe use of medicines, pharmacists must lead a cultural change to embed medicine safety

at every point of healthcare delivery," Freeman said.  
Other actions for change include empowering all pharmacists to be more accountable for medicine safety; enhancing the role of community pharmacists to have a greater responsibility for medicine management; and embedding pharmacists within healthcare teams to improve decision making for the safe use of medicines.  
The report urges improved pharmacist stewardship of medicine management to improve outcomes at transitions of care, and building on the accessibility of community pharmacies in primary care to improve consumer access to health services.  
Developing a research culture, practitioner development and embracing digital transformation are also key parts of the plan.  
To view the report **CLICK HERE**.

**Don't say Dr Shopper**  
**PHARMACY** Guild Victorian Branch President, Anthony Tassone, says it is time the derogatory term "doctor shopper" stopped being used in connection with people visiting multiple providers to seek a drug of dependency.  
In an update this week Tassone said these are "patients needing extra assistance, whether it is with pain management, mental health, drug dependency or other issues.  
"They need the right care, and pharmacists can play a critical role".  
Tassone also related some figures around the uptake of Vic's new SafeScript real-time monitoring system, which is currently logging 12 prescription records of a monitored medicine every minute.  
Of all pharmacists in Western Vic Primary Health Network, 79% have registered for the system, along with 35% of doctors, with GP take-up expected to accelerate shortly as software packages are integrated.

## Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the NEW SkinB5's Clear Skin Superfood Booster valued at \$63.90.

Clear Skin Superfood Booster is an innovative nutritional approach to skin wellness for blemish and acne prone skin, using specially selected ingredients to supply the body with key vitamins, minerals, essential fatty acids, amino acids, digestive enzymes, probiotics & prebiotics.  
Available from Sigma PDE CODE 301911 and API PDE CODE 43816. Watch the YouTube video **HERE** for more. For more info see [www.skinB5.com.au](http://www.skinB5.com.au).  
To win, be the first person from WA to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Does skinB5 Clear Skin Superfood Booster contain probiotics?**

Congratulations to yesterday's winner, Gayle Mennilli.

**ego** the science of healthy skin

**KLOXEMA**  
clobetasone butyrate 0.05%  
NEW  
Moderate strength topical corticosteroid

**DermAid**  
hydrocortisone 1.0%, 0.5%  
Mild strength topical corticosteroid

**Zatamil**  
mometasone furoate 0.1%  
Potent strength topical corticosteroid<sup>1,2</sup>

**GO FROM STRENGTH TO STRENGTH**

Topical corticosteroid options for eczema, dermatitis and other steroid responsive skin conditions.<sup>3,4,5</sup>

**DermAid:** Use for the temporary relief of minor skin irritations, itching and rashes due to eczema, dermatitis, cosmetics, jewellery, itching genital and anal areas and sunburn. DermAid 1% cream: Apply a thin layer to affected skin 1-2 times daily as required.

**Kloxema:** Short term (up to 7 days) treatment of milder forms of eczema, dermatitis and other steroid responsive skin conditions. Dosage: For 12 years and over. Apply a thin film and gently rub in, using only enough to cover the affected area twice daily for up to 7 days. Contraindications: Kloxema cream should not be used in patients with a history of hypersensitivity to clobetasone butyrate or to any of the excipients in the product. Rosacea, acne, pruritis without rash, perioral dermatitis; Untreated bacterial infections such as cellulitis, folliculitis, furunculosis or impetigo; Fungal infections such as those associated with tinea (eg athlete's foot, jock itch); Viral infections including cold sores (herpes simplex), chicken pox or shingles (Varicella zoster) or vaccinia; Parasitic infestations such as scabies. Do not use on broken or infected skin or on inflamed skin near chronic ulcers. Topical corticosteroids inhibit wound healing processes and are contraindicated in skin ulcers, cuts and abrasions.

Before prescribing/recommending please refer to the full Product Information. Full Product Information is available on request from Ego Pharmaceuticals Pty Ltd. [Click here](#) for Zatamil Approved Product Information.

**PBS Information:** Zatamil Lotion and Zatamil Ointment 15g: Restricted benefits. Treatment of corticosteroid-responsive dermatoses. Zatamil Lotion and Zatamil Ointment 15g: Authority Required (Streamlined) for increased quantities. Refer to PBS Schedule for full authority information. Zatamil Hydrogel and Zatamil Ointment 45g: These products are not listed on the PBS.

Prepared October 2018

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Pharmacy Daily



## Dispensary Corner

WITH Valentine's Day upon us, "nothing says undying romance better than a 460g sausage" according to British supermarket giant Marks & Spencer, promoting its new food product.

Dubbed the "Love Sausage", the dish comes in the form of a heart-shaped (and probably heart-stopping) pork sausage gently wrapped in streaky bacon.

The product has been available in stores since 08 Feb and has been described by the retailer as being the "ultimate meaty delight for Valentine's breakfast in bed."

"The recipe includes a hint of delicious truffle to make it extra special and my top tip is to crack two eggs into the centre of the heart, eight minutes before serving for the breakfast of dreams," a spokesperson said.

The Love Sausage will not grace pharmacy shelves anytime soon.



**PORNOGRAPHY** could be declared as a public health crisis in the US state of Arizona, where legislators have introduced a bill decrying the scourge that "perpetuates a sexually toxic environment that damages all areas of our society".

The formal resolution is seen as being largely symbolic, with no legal effect, but supporters say it may open the door to new restrictions on porn, according to the *Arizona Central* website.

## Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy. Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Invisible Zinc Tinted Moisturiser - Light

#### Invisible Zinc Tinted Moisturiser SPF 50 - Light

is a multitasking lightweight tinted moisturiser that hydrates and protects the skin from UV rays everyday. This lightweight moisturiser includes a mineral sunscreen with a sheer tint. With only one active ingredient, zinc oxide, which acts as an impervious barrier against the sun, UV radiation is reflected away. Use this gentle product daily to nourish, protect and help prevent the appearance of premature ageing of the skin caused by UV exposure.

**Stockist:** 1800 630 056

**RRP:** \$34.00

**Website:** [www.invisiblezinc.com](http://www.invisiblezinc.com)



### Chemists' Own Bisacodyl Laxative



Arrow Pharmaceuticals has launched Chemists' Own Bisacodyl Laxative. This medication acts to provide effective relief from constipation. Constipation occurs when a person's

digestive system fails to function properly, which can cause bowel movements to be difficult or happen less frequently. Symptoms include: few or irregular bowel movements, straining, hard or small stools or stomach bloating. Read the label before purchase. Follow all directions for use. If symptoms persist, talk to your health professional. Suited to adults and children over 12 years of age.

**Stockist:** 1300 9 ARROW (27769)

**RRP:** 50 tablets \$7.99, 200 tablets \$19.99

**Website:** [www.chemistsown.com.au](http://www.chemistsown.com.au)

### New period pain relief - Femin

**Femin** is an over the counter analgesic that helps relieve period pains. It provides effective relief from symptoms associated with menstruation such as cramps, headache and backache, by inhibiting the production of prostaglandins. Femin's active ingredient, mefenamic acid, is a non-steroidal anti-inflammatory drug (NSAID) with pain-relieving properties. Always read the label before purchase. Follow the directions for use. Incorrect use could be harmful. If symptoms persist, talk to your health professional.

**Stockist:** 1300 9 ARROW (27769)

**RRP:** \$8.99 for 20 x 250mg capsules

**Website:** [www.femin.com.au](http://www.femin.com.au)



### New Nervoderm Medicated Patch

CSL offshoot Seqirus brings to pharmacy shelves only their new S2 product for neuralgia (neuropathic pain), **Nervoderm Medicated Patch**. This product contains the active ingredient lidocaine (lignocaine). Nervoderm works by preventing the damaged nerves from sending painful messages to the brain. Lidocaine absorbs continuously into the skin to help provide relief from nerve pain, typically characterised by shooting, stabbing, burning, electric shock-like, pins and needles, tingling or numbness. Always read the label. Follow the directions for use. If symptoms persist, talk to your healthcare professional.

**Stockist:** 1800 008 275

**RRP:** \$25.49

**Website:** [www.nervoderm.com.au](http://www.nervoderm.com.au)





# CRAMPEZE



WIN A

# CRUISE

## FOR 2 AROUND NEW ZEALAND



**Stock up now** so your customers have more chances to win an all-expenses paid **cruise around New Zealand for 2!**

This promotion is across all Crampeze products and ends 28 March 2019.  
For full terms & conditions apply, see [www.crampeze.com.au/NZ](http://www.crampeze.com.au/NZ).

Always read the label. If symptoms worsen or change unexpectedly, talk to your healthcare professional. Follow the directions for use. Do not use if pregnant, likely to become pregnant or in children under 6 years.