



Opioid substitution

GUILD Learning and Development has created a new online course titled *Opioid substitution therapy: A guide for pharmacists*.



The module educates pharmacists about opioid substitution therapy including the pharmacological basis for using substitution therapy, its benefits and aims for treatment.

Guild Learning and Development adds that the course also provides preliminary information for pharmacists who wish to initiate an opioid substitution therapy service within their pharmacy.

There are nearly 50,000 people in Australia who use methadone or buprenorphine to treat opioid dependence, and an estimated 40,000 people are eligible for opioid substitution therapy who, for many different reasons, are not accessing treatment.

This activity has been accredited for 1.5 hours of Group 1 CPD. Go to guileded.guiled.org.au.

TWC switches ad agency

TERRYWHITE Chemmart (TWC) has appointed Brisbane-based creative agency **VMLY&R** to manage its marketing, with the deal including retail, digital, mass media and in-store channels for the 450-strong pharmacy group.

The move sees the Queensland agency replace Melbourne-based **J. Walter Thompson**, which had a long association with Chemmart and subsequently with TWC when it merged with Terry White.

"However with the merged entity being based in Brisbane, it became apparent that the business would be better served by appointing an agency with a local Brisbane presence and therefore through mutual agreement with our client we decided to resign the account," said **J. Walter Thompson MD Michael Godwin**.

"Our team is very proud of the work we created for the Chemmart brand and we wish the brand and its new marketing team all the very best for the future," he said.

TerryWhite Chemmart chief operating officer, **Duncan Phillips**, said "we believe **VMLY&R**'s creative vision and expertise will help us connect with our customers in a relevant and engaging way that reflects our core values, and helps drive stronger brand awareness across Australia".

Last week TWC announced a new "That's Real Chemistry" national brand campaign (**PD 08 Mar**), which Phillips said would provide the group with a key point of difference as part of a long-term strategy to elevate the TWC brand.

World Sleep Day

TODAY is World Sleep Day, with the Sleep Health Foundation releasing new data around Australians' sleep habits.

Among other things, the research found that people aged 65 and over are happier with their shut-eye than those who are younger.

CLICK HERE for the fact sheet.

Spinal manipulation

THE Chiropractic Board of Australia has banned spinal manipulation treatments for children under two years of age while a formal review of the practice is undertaken.

The Council of Australian Governments Health Council review will "examine the current best evidence for the efficacy of spinal manipulation to treat childhood illnesses or health concerns in infants and young children," with the Board saying it wants to ensure the public has access to "safe, ethical and competent care".

The Australian Chiropractors Association has responded, saying it is "disappointed that the care we are able to provide children may be restricted".

The Association said it did not want to see a restriction of choice, adding that "greater regulation in this area will not improve the healthcare provided to children" and claiming "significant evidence of the value parents place on the informed care provided".



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Pharmacists drive down admissions

CLINICAL pharmacists in a multidisciplinary team in the UK town of Croydon, south of London, have helped reduce avoidable hospital admissions under a program which sees them work together with local GPs to discuss complex patients and also receive

hospital discharge referrals.

The first six months of the program, which was established in response to high local hospital admission rates, saw the pharmacists identify almost 600 medication related problems and estimated savings of almost £180,000 in avoidable admissions.

The approach is described as "outcomes-based commissioning" which aims to reward outcomes that matter to patients, in contrast to payment-for-volume services.

As well as regular "huddles" at each GP practice, the pharmacists undertake home visits to counsel patients and deprescribe.

The success of the program is described in a blog post at www.pharmaceutical-journal.com.

Italy bans non-vax children from school

ITALIAN children have been told not to turn up to school unless they can prove they have been properly vaccinated reports *BBC News*.

The decision follows months of national debate over compulsory vaccination.

Parents risk being fined €500 if they send their unvaccinated children to school and children under six can be turned away.

Under Italy's new Lorenzin law, named after the former Health Minister who introduced it, children must receive a range of mandatory immunisations before attending school, including vaccinations for chickenpox, polio, measles, mumps, and rubella.

The ruling takes effect on Mon.

Win the Webster Pak!

ATTENDEES at APP last week

who were intrigued by the gigantic novelty Webster-Pak on display can actually win it for their pharmacy.



Webstercare founder and MD, Gerard Stevens AM is pictured in front of the king-sized DAA with Professor Andrew McLachlan, Dean of Pharmacy at the University of Sydney,

Entries for the competition are open until the end of the month.

To enter, follow Webstercare on Instagram or Facebook and make a post about how a Webster Pak system has helped your pharmacy or customer, tagging @webstercare and #webstercare.

The most engaging/creative response will win - more details at webstercare.com.au.

PPA picket line push

UNION group Professional Pharmacists Australia (PPA) is urging its members to support sister organisation the National Union of Workers (NUW) by joining picket lines at Chemist Warehouse distribution centres (*PD 12 Mar*).

An update from PPA Qld director Adam Kerslake said "Professional Pharmacists Australia members know that Chemist Warehouse is not a great employer from working in their stores...we've now learned from the NUW that distribution workers supplying the products and perfumes to stores are being exploited - on sham contracts and threatened with being sacked via text if they raise any issues.

"I've been down on the picket in Queensland and I'd encourage you if you live nearby to a distribution centre to come down and show your support," Kerslake urged.

Workers at the sites in Preston and Somerton in Vic, and Eagle Farm in Qld, have gone on an indefinite strike with a range of demands including a 30% pay increase and better conditions.

SIGN UP FOR 2019 AFL FOOTY TIPPING

Tipping is back for 2019 with the top tipper from each code winning a \$1,000 gift card from GuildDigital.



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Dispensary Corner

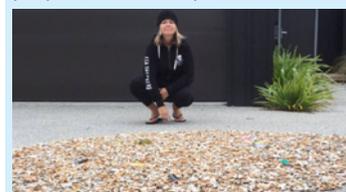
BUTT surely you must be joking. A new well-intentioned craze has swept the globe, with action groups and individuals apparently making a thing out of collecting cigarette butts.

Their unified goals are to reduce plastic litter and to educate the masses around the impact on our delicate planet.

Lorella Doherty from New Plymouth, UK, smashed her goal of collecting 10,000 cigarette butts in ten days, picking up over 12,000 fag-ends from streets, beaches, walkways and gutters.

In Queenstown, NZ, woman Liz Smith (pictured) collected 10,527 cigarette butts from beaches over 30 days and now wants smoking banned in public areas - NZ aims to be smoke free in 2025.

So perhaps pharmacies should prepare for a slump in NRT sales.



LIGHTNING struck twice in the case of America's Terry Splawn from Massachusetts - he won \$1 million with a \$150 Million Cash Explosion scratch-off ticket he bought on Wed at Sam's Mini Stop in Concord, just two years after a previous win of \$1 million, bought from the same store.

The odds of winning US\$1 million in each game are one in 1.8 million and one in 1.248 million respectively, according to the lottery's website, making the odds of winning both around one in 2,246 billion.

Medlab's NanaBis ticking boxes

LISTED Australian medical life sciences company, Medlab Clinical has announced further strong data resulting from both clinical trial and approved Special Access Scheme (SAS) use of its nano-delivery form of cannabis, NanaBis.

Head to head comparisons between NanaBis and an ARTG-listed cannabis-based drug demonstrated a similar plasma level of THC and CBD, while NanaBis is only half the dose.

In addition, the rate of absorption for NanaBis was faster.

Medlab CEO, Dr Sean Hall this week presented a clinical update to medical practitioners as part of an on-going medical education program around NanaBis, saying the data was "very encouraging".

Hall said the trials were indicating NanaBis was safe and tolerable, with results repeatable.

Several case studies for NanaBis use under the Special Access Scheme in patients with severe pain



were also discussed, with Hall citing "significant improvements in quality of life inclusive of sleep and movement with reduced pain/restriction". Other reported

outcomes related to the reduction/replacement of previously prescribed medication (in particular opioids), reduction in pain severity scores and reduction of symptoms.

Hall said based on the trial activity, Medlab was actively pursuing regulatory pathways for the TGA in Australia, FDA in the USA and the European Medicines Agency, adding that "Medlab has a planned framework that should take NanaBis to an approved drug".

AP consultations

THE Australian Pharmacy Council will conduct face-to-face consultations on its Accreditations Standards Review in Canberra on 12 Apr and Brisbane on 16 Apr - more at pharmacycouncil.org.au.

Win with John Plunkett

Everyday this week Pharmacy Daily and Plunkett's are giving away the John Plunkett Collagen Eye Lift 15g (with bonus trial size Collagen Lift Moisturiser 10ml) valued at over \$50.

New John Plunkett Collagen Eye Lift is a day and night eye cream packed with peptides including Matrixyl 3000 and Eyeseryl to boost collagen by 100%, and Hyaluronic Acid to provide cushioning hydration, while Rosehip Oil softens and smoothes delicate skin around the eyes. Effectively targets three causes of ageing - fine lines and wrinkles, eye bags and puffiness and dark circles. Visit: www.JohnPlunkett.com.au for more.

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

Name one of the peptides contained in Collagen Eye Lift.

Congratulations to yesterday's winner, Vanetta Lees.

