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## Today's issue of PD

Pharmacy Daily today features two pages of news plus full pages from:

- Sigma Healthcare
- United Pacific Industries

## Everyday advice

**SIGMA** Healthcare's pharmacy brands offer franchisees access to trusted industry experts and advisors to match their needs and philosophies.

See **page three** for more.

## A second skin

**COMPRESSION** wear brand, Tubeskin, is rolling out its range of protective supports for treating sprains and strains in black, as well as its traditional beige product.

See **page four** for more details.

# RACGP backs Moderna COVAX move

**PLANS** to rollout Moderna's COVID-19 vaccine (COVAX) exclusively through community pharmacy "makes sense", Royal Australian College of General Practitioners (RACGP) President, Dr Karen Price, believes.

Under the Federal Government's rollout plan, community pharmacies currently involved in the COVAX rollout campaign will be allocated doses of the Moderna mRNA vaccine from mid-Sep.

Following a meeting with National COVAX Taskforce Coordinator, Lieutenant General John Frewen, Price told the RACGP's *NewsGP* publication that the decision would support a streamlined rollout.

"The idea is that it's nice and streamlined from a signalling point-of-view that Moderna's at pharmacies and Pfizer's at general practice," she said.

"It helps with distribution, it helps with logistics, and it helps with messaging.

"Eventually it may change, but

at this foreseeable time - as we're onboarding and really maturing the vaccination rollout - it's really important to get that early messaging right."

Speaking at the Pharmacy Guild of Australia's COVAX update webinar last week, Frewen said he did not "see any benefit in mixing Moderna into GP networks".

"I think that having the choice across that really broad [pharmacy] network is the best thing," he said.

The General added that he was conducting a review of the logistics networks, potentially opening the door for Community Service Obligation (CSO) wholesalers to take on a role in the distribution of COVAX supplies to pharmacies.

"I am not responsible for life beyond the initial rollout," he said.

"But I am working to set the conditions for life beyond the initial vaccine rollout, because what I don't want to do is put in place things that are bespoke, artificial and aren't how we will do



boosters going forward, that's why I'm having a look at the logistics networks.

"I understand why some things were put in place [the way they were], because of the very specific requirements around Pfizer - particularly early on - but I'm keen to stay engaged [with the Guild]."

Guild National President, Trent Twomey, told Frewen that "any closer look you could give the CSO network for the distribution of vaccines would be greatly appreciated".



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## Dispensary Corner

**POLITICS** can be a tricky game and getting overly involved can be bad for business, as one pharmacist and activist, Matthew McDonald, discovered the hard way.

Belfast native McDonald opened a pharmacy in the heart of the industrial city in 1905, enjoying initial success, and became increasingly involved in professional and civil politics, being elected as the President of the Northern Ireland Pharmacy Association in 1923.

However, his political leanings beyond the dispensary were pinpointed as the cause of his demise in a new podcast from the BBC called *The Pharmacist*.

His desire for Ireland to break free of the controls of Westminster brought him to the attention of militant Unionists, who attacked his store - which wasn't good for business - and by 1925 he was declared bankrupt.

Penniless, the pharmacist emigrated to Australia with his young family, where he was able to secure a job as a dispensing assistant.

However, the job did not last long, as "an alcohol problem" led to him being dismissed.

**CLICK HERE** to listen to the podcast.



## Pharmacy picks up pace

**COMMUNITY** pharmacy COVID-19 vaccination services are gaining pace with the Australian Immunisation Register (AIR) reporting the network has administered more than 100,000 doses to date.

The latest AIR data marks a significant acceleration in the uptake of pharmacist-administered shots over the last four days, with the Commonwealth Department of Health reporting that 52,678 doses had been given by community pharmacies as of 3pm on Fri.

Pharmaceutical Society of Australia (PSA) National President, Associate Professor Chris Freeman, said the latest AIR figures showed pharmacists were standing up for their communities.

"Today's data from the AIR is very pleasing, as more than 100,000 doses have been administered by pharmacists across our country," he said.

"Considering that only a fraction of Australia's pharmacists have commenced vaccinating in recent weeks, these numbers are quite staggering.

"Imagine the vaccination rates once all approved pharmacists are on-boarded.



"This data underpins the trust that Australians place in their local pharmacists to protect them against this deadly disease.

"I acknowledge the pharmacists who have been vaccinating through GP clinics, respiratory clinics, and vaccination hubs since day one of the vaccine rollout - they have paved the way for community pharmacist involvement in the strategy.

"I commend those pharmacies who have remained open beyond business hours and on weekends as they work toward safeguarding their communities.

"This is the tip of the iceberg for the impact they can have on the vaccine rollout."

## Analytics to boost personalised service

**AUSTRALIAN** Pharmaceutical Industries (API) is partnering with Roy Morgan to use its Helix Personas customer segmentation tool to allow Priceline Pharmacy to deliver a more personalised service.

API CEO, Richard Vincent, said the tool will enable the company to enhance its understanding of customer behaviour and enable it to design product and

marketing that is relevant for each store's catchment area.

"Tools like Helix Personas will allow us to deliver more relevant, personalised and therefore engaging offers to our valued customers," he said.

"When you combine this with our plans to upgrade our eCommerce platform, it is exciting times for our Priceline customers."

## Guild Update

### Moderna Vaccine Arrives

**COMMUNITY** pharmacists across Australia are planning for Moderna COVID-19 vaccine doses to become available from late Sep.

Following recent provisional approval for Moderna from the TGA, the Pharmacy Guild of Australia is urging it be available for Australians aged 12 years and over.

Adjunct Professor Trent Twomey, Guild National President, stresses there is ample data to answer safety and efficacy questions to ensure adolescents can be fully included in the vaccine rollout.

With thousands of community pharmacists now joining the immunisation effort, Governments should be able to plan for further easing of restrictions, sooner rather than later - delivering substantial social as well as economic benefits across Australia.

The two Moderna doses are to be administered just 28 days apart, to achieve full vaccination.

Moderna is already in wide use across the world including in the US, Canada, UK, European Union and Singapore.





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