

4 ways to help build strong bones



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Today's issue of PD

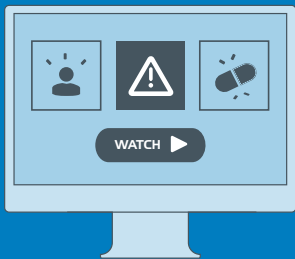
Pharmacy Daily today features three pages of news.

Caught snooping

ALFRED Health has dismissed a staff pharmacist after they were caught accessing patient and some staff records in its electronic medical records without a clinical reason, and has contacted over 7,000 patients about the issue.

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"We have to do better" on epilepsy care

TERRYWHITE Chemmart's co-founder Rhonda White (pictured) has joined Epilepsy Queensland in calling for mandatory epilepsy training for schools and childcare centres.

Research has shown a strong correlation between epilepsy and adverse educational outcomes, with knock-ons including early school leaving, unemployment and poverty in adulthood.

Addressing Epilepsy Queensland's annual symposium, White reflected on her son's childhood experiences as she highlighted the need for epilepsy-specific education to help overcome stigma and discrimination.

"Our lives were changed by one smart teacher - Mr Robinson," Rhonda said.

"In Year Four my son's reports had included comments like 'not paying attention' and 'can be disruptive in class,'" she observed.

"Nothing that sent up any particular red flags.

"But the following year, his teacher came to me one day saying, 'I think we have a problem we need to solve for your son'.

"With that one sentence, he signalled his preparedness to help and a commitment to inclusivity.

"It transpired that my son had been calling out, standing up and walking around in class for no reason," White explained.

"But this remarkable teacher looked beyond the behaviour and considered the possibility that he might be having seizures.

White explained that he was able to do this as his brother had epilepsy, so he knew the signs.

"Having the insight and courage to see things from a different angle, he set us on a positive path to navigating epilepsy management," White continued.

"I often think, 'thank you Mr



Robinson', because that day my son's life was set on the right trajectory to deal with the issues and challenges he was going to face going forward."

Epilepsy Queensland CEO Chris Dougherty said that epilepsy training is about much more than just first aid.

"What we hear from parents is that while there may be members of staff who know how to respond to the seizure itself, educators aren't typically well-equipped to deal with the implications for a child's social, emotional and behavioural development - not to mention their learning," he added.

"If you want to implement appropriate classroom management techniques or deliver the right support, you need to actually understand epilepsy.

"Epilepsy can have a huge impact on a child's experience at school, from the seizures themselves to medication causing problems with concentration, to the effect on social inclusion and, as a result, psychosocial wellbeing.

Dougherty noted that the lack of understanding and awareness can be deeply stigmatising, leading to isolation and discrimination, and said, "we have to do better."

good enough for letting epilepsy slip between the cracks.

"As a pharmacist, it's natural for me to think about improving community awareness.

"Pharmacy, for example, has a long history of educating the public about various conditions.

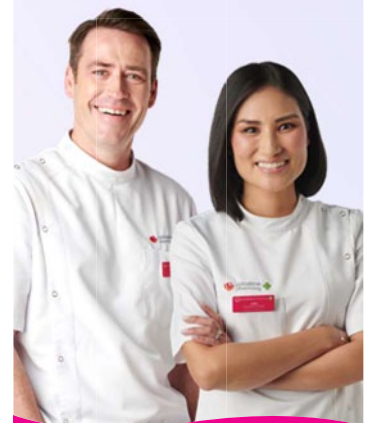
"We do this for heart health, weight management, asthma, diabetes and more.

"We need epilepsy to get the same attention." JG

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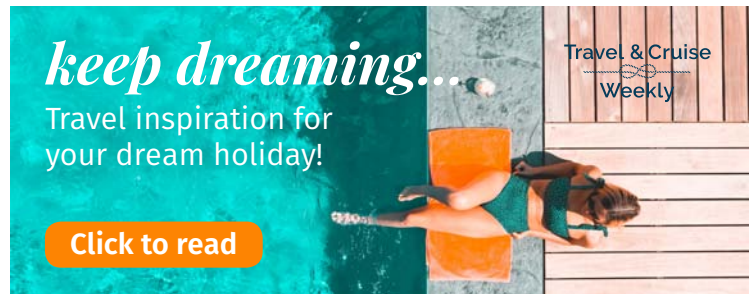
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Tool for SF meds

A NEW assessment tool from the International Pharmaceutical Federation (FIP) encourages regulators to ensure pharmacy is supported in preventing harm from substandard and falsified (SF) medicines in many countries.

"FIP is seriously concerned about the ever-increasing risk to public health of SF pharmaceutical products," said Brett Simmonds, FIP Regulators Advisory Group chair.

"We know that, in some countries, legislation governing the manufacture and distribution of medical products, or the enforcement of legislation, is either non-existent or ineffective.

"FIP has been speaking out against SF medical products for over 20 years and this self-assessment tool is another mechanism to decrease the harmful impact of SF medical products on patient care," commented Simmonds.

QV reveals top scholars

THE next generation of the most promising healthcare practitioners has been recognised with Ego Pharmaceuticals' QV Skincare announcing the winners of the annual QV Healthcare Practitioner Student Scholarship.

Yaron Gu, University of NSW, Claudia Tran, University of Sydney (pictured), and Kristin Myall, Australian College of Nursing, have each been awarded \$10,000 in prize money following a nationwide campaign that saw strong entries from medicine, pharmacy and nursing students.

"We received a range of impressive and considered scholarship entries this year with the entries from Yaron, Claudia and Kristin which were true standouts," QV Senior Regional Brand Manager Kira Torpy remarked.

Launched in 2022, the QV Healthcare Practitioner Student Scholarship aims to help further the education of the next generation of healthcare leaders.

QV Skincare, part of the Ego



Pharmaceuticals portfolio, has a long and close association with helping people with sensitive skin since the business was first founded following a request from the dermatology ward of Melbourne's iconic Queen Victoria Hospital.

Decades on, the QV brand remains family-owned, Australian-made, and synonymous with quality and innovation.

With over 50 QV products sold in more than 20 countries, QV stated it is "proud to be the number one recommended sensitive skincare brand by healthcare practitioners", a testament, it said, to the trust dermatologists, GPs and pharmacists have in the skincare brand.

Further, Ego Pharmaceuticals last week won awards at the CHP Self-Care Excellence Awards for the Innovative Manufacturing Solution Award for QV Refresh Packaging Sustainability Project, the Most Trusted Partner in Pharmacy and the Best Marketing Campaign of a Consumer Healthcare Product - Small Budget for MOOV Head Lice (PD 07 Nov). JG

Pharmacies key

PHARMACIES have come out on top in a new study that has revealed which stores Australian consumers believe are key to providing the ideal main street, according to a report in *The Conversation*.

Shopology's *Consumer Preferences for Main Street Shopping* research report published last month uncovered that overwhelmingly, participants considered the pharmacy the most important store or service for an ideal main street.

A representative sample of 655 shoppers from around Australia were asked to rank 45 different stores and services in order of preference from one to 45 to discover their local shopping preferences.

Across gender, age and location, pharmacies were consistently number one.

Curiously, the report found that people are often not asked the following questions - what do consumers see as their ideal local shopping street? What kinds of shops and services matter most to them? Which other elements of local shopping places do they want?

Yet their answers are essential if new towns, suburbs and regional centres are to be designed, and existing ones improved, the report noted.

In the top 10 were also banks, post offices and newsagents that are often stores that are closing.

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Dispensary Corner

BORIS Johnson asked UK govt scientists whether people could kill COVID-19 by using a "special hair dryer" up their nose, his former aide has claimed.

Dominic Cummings said the former prime minister shared a video of a man using such a device with his top advisers Sir Patrick Vallance and Sir Chris Whitty, *BBC* has reported.

He then asked the medical experts what they thought about the clip.

Johnson has been approached for a comment by the *BBC*.

The eye-catching claim was among several made by Cummings in his witness statement to the inquiry into the govt's pandemic response.

In his statement, Cummings explained that the former prime minister "did not want us to 'antagonise' the media by calling out false stories".

Staff, he wrote in his statement, were even unsure whether "he was not himself the source of false stories".

"A low point was when he circulated a video of a guy blowing a special hair dryer up his nose 'to kill Covid'," Cumming's statement read.

He said Johnson shared the Youtube clip - since deleted - in a WhatsApp group with Sir Whitty, England's Chief Medical Officer (CMO), and Sir Vallance, then the govt's Chief Scientific Adviser (CSA).

Johnson then "asked the CSA and CMO what they thought".

The statement does not detail what response - if any - was given by the advisors.

Priceline works fittingly for its sisters

THE Priceline Sisterhood Foundation has welcomed two new charity partners - Fitted for Work and SisterWorks.

The charities join existing charity partners Perinatal Anxiety & Depression Australia and Raise and Motherless Daughters, all of whom support Australian women and their families.

Fitted for Work helps women become work-ready, gain secure employment and experience success in their careers by supporting the development of practical skills, knowledge and self-esteem.

SisterWorks supports migrant, refugee and asylum-seeker women in Australia to become economically empowered.

Chair of the Priceline Sisterhood Foundation and Wesfarmers Health Managing Director Emily Amos



said, "the Priceline Sisterhood Foundation partners with charities whose programs and services will be materially strengthened thanks to the funds they receive.

"The Foundation is proud to bolster the support these charities offer Australian women from diverse backgrounds and, in turn, their families."

Fitted for Work Managing Director

Donna de Zwart added, "this partnership will help Fitted for Work to grow our reach so that we can assist thousands more women in need across Australia".

SisterWorks CEO Ifrin Fittock remarked, "we are humbled and honoured to have been chosen".

"This partnership represents a coming together of shared goals to empower women and improve their lives."

The Sisterhood Foundation was established in 2011 and has raised over \$8.57m since its inception.

It raised \$1.21m during the 2023 'Stand Up for the Sisterhood' campaign with a charity comedy show (*PD* 22 Aug).

The Foundation has also concluded its partnership with Dementia Australia, which it had supported for 13 years. *JG*

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