

## Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from Sigma Healthcare.

## Sigma Simponi program

JANSSEN-CILAG has partnered with Sigma Healthcare to roll out a new support program for patients taking Simponi (golimumab) for rheumatic disease.

The program aims to ensure patients are provided with quality medication advice and ongoing support in adherence, with the aim of achieving optimal health outcomes.

Pharmacists participating in the program must undertake prerequisite online education modules, with payments to the pharmacy for completion as well as for initial and subsequent patient consultations.

For details see **page four**.

## McPherson's deal

MCPHERSON'S has launched a new "partnership model" which will see a new deer milk-based skincare range called Kotia launch into Priceline Pharmacy next month.

The strategic venture with NZ-based Deer Milk Cosmetics is the first example of the model which assesses products in the health, wellness and beauty markets with a strong innovation pipeline, broad consumer appeal and the opportunity to become the category leader.

For details see [kotia.com.au](http://kotia.com.au).

## Guild hails political support

PAM Price, Interim Executive Director of the Pharmacy Guild of Australia, has hailed the "high level of bipartisan political support for community pharmacies" expressed during this month's APP2019 conference on the Gold Coast.

Writing in the Guild's fortnightly *Forefront* update yesterday, Price said it was "no easy feat" to have the Health Minister, the Shadow Minister and the Deputy Prime Minister at a conference, adding she was particularly proud that international visitors were on hand to witness pharmacy's backing.

She highlighted the letter of commitment to community pharmacy released by Shadow Minister for Health and Medicare, Catherine King, which reiterated

## PATY nominations

NOMINATIONS have opened for the 2019 Pharmacy Assistant of the Year Awards, which aims to find "the most skilled and knowledgeable pharmacy assistants to share their experiences and passion for the industry".

The top 20 finalists in each state are invited to participate in workshops, with state winners taking home a trophy along with flights, accommodation and registration to attend the PA2019 conference at the Sofitel Brisbane taking place 11-13 Oct.

The national winner will take home \$5,000 cash, a Guild Training Package and return flights accom & rego to APP2020 and PA2020.

CLICK HERE for more information.

Labor's support for the existing pharmacy model and "commits an incoming Labor Government to early and inclusive negotiation of the next Community Pharmacy Agreement" (PD 07 Mar).

Price noted that "as per normal practice" the Guild expected it would receive letters of support for pharmacy from the other major parties ahead of the election.

She also hailed statements by Deputy Prime Minister, Michael McCormack, who expressed his strong support for community pharmacies in rural and regional parts of Australia.

"The Pharmacy Guild welcomes these expressions of support for community pharmacy," Price said.

"We are about maximising the benefits to the health system and to patients provided through the network of community pharmacies, and we are very pleased to have dialogue with all sides of politics to address issues and make a good system even better."

## AHPRA on titles

THE Australian Health Practitioner Regulation Agency has created a new "titles tool" to assist health professionals understand how titles can be used in advertising, with misuse of protected titles an offence under the National Law - see [pharmacyboard.gov.au](http://pharmacyboard.gov.au).

## MedAdvisor halted

ASX-LISTED medication adherence specialist MedAdvisor yesterday had its shares placed in a trading halt, pending the release of an announcement expected later today.

The company said it was requesting the suspension in order to facilitate an orderly market in its securities, in the lead up to the release of details "regarding the signing of a significant commercial agreement by the company's US subsidiary, MedAdvisor Welam USA Inc".

## Blackmore takes over

MARCUS Blackmore will become the Interim Chief Executive Officer of Blackmores Limited, after the company yesterday confirmed its outgoing CEO Richard Henfrey would step down on 29 Mar.

Henfrey, who has headed the company for just over 18 months since the departure of his predecessor Christine Holgate, last month announced his shock resignation (PD 27 Feb 2019).

Blackmore, the son of company founder Maurice Blackmore, will take over from 01 Apr, with Chairman Brent Wallace saying he would "lead the work to streamline the company, to achieve ongoing success for our business, our people and our shareholders".

A search for a permanent CEO is now under way by the firm's Board.

RENEWAL DUE

use your member login to get started

[www.pdl.org.au](http://www.pdl.org.au)



INFLAMAX® SPRAY

Now on Radio



2-month Radio Campaign on Nova and Smooth, March – May 2019

- Nova FM & digital radio - Sydney, Melbourne and Brisbane
- Smooth digital radio - Brisbane, Adelaide and Perth
- Over 1,400 X 30 second commercials across FM & digital
- Sport Reports Sponsorship
- Campaign will reach 3.3 million people, who will hear the commercials an average of 9.4 times

STOCK UP NOW! Available from all major wholesalers

Arrow Pharmaceuticals Pty Ltd, 15 - 17 Chapel Street, Cremorne, VIC, 3121. ABN 33 605 909 911. Copyright © 2019. All rights reserved. [www.arrowpharma.com.au](http://www.arrowpharma.com.au)



## PSA19 program out

**THE** Pharmaceutical Society of Australia has released the line-up for this year's PSA19 conference taking place in Sydney 26-28 Jul. Earlybird registrations are also now open for the event themed "Pharmacists in 2023: unlocking your opportunities" - [psa19.com](http://psa19.com).

## Top WA pharmacists named



**THE** Pharmaceutical Society of Australia has named Melinda Boss as the Western Australian Pharmacist of the Year.

The announcement was made during the annual WA Pharmacist Awards at the University Club of Western Australia, where PSA National President Dr Chris Freeman addressed guests about PSA's work to enhance roles, recognition and remuneration for all pharmacists.

Boss (**pictured** above centre) with Freeman and PSA Western Australia President Dr Fei Sim, was celebrated for her ongoing research and advocacy in the area of lactation.

"Melinda's work demonstrates how a pharmacist can interact with the broader academic and medical community, raising the profile and influence of the pharmacy profession," Dr Sim said.

Other awards made on the night included Lusi Sheehan, named as WA Early Career Pharmacist of the Year for her work in raising standards and providing a model of

practice for other pharmacists.

Emeritus Professor Dr Bruce Sunderland was presented with the WA Lifetime Achievement Award, with Sim congratulating him on his extensive experience and achievements in pharmaceutical education and research.

PSA also recognised new Life Members, David Manners and Lawrence Spartalis, who were celebrated for their 50-year membership of the PSA.

## Swisse and TWC fundraising success

**A PARTNERSHIP** between TerryWhite Chemmart and Swisse Wellness has raised more than \$19,000 for medical research.

The retail campaign saw \$1 donated for each Swisse vitamin and skincare product purchased at TWC pharmacies.

The money is being donated to The Common Good, which will channel it towards emerging researchers working on projects to combat heart and lung disease.

TerryWhite Chemmart CEO Anthony White said the network was proud to support The Common Good in its second year of partnership with the initiative administered by the Prince Charles Hospital Foundation.

"It costs just \$44 to fund one hour of research, and that could ultimately help save your life one day, or the life of someone you love," White said.

Over 17,200 vitamin and 1,900 skincare units were purchased during the two-month campaign.

## 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.



GuildDigital

CLICK ON THE NRL LOGO TO SIGN IN OR JOIN

SIGN UP BY THURSDAY 21 MAR FOR AFL



**DEMODEKS**  
MODULAR RETAIL SOLUTIONS

Shelving and Drawers for improved Stock Control  
Designed for safety and easy access

1300 553 291 | [www.demodeks.com](http://www.demodeks.com)

## WANT TO BE A PHARMACY OWNER? Become a franchisee & benefit from our many years of experience

JOIN AUSTRALIA'S FASTEST GROWING DISCOUNT PHARMACY FRANCHISE  
Two franchising models available to suit different sized businesses

Call today for more information **David Zivkovic: 0412 550 618**

**PHARMACY 4 LESS**  
DISCOUNT CHEMIST

your ChemistShop

Click to Enquire



## Dispensary Corner

**COULD** elections be good for fragrance sales? Probably not, but politicians in Israel are doing their best to link perfumes to policy, with the launch of a tongue-in-cheek advertisement for a new scent controversially called "Fascism". The country's Justice Minister Ayelet Shaked appears in the bizarre TV commercial, which shows her preparing for a night out while sultrily whispering her policies such as judicial reform, restricting activism and the separation of powers.

The ad concludes with her picking up a bottle of "Fascism" (pictured), and as she holds it she temptingly croons "To me, it smells like democracy". Locals may understand it, but to us it just smells like a lot of nonsense.



**AN EXTREME** "alternative medicine" practitioner in China has almost killed herself after injecting fruit juice directly into her bloodstream. The 51-year-old woman simply called Zeng reportedly created a home-made intravenous drip which she used to administer the juice of 20 different fruits. She started to become extremely itchy and look unwell, at which point her husband rushed her to hospital, where her condition rapidly deteriorated. Eventually dialysis was used to clear her of the contamination. Reports say the case prompted the hashtag #OldWomanPutsJuiceIntoVeins.

## Self-medicating ex-pharmacist banned

A FORMER pharmacist turned doctor will be unable to register to practice either profession for at least 18 months, from 01 Mar, following a Victorian Civil and Administrative Tribunal ruling. The tribunal heard that on 21 Nov 2016, Dr Gyu Sung Lee pleaded guilty at Shepparton Magistrates' Court to charges of obtaining prescription medicines using forged scripts and being in possession of a drug of dependence. Dr Lee also admitted to working as a medical practitioner "whilst under the influence of medications" that had not been prescribed for him, but claimed they had not impacted his practice. He was released without conviction, on an undertaking to be of good behaviour for two years until 21 Nov 2018.

Following this case, both the Medical Board of Australia and the Pharmacy Board of Australia lodged applications to bar Dr Lee from practising for an extended period. The Tribunal heard Lee misused pain and sleep medications, as a way of dealing with stressors,

having initially turned to illicit substances to cope with anxiety induced by his parents' violent relationships as a child. Having registered as a pharmacist in Aug 2010, he gained access to "discarded sleeping medications, which he took to assist with his insomnia and anxiety". While a medical student in 2012 he took a prescription pad during a hospital placement, which he used to obtain a range of medications. In a statement to the Tribunal, Lee outlined a period in 2014 when he stopped using drugs, but acknowledged he kept various items in case things got bad again. By Jan 2016 he was self-medicating again, having commenced a medical internship at Goulburn Valley Health. The Tribunal heard that during this period Dr Lee was "taking up to seven tablets of Zolpidem at night and might supplement them with up to three tablets of Temazepam". Dr Lee is now working as a harm reduction practitioner, and has indicated a desire to reregister as a pharmacist on an academic basis.

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Travel & Cruise Weekly*.

## Travel & Cruise Weekly

Sponsored by *Travel & Cruise Weekly*, your FREE travel newsletter. Subscribe now [travelandcruiseweekly.com.au](http://travelandcruiseweekly.com.au)

### Holland America Line Early Booking Bonus

Book your 2020-2021 cruise now and receive our best offer of the season, valued at up to US\$1200, including: Signature Beverage Package, dinner in the Pinnacle Grill, reduced fares for 3rd/4th guests and 50% reduced deposit. For example, cruise seven days on the Canada & New England Discovery journey from AU\$1,399 per person twin share. See [hollandamerica.com](http://hollandamerica.com).

### Cruise to Moreton Island with Carnival

**CRUISE** with Carnival for excitement, entertainment great food and so much more. Take a short break with the four-night cruise to Moreton Island from Sydney for only \$569.00 pp. On board the mighty *Carnival Splendor* you'll never be short of something to do, see, indulge in or even just relax, in a bar or poolside. See [carnival.com.au](http://carnival.com.au) for details.

## Win with BetterYou

This week Pharmacy Daily & BetterYou are giving away each day a prize pack including the BetterYou™ B12 Boost Oral Vitamin Spray and the BetterYou™ Magnesium Flakes 250g valued at over \$40.

Support your energy levels and maintain brain health with the BetterYou™ Vitamin B12 Oral Spray. Specially formulated to be ingested via the inside of your cheek, by bypassing your digestive system. BetterYou™ Magnesium Flakes offer pure relaxation and rejuvenation with a highly concentrated form of 100% natural magnesium chloride (47%). Soaking in a hot bath helps to relax and ease sore muscles and stiffness whilst give your skin a hydrating and soothing treat. For more info see [www.betteryou.com.au](http://www.betteryou.com.au).

To win, be the first person from SA or NT to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

What location is the BetterYou™ Magnesium source mined from?

Congratulations to yesterday's winner, Lauren Bradshaw.



# Are you ready to support your patients with the SIMPONI<sup>®</sup> (golimumab) Pharmacy Patient Support Program?

Dear Pharmacist,

Janssen-Cilag Pty Ltd (Janssen) is sponsoring the SIMPONI Pharmacy Patient Support Program in collaboration with Sigma Healthcare. The program is available to patients who have been prescribed SIMPONI for rheumatic diseases. Janssen is the sponsor for SIMPONI.

The program's aim is to ensure patients are provided with quality medication advice and ongoing support to enable them to get optimal health outcomes.

Pharmacists play a crucial role in supporting patients in their SIMPONI treatment journey. Research consistently shows that patients' understanding of their condition and the treatment is positively correlated to medication adherence and positive health outcomes.<sup>1</sup>

Participation in the program is subject to acceptance of T&Cs and completion of prerequisite online education modules.

For participating in the SIMPONI Pharmacy Patient Support Program, Pharmacies will be paid the following professional service fees:

- **Pre-requisite Program education modules \$30**  
\*Paid to the pharmacy for each pharmacist who completes the training
- **Consultation One: \$20**
- **Subsequent Consultations: \$8**

The program is available to all pharmacies with a Sigma Account and can be accessed via CarePro. CarePro is a web-based services platform. To get connected to CarePro call NostraData customer service on 1300 466 787

For enquires about the SIMPONI Pharmacy Patient Support Program or Pre-requisite Program education modules, contact Sigma Healthcare Professional Services at [professional.services@sigmahealthcare.com.au](mailto:professional.services@sigmahealthcare.com.au)

\*Professional Service fees are paid as a credit onto your Sigma Account

1. Atreja, A., Bellam, N. & Levy, S. R. Strategies to enhance patient adherence: making it simple. MedGenMed 7, 4 (2005).

©Janssen-Cilag Pty Ltd 2018. Trademarks and brand names are the property of Johnson & Johnson, its affiliates or third party owners. Janssen- Cilag Pty Ltd. ABN 47 000 129 975, 1-5 Khartoum Rd, Macquarie Park NSW 2113 Australia. 1800 266 334. CP-65172. Date prepared: Sept 2018.

Proudly supported by:

