

Wed 18th Sep 2019

## Ownership rules appear antiquated

**INVESTMENT** advisory firm, KordaMentha, believes the growth of pharmacy banner groups and franchises is making "the current restrictions on ownership and location appear increasingly antiquated".

In an update to its Nov 2018 *Pharmacy: An industry at a crossroads* report, KordaMentha reported that the sector has shifted from "a community based pharmaceutical dispenser to a landscape dominated by discount pharmaceutical and healthcare retailers", the company wrote in an article on *Mondaq* earlier this week.

The report noted that since 2011, large groups have developed a significant foothold in the community pharmacy sector.

KordaMentha noted IBISWorld *Industry Reports - Pharmacies in Australia* data showed My Chemist, the parent group of discount giant, Chemist Warehouse, now has the largest market share, 29.7%, while

wholesaler, Sigma has seen its banner groups grow from 6.5% in 2011 to 20.1%, with TerryWhite Chemmart's (TWC) share now at 11.8%.

A Pharmacy Guild of Australia spokesperson told *Pharmacy Daily* that while the My Chemist group had cultivated a large market share, the number of pharmacies in the group was not as significant as a percentage of all community pharmacies in Australia.

"This is an interesting analysis of the pharmacy landscape," the spokesperson said.

"We certainly would not agree with the characterisation of the impact of pharmacy ownership laws, which we maintain have a clear beneficial effect for consumers."

However, KordaMentha said the growing market share of My Chemist, TWC, Sigma and Australian Pharmaceutical Industries banner groups, highlighted a need for reform of the



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### Today's issue of PD

*Pharmacy Daily* today has three pages of news including our weekly **Health & Beauty New Products** feature.



### Managing stress

PHARMACISTS' Support Services and the Pharmacy Guild of Australia have developed a new online module to help tackle workplace stress for pharmacy owners and employees.

The 45-minute activity, *Managing stress in pharmacy*, has been accredited for 0.75 hours of Group 1 CPD, which can be converted to 0.75 hours of Group 2 CPD (or 1.5 CPD credits) on completion of relevant activities.

The module addresses key contributors to workplace stress in community pharmacy and provides strategies to minimise stress.

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*Jenny Bergin, General Manager of the Australian College of Pharmacy.*

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Development of these modules has been supported by an unrestricted educational grant from Bayer Australia.

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## Don't waste FWC's time

A PHARMACIST who lodged an unfair dismissal claim against her employer has been chastised for wasting the Fair Work Commission's time, by failing to prosecute the case appropriately.

Diane Porteous filed for unfair dismissal after being let go by Yarra Glen Pharmacy in Jun, having worked there on a casual basis for eight months, to cover another pharmacist's maternity leave.

When the other pharmacist returned to work Porteous was let go by the pharmacy owners.

Porteous then applied for an unfair dismissal order requiring the pharmacy to compensate her, however the owners objected to the claim as she had not served the minimum period of a year at the business.

The Commission reported that Porteous failed to comply with its directions after paying the \$73.20 fee to file the claim but "did almost nothing to pursue her claim".

"She ignored directions of the Commission to file materials," the Commission said.

"She failed to participate in proceedings. But she did not discontinue the application.

"Meanwhile the pharmacy, a



small country business, was put to the effort of responding to her claim.

"It quite properly took the claim seriously. It complied with directions to file material. It participated in two telephone proceedings.

"While the pharmacy, the public service, the Commission, and ultimately therefore the taxpayer, were at work on Porteous' unfair dismissal application, she did almost nothing.

"Regrettably, such behaviour is not uncommon. The Commission conducts 'non-compliance' hearings in unfair dismissal matters on the Friday of every week, usually in call-over format because of the many non-compliant applicants.

"Where respondents have not complied with directions, the unfair dismissal applications simply proceed to hearing."

## Curry's supplement claims questioned

**CLAIMS** made by former Olympic swimmer, Lisa Curry, that hormone replacement therapy (HRT) is "proven to increase women's risk of breast cancer", are being dismissed as "a load of codswallop" by experts.

Curry's controversial views were released in a statement to promote her upcoming appearance on The All New Monty: Ladies Night, raised the ire of International Menopause Society President and Monash University Professor of Women's Health, Susan Davis.

The *Sydney Morning Herald* reported that Curry had promoted "natural" treatments including her own Happy Hormones brand.

Davis told the paper that suggesting alternative products

as a primary treatment option for treating menopausal symptoms could "unwittingly devastate the lives of women".

"The data is old, it is not relevant to the hormone therapy regimens used to treat women today, it is observational (which usually means the effects are overestimated) and it is from studies with inherent bias," Davies said.

"Women have the right to be fully informed to make their own choices, but this is not informing women about the overall benefit: risk ratio of menopausal care, but a highly precarious, unbalanced media grab."

Curry has since suggested HRT may be the only option for some women.

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## TWC to rollout Afterpay to all stores

**CUSTOMERS** shopping at TerryWhite Chemmart (TWC) pharmacies across Australia will soon be able to use buy-now pay-later service, Afterpay.

TWC CEO, Duncan Phillips (**pictured**), announced an exclusive partnership between the pharmacy group and Afterpay, at its annual conference on the Gold Coast this week, saying it was a new avenue to allow more customers to shop at TWC.

The deal follows a trial at a number of the group's Queensland stores earlier this year (*PD* 07 Jun).

"Everything we do at TWC is to drive greater value to our network partners and to TWC customers," he said.

"After feedback from customers, we have conducted a trial of Afterpay in a group of selected pharmacies with impressive results.

"With an affiliated marketing program that can provide strong referrals each month and access to an active and loyal customer base of 2.9 million ANZ customers, we are helping our pharmacies extend their marketing reach to drive new customers through their doors.

"Along with our partnerships with Qantas Frequent Flyer and Bupa, the Afterpay partnership



is just another way we are providing real value to our network partners."

Afterpay Head of Healthcare, Mathew Cagney, said the partnership was a positive step for consumers, who had been seeking to be able to use the buy-now pay-later service in the pharmacy sector for some time.

"It certainly makes sense to us and our loyal Afterpay customer base to be partnering with a large pharmacy brand like TWC," he said.

Cagney said a survey reported that more than 10 million Australians said they would Afterpay to pay for healthcare products and services, and 24% said they were most likely to use it to pay for pharmacy products.

During the trial Afterpay was not available for prescription medication purchases.

## Win with Plunkett's

Everyday this week Pharmacy Daily and Plunkett's are giving away the pictured prize pack valued at over \$60.



Aloe Barbadensis 'Natures medicine plant' is renowned for its soothing, cooling and hydrating properties. Plunkett's Aloe Vera is fragrance and colour free and contains pure certified organic Aloe Vera extracted from Aloe Barbadensis Leaf – rich in vitamins, minerals, amino acids and anti-oxidants to restore dry and damaged skin all year round. Visit: [www.Plunketts.com.au](http://www.Plunketts.com.au) for more.

To win, be the first from WA to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What is Aloe Barbadensis also referred to as?

Congratulations to yesterday's winner, Jessie Buzaki.



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## Dispensary Corner

WITH the Rugby World Cup starting later this week in Japan, a number of pharmacies close to team hotels have been inundated with requests for products from shampoo to baby oil.

No, for once its not that the pretty boys of the back line are trying to keep themselves looking their best, behind the rush for personal grooming products.

With humidity expected to be a major factor throughout the tournament, coaching teams have been trying to identify how they can mimic "slippery ball syndrome" in training.

Reports have been circulating that Wales coach, Warren Gatland, has dipped rugby balls in baby oil to recreate the conditions his team is expected to face during their campaign.

When New Zealand coach, Steve Hansen, was asked about Gatland's approach by a reporter, the deadpan Kiwi had the press conference in stitches.

"You want to rephrase what you just said there?" he asked the journalist.

"You said, 'Warren Gatland's been putting baby oil on his balls'."

"That's probably not the headline you want old son!"



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## Dispensary Corner

## Tassie discounter robbed

A WOMAN armed with a syringe threatened staff during an armed robbery in a Hobart pharmacy on Sat afternoon.

Tasmania Police Detective Sergeant, Greg Lowe, said the woman, aged in her 30s, entered the Discount Pharmacy and escaped with medications.

She was described as being about 160cm tall with a light to medium build, wearing a black baseball cap, a navy blue sports top with possible white stripes down the sleeves and a line of small white writing on the left breast.

She appeared to be wearing light grey track pants and white sneakers.

The robber has dark brown straight hair, which witnesses said was tied up in a ponytail or bun.

She took no money and no one



was injured during the incident.

Police could not link the robbery to any other event and at this stage believe she was operating alone.

Information can be provided to police anonymously by calling Crime Stoppers on 1800 333 000 or online at [crimestopperstas.com.au](http://crimestopperstas.com.au).

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## MedAdvisor JV

AUSTRALIAN Securities Exchange (ASX) listed digital medication management business MedAdvisor has clarified its joint venture (JV) with Klinify ([PD 13 Sep](#)).

In a statement to the ASX, MedAdvisor said the initial term of the agreement was for one year, with further automatic extensions of one year unless notice of termination is received.

The agreement provides for a three-month written notice period for termination without cause, and immediate termination upon bankruptcy or unrectified breach 60-days after notice.

The JV aims to boost medication adherence of two million Malaysian patients.

## NEW PRODUCTS

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Bio-Oil Dry Skin Gel

Specialist skincare brand Bio-Oil has this week launched its first new product in 30 years. Bio-Oil is famous for its best-selling stretch-mark oil. **Dry Skin Gel** is the second product in the Bio-Oil range and is presented in a unique pink gel formulation which allows the product to absorb quickly into the skin to leave a lasting moisturised feeling.



**Stockist:** Major wholesalers  
**RRP:** From \$8.95 to \$24.65  
**Website:** [www.bio-oil.com](http://www.bio-oil.com)

### Gold Elixir Priming Potion

DBCosmetics brings to market its **Gold Elixir Priming Potion** to lift complexion and add radiance. This ultra luxurious gold primer is infused with real gold flecks for even more impact while the firming gel helps extend the longevity of makeup. The gel primer contains hyaluronic acid to hydrate the skin as well as vitamin C to brighten and more.

**Stockist:** 03 8544 8000  
**RRP:** \$19.99  
**Website:** [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

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