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or visit **sigmahealthcare.com.au/change**



Today's issue of PD

Pharmacy Daily today has four pages of news plus a front cover wrap and a full page from Sigma Healthcare.

Diabetes online course

THE Pharmaceutical Society of Australia (PSA) and Diabetes Qualified (DQ), the training arm of Diabetes NSW & ACT, have partnered to create and launch new online study course to support pharmacists caring for people living with diabetes.

The *Diabetes in Practice for Pharmacists* course aims to help improve pharmacists' health literacy to better support people living with diabetes to make informed choices about their health and thus improve health outcomes.

To access the course visit the PSA website at psa.org.au.

Primary care future

THE future of pharmacy is more in primary care than "selling shampoo and combs", according to UK NHS Confederation Chief Executive Niall Dickson.

Addressing the Westminster Health Forum conference on implementing the "NHS Long Term Plan" this week, Dickson said the sector needed to address "a more fundamental question" about its business model as the "tide of history" has moved away from local businesses.

Included in the NHS Long Term Plan is the payment for GPs to employ pharmacists as part of a multidisciplinary team.

In terms of community pharmacy, Dickson stressed that with "fantastic interventions" like medicines reviews, the future of pharmacy lies in primary care more than retail sales.

A humble parting comment

DESPITE having given so much to the pharmacy sector in Australia, retiring Pharmacy Guild Executive Director David Quilty (pictured) has written his last *Forefront* editorial in his typically humble style, with the title "A parting observation".

Quilty used the opportunity to thank and acknowledge other contributors to his fortnightly column, those who have written in valued feedback and the broader media for amplifying his audience.

The central theme of his farewell comments is embodied in several of his statements such as, "If I were to make a parting observation, it would be that we should be incredibly proud of the role that pharmacies and pharmacists play in the health system and we have a collective responsibility to positively demonstrate and promote our value."

Also acknowledging the challenges that the sector continues to face, Quilty remains



very bullish about pharmacy's future. "The pharmacist profession is incredibly trusted and community pharmacies are the most accessible and frequently accessed part of the health system."

"Every day, there are examples of pharmacists and pharmacies inspiring us by making a genuine difference in people's lives, often without recognition or remuneration."

Unmet needs in the community, the high level of skill of the pharmacist profession, the potential for broader scope of practice to utilise those skills, and the need for a voice to lobby future action are all constant respected themes of Quilty's wisdom.

He concludes by saying, "From this point on, I will be an interested onlooker cheering on the sector's successes from the sidelines."

"Pam Price has been appointed Interim Executive Director and, as a Guild executive since 2016 working in various key roles, she will ensure there is a seamless transition."

Device consultations

THE Therapeutic Goods Administration (TGA) has opened a series of three related consultations around medical devices contacting the human body:

1. a new device classification for substances introduced into the body via a body orifice or applied to the skin
2. a device change of classification when used in direct contact with the heart, central circulatory or central nervous systems
3. a classification for human cells, tissues and organs storage solutions and IVF media - see tga.gov.au.

Guild Digital kick\$ off NRL/AFL tipping



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GUILD Digital is this year's sponsor for the *Pharmacy Daily* footy tipping competitions.

Top tippers in both NRL and AFL competitions will win a \$1,000 gift card each, courtesy of Guild Digital.

You may be the one - **see page two** for details on how to join the party - no skill is required to be in it, but a little knowledge will help steer you toward the pot of gold - or, just guess - stranger things have happened in footy tipping comps!

Draft PBS guidance

THE Health Department has opened a consultation seeking feedback on its Draft Procedure Guidance and Forms for Listing Medicines on the PBS.

Pharmacists and other stakeholders can provide their feedback by visiting the PBS website at pbs.gov.au.

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Labor will address key pharmacy issues

THE Labor Party has said it will "consider the role of pharmacists and community pharmacies in primary health care reform" enabling them to "work to their full scope of practice, without fragmenting care or duplicating services".

Writing in a letter to Guild National President George Tambassis, Leader of the Opposition Bill Shorten and Shadow Minister for Health and Medicare Catherine King expressed the party's determination to follow through on their National Platform which recognises that "the National Medicines Policy and the Pharmaceutical Benefits Scheme are underpinned by the community pharmacy network and pharmacists, who are medicines experts".

They also said a Labor Government would "honour the 6CPA and lead early and inclusive negotiations towards the next agreement."

Other matters covered included affordability of medicines, attracting and retaining pharmacists and multidisciplinary collaboration.

King will address the APP2019 around these matters this morning.

GPs fear TWC-BUPA pact

IN ANTICIPATION of the probable success of the TerryWhite Chemmart-BUPA strategic partnership announced yesterday (**PD** breaking news), AMA President Tony Bartone has come out all guns blazing in a vehement reaction.

Clearly threatened by the arrangement, Bartone slammed the deal saying it was a "direct attack on general practice that could lead to patients receiving inappropriate primary health care and advice."

By contrast, the announcement from the two strategic partners yesterday focused on the benefits to consumers' needs, saying they will have "access to a range of health services and benefits" as well as "helping them feel rewarded and valued for staying healthy".

Bupa Health Insurance Managing Director Dr Dwayne Crombie said the partnership is intended to deliver more value for money for customers and make healthcare easier to access for Bupa's four million health insurance customers.

"Health insurance has traditionally had limited involvement in pharmacy," Crombie said.

"This partnership will provide customers with an opportunity to reduce costs on medication and pharmaceutical supplies and have ready access to healthcare advice and preventative care."

TerryWhite Chemmart CEO Anthony White said the partnership was an important strategic alliance aligned with its vision to be customers' choice for health and value to become Australia's favourite pharmacy.

"We have a reputation for delivering professional trusted advice, great value prices and highly accessible frontline healthcare," White said.

"Our partnership with Bupa will allow us to offer that service to more Australians."

Bartone strongly defended his GPs' turf saying, "General practice is the foundation of quality primary health care in Australia, and any threats to undermine it or replace it with inferior models of care must be rejected".

"It is outrageous that a large health insurer like Bupa would endeavour to undermine general practice, especially after a thorough Government review of private health insurance to ensure that policyholders received high quality and value for money for their significant investment in insurance."

Speaking of duplicated effort and fragmented care, Bartone concluded his enthusiastic defence with, "This Bupa partnership is an insult to GPs and a dud deal for Bupa customers".

NOAC antidote nod

NON vitamin-K oral anticoagulants (NOACs) apixaban and rivaroxaban now have a reversal agent or antidote for use when reversal is needed due to uncontrolled bleeding.

The EMA is considering conditional approval - see ema.europa.eu.

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Amcal Guardian Script launch

THE Amcal and Guardian Pharmacies conference on the Gold Coast this week has seen Sigma's major consumer healthcare brands announce two significant new

initiatives which the company says are "set to revolutionise the retail pharmacy landscape in 2019".

Amcal's new format store, Amcal + Life Clinic, was unveiled at the Gold Coast-based retail conference this week.

The event also offered attendees a sneak peek into an innovative clinical relationship platform, Script, which will be available across both brands.

Speaking at the launch of Script, David Preston (**pictured**) said the clinical relationship platform would provide modernised solutions to its pharmacists.



"Script will drive efficiency for our pharmacists and their businesses by simplifying their day-to-day work and supporting patient relationships," Preston said.

"We have been running pilots in our pharmacies which have proven hugely successful thus far.

"As such, we have released the program nationally to all our franchisees."

Marc Clavin, Chairman of the Amcal Guardian National Council said, "As pharmacists, we are committed to ensuring the very best health outcomes for our patients".

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AMH
AUSTRALIAN MEDICINES HANDBOOK

MA high achievers

PHARMACEUTICAL industry peak body Medicines Australia has announced the winners of awards surrounding the compulsory sales representatives' ethical and skills training, Continuing Education Program (CEP).

The Code of Conduct - Outstanding Achievement Award went to Marita Warner, from Otsuka Australia.

Students who achieved the highest aggregate marks in all five core Programs of the CEP were:

- Anna Barlow – Bayer
- Jasmine Taylor – Norgine
- Lachlan Gray – GSK
- Selcuk Yatmaz – Boehringer Ingelheim
- Pratheep Akilan – Boehringer Ingelheim
- Jan-Javier Lehnert – Sanofi
- Astrid Lefringhausen – Grifols
- Keegan Au-Yeung – AstraZeneca.

The 2018 University of Tasmania Prize for Active Learning based on exam results and engagement went to Morgan Bouzaid from Seqirus and Bernd Merkel from Biogen.

Oral products launch



NEW Zealand-based health products company ecostore has launched into Australia its Oral Care range made

with "naturally derived ingredients" that claim to clean teeth, freshen breath and help protect gums.

The ecostore Oral Care range is being marketed through the Chemist Warehouse nationally and is fluoride-free and vegan.

The range comprises of two toothpaste SKUs: Complete Care and Whitening and a Complete Care Mouthwash, along with two toothbrushes.

The company says that ecostore's Oral Care range is free from triclosan, flouride, alcohol, parabens, synthetic dyes and artificial sweeteners.

The company also boasts a skincare range, SKIN by ecostore.



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Dispensary Corner

CAN you die of a broken heart?

Apparently, according to the body of evidence which shows that your heart can be damaged by a severe emotional trauma, termed the "broken heart syndrome".

It has been observed and documented for years that the death of a close partner can trigger what's medically known as takotsubo cardiomyopathy syndrome - referring to the shape of the heart in people with this condition, which resembles a Japanese pot with the same name.

Frequent reports of mothers dying immediately upon the death of their children and high profile examples such as Debbie Reynolds (pictured with Carrie) dying one day after her daughter Carrie Fisher in 2016, have highlighted the syndrome.

How it came to be named after a Japanese ceramic is uncertain, but such a cardiac trauma can be caused even by a happy event, such as a wedding or a new job.

The condition can be temporary, with the heart muscle recovering over days, weeks or months, but for some it can be sadly tragic.

Perhaps it's worth remembering that it's better to have loved and lost, than to have never loved at all...



Over 65s flu vax nipped short

SANOFI'S Fluzone High-Dose influenza vaccine for people aged 65+ will no longer be funded by the Australian Government on the National Immunisation Program (NIP) this year.

With advancing years causing a reduction in the immune response in vaccinated people, the four-times higher antigen dose was specifically designed to force the recipients' immune system to mount a more serious response.

Fluzone High-Dose trivalent vaccine was added to the NIP in 2018 in response to a public health crisis following the worst Australian influenza season on record in 2017.

During that season, more than 250,000 laboratory-confirmed influenza cases were reported.

This was three times the number in 2016, with 29,000 influenza-related hospital admissions and at least 1,100 deaths.

Significantly, more than 90%



of those deaths occurred in people aged 65 and over, implying a compromised immune response to standard dose

vaccine.

Russell Jacobson, General Manager, Sanofi Pasteur Australia and New Zealand expressed disappointment that the Government is not funding Fluzone High-Dose for older adults this year.

"We believe this is bad news for the older population who are at higher risk of developing serious complications from flu such as hospitalisation, pneumonia, heart attack or death," Jacobson said.

"Fluzone High-Dose has been clinically proven to protect against influenza and its complications such as hospitalisation among older adults."

Patients who choose to buy Fluzone may still do so by asking their doctor for a private script to fill at their pharmacy.

Win with Banana Boat

Everyday this week Pharmacy Daily and Banana Boat are giving away a Simply Protect prize pack including the Banana Boat Simply Protect Sports Lotion 180ml (RRP of \$16.99) and Banana Boat Simply Protect Kids Lotion 180ml (RRP of \$16.99).

NEW Banana Boat Simply Protect provides the same trusted UVA/UVB SPF50+ protection and is made without Oxybenzone. With no added oils or fragrances and 25% fewer ingredients*, Simply Protect helps keep you protected against the 7 conditions (sun, wind, heat, sand, ocean, sweat, pool). Visit www.bananaboat.com.au to find out more.

*By number vs. Banana Boat Sport Very High Protection Sunscreen Lotion SPF 50+.

*By number vs. Banana Boat Kids Very High Protection Sunscreen Lotion SPF50+.

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

Is Banana Boat Simply Protect range made without oxybenzone?

Check here tomorrow for today's winner.



Travel Specials

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Sigma Healthcare is a leading Australian full-line wholesale and distribution business to community and hospital pharmacy. We have the largest pharmacy network in Australia, with over 1,200 branded and independent stores. Sigma also has an expanding presence in the hospital pharmacy services and other healthcare service adjacencies.

What we do

- ▣ We help pharmacy owners run better businesses.
- ▣ We help provide connected solutions to customers nationwide.

Our philosophy

We believe that healthy pharmacy partnerships support healthy communities.

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