



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:

- Willach
- Sigma Pharmaceuticals

Robotic solution

PHARMACY solutions specialist, Willach, aims to be more than a supplier, delivering space saving systems to boost your dispensary performance.

See **page four** for more.

TGA takes action

SYDNEY-BASED firm, Chemforce Pty Ltd has entered an Enforceable Undertaking with the Therapeutic Goods Administration (TGA) in relation to advertising breaches on its website claiming a product could treat COVID-19.

College launches PA COVAX training

THE Australasian College of Pharmacy (ACP) is offering a free online training program to prepare pharmacy assistants (PA) for the rollout of the national COVID-19 vaccination (COVAX) program through community pharmacies.

The Safe Vaccination Services in Community Pharmacy Program aims to give PAs strategies to manage changes in workflow and patients' expectations, to support pharmacists when they can administer COVAX shots.

ACP CEO, Dr Dimitri Kopanakis, said the course would help the community pharmacy sector to deliver the vaccination program with minimal disruption to normal trading.

"The College recognises that people will be looking to their local, trusted community pharmacies for reliable advice and services relating to COVAX, just as they have done with the flu vaccine for many years," Kopanakis said.

"This online course is specifically



designed for pharmacy assistants working in retail, so they can confidently manage the extra logistics required, like infection control, queue coordination, appointments and bookings, refrigeration requirements, record-keeping and data management.

"As the primary healthcare provider, the pharmacist immuniser can then focus on providing patients with the COVID-19 vaccine

and answering their questions."

The course covers a range of topics including, handling and disposal of sharps, managing patient flow and triaging patients with symptoms, keeping vaccines safe, first aid and patient monitoring.

CLICK HERE to enrol in the course, which was developed in partnership with the Pharmacy Guild of Australia Queensland Branch.

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TWC plots digital expansion in 2021

TERRYWHITE Chemmart (TWC) will launch the first stage of its new customer-facing digital platform, MyTWC, this month.

The group described the new platform as a “major strategic shift in personalised customer care”, and “a key component of the network’s digital evolution”.

Announcing the launch at its state Lead Beyond conferences, TWC CEO, Duncan Phillips, said the new service will transform the patients’ experience, offering script ordering, e-commerce, click and collect, health alerts and vaccination and health service bookings.

“MyTWC is a major digital investment that will ensure that our Network Partners can service our patients in the most sophisticated ways inside and outside the pharmacy,” he said.

“Customer’s expectations of every-channel service have never been higher, and I’m delighted that TWC can support our pharmacies

to provide the most cutting-edge customer experience that exceed not only our industry, but any industry standards.”

During the Lead Beyond events the group also unveiled a modernised look to its TWC Medicines range, and new and exclusive branded lines.

Phillips also detailed how TWC aims to continue to differentiate itself across products and services, while maintaining its leadership in dispensary, highlighting opportunities in speciality medicines, including biosimilars.

“We over-index in the high costs and speciality medicines space having grown our prescription numbers by 3% and speciality lines by 10% in the last 12 months to March,” Phillips said.

“We are and continue to be the leading choice for suppliers, patients and prescribers when it comes to speciality medicines.

“I look forward to seeing this area



grow through our commitment to pharmacist training and education and ongoing support for our network partners.”

Delegates at the Lead Beyond conferences also heard that since the launch of the TWC Dispensary Health Care program last Sep, more than 200 reviews have been completed, which identified on average an additional \$19,500 in dispensary profit.

Biggest blood pressure check

BLOOMS the Chemist is partnering with Stroke Foundation Australia to tackle hypertension with the Australia’s Biggest Blood Pressure Check campaign.

Timed to coincide with World Hypertension Day (today) the promotion aims to remind patients of the importance of regular blood pressure checks.

Blooms the Chemist Head of Pharmacy, Eric Chan, said the campaign aimed to encourage people to prioritise their health and reduce their risk of stroke, noting high blood pressure can impact people in their 20s as well as older Australians.

“We all know how important it is to maintain our health and wellness, he said.

“Getting into the habit of having a regular blood pressure check could save your life.”

Tailored Professional Services Programs

- INVENTORY MANAGEMENT
- PROFESSIONAL SERVICES
- RETAIL SERVICES
- MARKETING SOLUTIONS
- COMMUNITY PARTNERSHIPS
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- TRAINING

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“As a Pharmacist and Pharmacy owner, I understand the importance of tailoring your services to your community to provide the most value and best outcomes. My team and I are here to help guide and support you, to do just that.”

Jeanette Drury B.Pharm
PROFESSIONAL SERVICES MANAGER



Want to know more? Click the link below or contact me for a chat today | Jenny Hall | 0419 969 471

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AMH
AUSTRALIAN MEDICINES HANDBOOK

Weekly Comment

Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Jeanette Drury, Professional Services Manager at Wizard Pharmacy.**



Supporting better patient outcomes

IF YOU want to drive better patient outcomes, you need to be thinking about personalisation and value.

Personalisation is the key to effectively engaging with your community and recognising their needs. Once you have recognised your community's specific needs, you can deliver a tailored professional service offering of value to your community, not a one-size-fits-all solution that may waste your resources.

Many equate value to saving a dollar or two, but value to a patient is so much more. Financial savings may be valued, but to truly maximise value for your patients, offering a professional services program that they need is what truly enhances their life.

The healthcare landscape is changing fast, and for a sustainable future, you need to also. As a Pharmacist and Pharmacy owner, I understand the importance of your services to the community and the challenges in keeping up with constant change. That's why my team and I focus on delivering new and relevant professional services in a managed process that's quality-assured and timely - taking the stress off our franchisees.

[CLICK HERE](#) to learn more about supporting better patient outcomes with Wizard Pharmacy.

'Dobby' robs pharmacy

QUEENSLAND Police are hunting an armed robber (**pictured**) who threatened two pharmacists while raiding a Gold Coast store earlier this month.

The bandit entered the Runaway Bay pharmacy at 8pm on 02 May wearing a grey hooded jumper with a *Star Wars* stormtrooper image on the back and a mask "similar to the character Dobby from the *Harry Potter* films" covering his face.

The suspect then withdrew a handgun as he walked through the store, before walking behind the dispensary as a pharmacist picked up a telephone and retreated into a storeroom with another colleague.

The thief stole an unspecified



quantity of medications and a sum of cash before fleeing the pharmacy across Lae Drive and into the Runaway Bay Sport Precinct.

[CLICK HERE](#) to view CCTV footage of the robber making his way to the pharmacy and entering the store.

Dispensary Corner

ASPIRING Welsh "pharmacist", Shalane Hodder, is set to spend up to 30 months behind bars after being busted flogging painkillers, anxiety medication and a synthetic forms of cannabis using WhatsApp to promote her wares.

Cardiff Crown Court heard the 35-year-old entrepreneur made £145,000 selling the products across the UK and the Republic of Ireland, the *South Wales Argus* reports.

However, the court was told Hodder had just £4,937.62 in assets which could be seized by police, which promoted Judge, Bilal Siddique, to order her to "hand over the cash or face an extra 12 weeks in jail", the publication noted.

The court heard Hodder had sourced the drugs from India and Siberia, and that she had used a caravan - rather than a secure safe - to store the medications.

During a raid on the caravan in Sep 2019, police recovered 92,000 tablets valued at £112,000.

Police noted that one of the clients using Hodder's "illegal pharmacy" was just 17 years old.

Coincidentally, WhatsApp's parent company, Facebook, has announced plans to collect data on messages between consumers and businesses.



We're on the hunt...

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returns and relieves some of the stress and pressure on owners and staff.

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