



Everything you need to know

APP2021 Stand 127 & 128



Today's issue of PD

Pharmacy Daily today features three pages of news, plus full pages from:

- Smith & Nephew
- TerryWhite Chemmart
- Essity

TWC Keperra's winning formula

TERRYWHITE Chemmart (TWC) Keperra has taken the group's 2020 Queensland Pharmacy of the Year (PotY) title at the State Lead Beyond Conference on the Gold Coast last week.

The store will take on five other state finalists for the national TWC PotY Award, which will be announced in Perth on 18 May.

Meanwhile, TWC Stafford is in the running for the group's Most Improved PotY.

The TWC NSW PotY winner will be announced week. See **page five** for more.

Pharmacists key to boosting POP use

EMPOWERING pharmacists to dispense a three-month supply of a progestogen-only pill (POP) to women when they present seeking emergency contraception (EC), can help reduce unintended pregnancies, research reveals.

The authors noted that while most women who require EC access it through a community pharmacy, they are usually required to get an appointment with their GP or at a sexual and reproductive health clinic (SRH).

"Getting an appointment can take time and unintended pregnancies can occur during this time," they said.

"We undertook a study in 29 pharmacies in Lothian, Tayside and London among women receiving emergency contraception.

"Pharmacists provided either their standard advice about contraception (control group) or the intervention. The intervention was a three-month supply of the POP plus a rapid-access card, which, if presented at a sexual and reproductive health



clinic, would help women get an appointment for contraception.

"The order in which the pharmacy provided either control or intervention was randomised.

"We conducted telephone interviews with the women four months later to find out what contraception they were using.

"A total of 636 women took part in the study, 316 in the intervention group and 320 in the control group.

"The proportion who said that they were using an effective method of contraception was around 20% larger in the intervention group.

"In addition, fewer women in this group said that they had used EC again.

"This study shows that community pharmacy provision of a small supply of progestogen-only pills and the invitation to attend a sexual and reproductive health clinic results in a large increase in the use of effective contraception after emergency contraception.

"If this became routine practice then it could help prevent unintended pregnancies."

The study was published in *Health Technology Assessment*.

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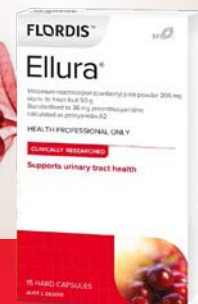
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Healing wounds

PHARMACY staff can play a significant role in meeting the wound care needs of National Disability Insurance Scheme (NDIS) participants.

Leading wound care specialist, Smith & Nephew has noted that pharmacies do not need to be registered to supply products to all patients using the NDIS, with participants who are self-managing their plan able to claim their expenditure from the National Disability Insurance Agency. See **page four** for more.

Pink Socks deal

SCORE a 15% discount and help the McGrath Foundation by ordering four pairs of JOBST Sport Pink socks.

JOBST will donate 5% of all sales of its JOBST Sport Pink socks sales to support the placement of breast care nurses into communities across Australia.

The offer will be available until 31 Dec, with pharmacies able to order from wholesalers Symbion, Sigma Healthcare, API and CH2.

See **paged six** for more.

Be alert for fraudsters

PHARMACIST indemnity insurance provider, Pharmaceutical Defence Limited (PDL), is warning pharmacists to be on the lookout for prescription fraudsters.

In a practice alert issued on Fri, PDL reported, "a recent trend in pharmacists being duped into supplying medication... on fraudulent prescriptions by con artists who are becoming increasingly clever".

The insurer noted that fraudsters frequently present "forged or altered" prescriptions at pharmacies after hours or on weekends, when prescribers are hard to contact to verify if their script is genuine.

"Most states in Australia allow for a verification or two-day supply of the medication whilst retaining the prescription in question.

"This will give the pharmacist time to contact the prescriber, usually at a clinic or medical centre.

"If faced with the option of a verification supply, the fraudster will often state they are leaving for a remote area the next morning and cannot return for the full supply.

"This may be true in an occasional instance, but a genuine patient has a responsibility to ensure they



leave time to secure the supply of the medication."

PDL has urged pharmacists to treat digital image scripts on phones and faxes from unknown sources with "heightened suspicion", and added that faxed scripts for Schedule 8 and S4 medicines from known doctors should be verified and an assurance should be given by the prescriber that they will send the original directly to the pharmacy.

Pharmacists are also being warned to watch out for other red flags, such as an unknown customer being overly friendly and engaging in excessive conversation, and private scripts being presented for large quantities of medications that are at high risk of being abused or diverted.

Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Brian Jefferies, General Merchandise Manager, Wizard Pharmacy.**



Making inventory work for you

I'VE heard too often the struggles of those stuck with dead stock that's negatively affecting their business.

Customers of your pharmacy are unique, so for inventory management to effectively work for you, you should tailor your product selection to your local area's demographics. Ensuring you have the right products for your unique customer group ultimately leads to better customer outcomes and a more profitable and efficient pharmacy business.

Keeping control of Ethical and Wholesale ordering is also important but can be stressful. You need a system that uses thorough data analysis to suggest orders, taking the time and stress out of order management. Wizard Pharmacy's innovative central ordering system does this and also checks for overstocks within the group before placing new orders. This minimises dead stock and protects our franchisee's GP.

Inventory management shouldn't make you feel stressed. My team and I support Wizard Pharmacy franchisees with range guidance that maximises the return from their stock investment and makes inventory management simple.

To find out more about Wizard Pharmacy's inventory management solutions, **CLICK HERE.**

Cyber focus at APP

PHARMACISTS attending the Australian Pharmacy Professional Conference (APP) on the Gold Coast next week will have an opportunity to boost their cyber awareness.

The event will see Fred IT Group General Manager for Managed Services, Andrew McManus, and Commonwealth Bank Cyber Security Outreach expert, Adam Smallhorn, discuss how pharmacists can avoid worst-case scenarios in the event of an attack, and steps that can be taken to boost security and minimise the risk of a cyber attack, on Fri 21 May.

After looking at cyber-security, delegates will hear from economist, Stephen Koukoulas and TWC CEO, Duncan Phillips, during a session titled *Economics and your pharmacy.*

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Practice ownership a burden for GPs

DECLINING numbers of GPs are involved in practice ownership, with factors including management responsibilities and a lack of work-life balance making it unattractive, a study reveals.

Research published in the *Medical Journal of Australia* (MJA) found one-in-four GPs were practice owners in 2020, down from 35% in 2008, with 60% of GPs reporting they are “not at all interested” in ownership.

The authors noted that since the late 1990s the organisational structure of general practice in Australia has changed considerably, with reforms to the health system, practice cost increases and incentives, driving mergers of small-scale clinics.

The study reported that commercial ownership models have emerged, ranging from ownership

by other health professionals to corporate groups of publicly listed companies, “with shareholders having little or no involvement in patient care or practice management”.

“Corporate business models may have clear advantages for GPs, including financial security and a better work-life balance, and they might benefit patients as they offer a range of on-site medical services and extended opening hours,” the authors said.

“However, concerns have been raised about the consequences of growing practice sizes and corporate-owned general practices, in particular regarding corporate obligation to deliver revenue to their shareholders who do not participate in any aspect of patient care, putting profits before patient care.

“While there is little Australian



evidence that worse clinical care is delivered in privately or corporate-owned general practices, there is also no evidence that care is better.

“Hence, if general practice in Australia is to navigate the future changes in practice size, ownership and increasingly co-located service organisation, more Australian research and potentially regulation are needed to track and control what this means for patient care in terms not only of patient experience but also for health outcomes in general practice.”

Dispensary Corner

RENOWNED for its spookiness, Dracula’s Castle in Transylvania is being transformed into a COVID-19 vaccination centre.

A team of doctors and nurses have taken over Bran Castle - which is believed to be the inspiration for Bram Stoker’s classic novel, *Dracula* - for the month of May, offering free shots of the Pfizer-BioNTech vaccine.

After getting a “little prick” visitors will be able to tour the 14th century castle and see “how people got jabbed 500-600 years ago,” with free entry to the castle’s exhibition of medieval torture devices.

Staff at the castle hope the two-for-one experience will help revive tourism in Romania’s Carpathian mountains.



Hawkish thief

TASMANIA Police are hunting a man believed to be in his late 50s in relation to a shoplifting incident at a Devonport Amcal Pharmacy last week.

The suspect was caught on CCTV wearing a Hawthorn Football Club cap, *The Advocate* reported.

Police are encouraging businesses to report thefts.



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Pharmacy Daily

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Tanya Maloney, Pharmacy Owner at TWC Coffs Harbour, NSW



Supporting the next generation into pharmacy ownership.



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Smith+Nephew

+ Wound Care and the NDIS

Pharmacists and Pharmacy Assistants can play a role in supporting participants to get their wound care needs met under the NDIS.

A pharmacy does not need to be registered to supply products to all patients using the NDIS. As long as the patient has enough budget available in their plan and are self-managing their plan, they will be able to claim back their expenditure from the NDIA.

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Pictured above: The TWC Keperra team collecting their award at the Gala Awards event of the Queensland 'Lead Beyond' Conference held on Thursday 6th May.



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