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PSA's roadmap for growth

FEDERAL Health Minister, Mark Butler, will officially launch the Pharmaceutical Society of Australia's (PSA) vision for the future of pharmacy at the PSA24 National Conference this week. Known as *Pharmacists in 2030*, the framework is the result of extensive consultations with pharmacists, consumers, and other health stakeholders.



It outlines the anticipated evolution of pharmacists' roles and the care they provide over the next six years, from both pharmacists' and patients' perspectives.

PSA National President, A/Prof Fei Sim (pictured), reflected on the journey since the release of *Pharmacists in 2023* in 2019.

"That was the first time a clear vision and framework were developed to unlock pharmacists' full potential in supporting Australians' health and wellbeing," Sim said.

"Together with the profession, we have achieved much of this vision, but there is still a long way to go," she commented.

A/Prof Sim, who has just been re-elected for a third term (PD 30 Jul), emphasised the importance of the new phase, which aims to solidify pharmacists' core role in medicines expertise and highlight their capacity to enhance patient care.

"The growing expectations of our patients came through very strongly in our consumer consultation," said Sim.

"Consumers have a very high level of trust in pharmacists, and they want us to do more."

As the health needs of Australians become more complex, the role of pharmacists must expand accordingly, Sim added.

"*Pharmacists in 2030* serves as a roadmap to guide the profession's growth and development to 2030, and beyond," she concluded. JG

Today's issue of PD

Pharmacy Daily today features four pages of news, including our **Beauty & Wellness** feature, plus full pages from:

- Dispense Assist
- Pain Away

Low-cost solution

DISPENSE Assist is a low-cost staffing solution with dispensary technicians available 24/7 at rates as low as \$6.37 per hour, for services that include compounding and DAAs, among others.

To learn more about the free trial on offer for pharmacy owners, head to **page five**.

Efficacious relief

PAIN Away has been providing muscle and joint pain relief since its launch in 1999.

Along with Original Forte topical anti-inflammatory range, customers have more choice with the brand's Ultra Pro, Heat and Sub Zero products.

For stockist and wholesaler enquiries, see the **back page**.

TWC's new retail media platform



TERRYWHITE Chemmart (TWC) has launched a retail media network, TWC Connect, at its supplier forum in Melbourne, which was attended by over 300 people yesterday.

Executive General Manager Nick Munroe described TWC Connect, supported by the Zitcha platform, as an end-to-end solution combining data insights, and a technology platform to drive business and sales growth.

The forum also celebrated the opening of TWC's 600th pharmacy (PD 22 Jul).

Munroe reflected on this milestone, noting the brand's commitment to providing the best-trained pharmacists and improving health outcomes across Australia.

Significant updates to the myTWC health app were also

showcased, including the integration of a patient's active script list and a support program for weight management patients.

Additionally, the introduction of electronic shelf labels and enhancements to the 'BuyBetter' platform were discussed to help improve efficiency for the network's pharmacy teams.

Chief Pharmacist Brenton Hart emphasised the focus on expanding CareClinic services, and participating in the Queensland Community Pharmacy Full Scope Pilot, aiming to provide accessible healthcare services to communities.

Pictured: Ben Elder, TWC CCO; Nick Hinsley, Chief Revenue Officer, Zitcha; Janice Hoogveen, TWC Head of Marketing; Troy Townsend, Co-Founder and CEO, Zitcha; and TWC's Munroe.

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BMS' Opdivo gets listed

BRISTOL Myers Squibb's (BMS) Opdivo (nivolumab) is now listed on the PBS for resectable non-small cell lung cancer (NSCLC).

Each year, approximately 14,500 Australians are diagnosed with lung cancer, with NSCLC accounting for about 85% of these cases.

The PBS listing of Opdivo was supported by data from the CheckMate 816 clinical trial, which showed that the drug plus chemotherapy before surgery significantly improved outcomes compared to chemotherapy alone.

Specifically, the combination therapy demonstrated higher efficacy in achieving pathological complete response and event-free survival for patients.

Adverse events were comparable between the two trial groups, and the addition of Opdivo did not reduce the number of patients undergoing definitive surgery.

Dr Meredith Edwards, the newly appointed Medical Director at BMS Australia, explained that

recently, "immunotherapy-based regimens have been studied in the earlier stages of some cancers, including NSCLC, and are reflected in the international treatment recommendations and guidelines".

"The PBS listing now offers reimbursed access to an immunotherapy-based regimen for eligible patients," said Dr Edwards.

Mark Brooke, Chief Executive Officer of Lung Foundation Australia, said lung cancer represents the fifth most common cancer, and the leading cause of cancer deaths in Australia, with more than 8,000 Australians losing their lives to the disease each year.

"Although we have seen progress in the treatment of earlier-stage non-small cell lung cancer, a significant number of people still face poor outcomes," he explained.

"We are pleased to see the PBS listing of this pre-surgery immunotherapy-based combination which provides an additional option in the early-stage NSCLC space." JG



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*IQVIA™ Sell Out Service, Topical Antifungals segment, Antifungal category, Australia Pharmacy, Total Value Sales, YTD 30/04/2024. **For up to 3 months when used as directed

New prescribing by nurse practitioners

NURSE practitioners in Australia can now prescribe SGLT-2 inhibitor therapy, specifically Jardiance (empagliflozin 10mg), through the PBS for chronic heart failure treatment under a shared-care model with doctors.

Pharmacists are being informed that the new prescribing ability applies to both initial and continuing therapy for eligible adults with symptomatic heart failure, regardless of their ejection fraction.

The updated prescribing rights cover the PBS listings for Jardiance for both heart failure with reduced ejection fraction (HFrEF), and heart failure with preserved ejection fraction, as well as the 60-Day dispensing listing for HFrEF patients.

Prof Andrew Sindone, a cardiologist and heart failure expert, welcomed the change, noting that chronic heart failure affects around 480,000 Australians, with over 60,000

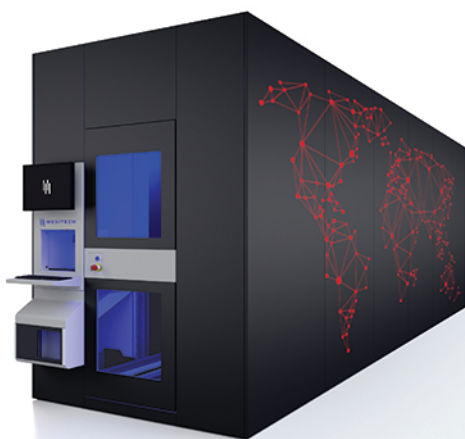


new cases annually.

"The incidence and impact of chronic heart failure requires all parts of the healthcare system to work in sync, including nurse practitioners with expertise in complex disease management," Sindone explained.

Dirk Otto, General Manager of Boehringer Ingelheim Australia and New Zealand, called the change a "practice-changing moment" that benefits patients, and the health system.

"The move is consistent with recommended multidisciplinary heart failure management in which nurse practitioners are a key player," said Otto.



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Editor's Choice: Botani's bundle of goodness for sensitive skin

In partnership with Botani.

BOTANI is showcasing its Dry Sensitive Skin Bundle, which aims to set the gold standard in skin hydration, repair and nourishment.

The products are precisely formulated to calm irritation, making them suitable for treating dry, sensitive skin and skin conditions such as eczema, psoriasis, and rosacea.

The bundle includes three products to cover each step of an essential skincare routine: an Olive Soothing Cream Cleanser to cleanse; Olive Skin Serum to treat and hydrate; and Olive Repair Cream to moisturise.

The 100ml Olive Soothing Cream Cleanser uses olive squalane and



olive leaf extract to gently cleanse without disrupting the protective barrier of the skin, while the 120g Olive Repair Cream locks in moisture and boosts hydration.

To learn more about the Olive Skin Serum, check out last week's Beauty page ([PD 25 Jul](#)).

Customers should apply two to three pumps of Olive Soothing Cream Cleanser on damp skin and rinse with water, gently press one or two drops of Olive Skin Serum, and lastly apply a pea size amount of the Olive Repair Cream.

Order Botani's products [HERE](#).

Lipstick for Luna Park



IN CELEBRATION of International Lipstick Day, Sydney's iconic smile at Luna Park was transformed into Lipstick Land as Revlon joined forces with Chemist Warehouse to raise awareness for Look Good Feel Better's efforts to empower people to face their cancer journey with confidence.

Chemist Warehouse has already sold more than 40,000 Revlon Super Lustrous Lipsticks as part of the initiative, which will see \$2 from every sale donated to Look Good Feel Better ([PD 25 Jul](#)).

There's still time for customers to purchase a lipstick and help the cause, with the donation period running until 07 Aug.

The funds will allow Look Good Feel Better to provide its programs free of charge to those undergoing cancer treatment, including Confidence Kits and workshops designed to offer joy and support.

Demonstrating the power of lipstick, Revlon has also introduced 12 new shades in its Super Lustrous Lipstick range, available exclusively at Chemist Warehouse.

This marks the third year of the partnership, which has previously enabled Revlon to donate over \$1.5 million through its programs.

Smell like wildflowers

THE newest addition to the iconic Daisy Marc Jacobs collection is set to arrive in pharmacies around Australia from 22 Sep.

Inspired by a wildflower bouquet, Daisy Wild blends notes of banana blossom with jasmine and macadamia to create a bold, feminine and fearless scent.

Daisy Wild will be available in three sizes, starting from RRP: \$92.



Weleda unveils deep cleaning skincare trio



NATURAL and organic skincare brand Weleda has unveiled a new trio of products which have launched in Australia today.

The new offerings include the Weleda Make-up Removal Cleansing Oil (RRP: \$32.95), which

gently removes make-up and impurities and nourishes skin.

The cleansing oil is fragrance-free and sourced from 100% natural origin, and is complemented by apricot oil and witch hazel water.

For a deep cleanse, customers can use the Weleda Deep Cleansing Gel (RRP: \$26.95), which is a purifying gel that gently cleanses and invigorates the skin without drying it out.

Ideally as the next step in their skincare routine, customers will use the Weleda Refining Toner (RRP: \$25.95) to clarify their skin and refine its texture while tightening pores and removing excess oil with sage and witch hazel.

Weleda products are stocked in a range of pharmacies, including Priceline and Bagga's Pharmacy.

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Dispensary Corner



MARY Jacobs, aged 77, from Newmarket, England, owns what might be Europe's largest collection of bedpans, according to *Suffolk News*.

She's now trying to find a new home for her peculiar treasure trove after it failed to sell at an auction recently.

Jacobs began her collection in 1984 while helping with rummage sales at the Newmarket Salvation Army hall.

"I saw a slipper bedpan and bought it for 50p [98 cents], that was the start," she said.

"It snowballed from there, and I found myself going to so many places to add to my collection."

With 163 bedpans now in her possession, Jacobs has run out of space.

"I had a cupboard built to store them in my front bedroom, but I'm getting older and need to clear some space," she said.

"I hope they go to a good home as they're clean, washed, and in fantastic condition."

Jacobs attempted to offload her collection earlier this month through Batemans' auction house, but the tiny toilets failed to attract bidders.

The auction house optimistically described the items as having "something for everyone (who desperately needs to 'go')".



New peanut allergy model



IN A world-first initiative, Australian babies with peanut allergies will be offered a treatment program through a new model aimed at transforming allergy care.

Ten paediatric hospitals across five states have partnered with the National Allergy Centre of Excellence (NACE), hosted at Murdoch Children's Research Institute (MCRI), to introduce a nationwide peanut oral immunotherapy (OIT) program.

The ADAPT OIT Program seeks to shift the treatment approach for peanut allergies from strict avoidance to safely building tolerance and potentially achieving remission.

The free program is available to children under 12 months diagnosed with a peanut allergy and receiving care from an allergist

at one of the participating hospitals around the country.

Eligible children will follow a daily dosing schedule of peanut powder at home over two years.

Prof Kirsten Perrett, Director of NACE and Leader of MCRI's Population Allergy Group, stated that the program marks the first standardised peanut allergy treatment in Australian hospitals outside clinical trials.

"Oral immunotherapy is variably implemented worldwide, making it difficult to assess long-term outcomes," said Perrett.

"Our model will standardise treatment, and a food allergy test at the end of the program will determine if remission is achieved," he commented.

To learn more about ADAPT OIT program, [CLICK HERE](#). JG

Zyamis on PBS

AS OF today, a life-saving epilepsy treatment is now subsidised by the PBS - a move that's expected to benefit more than 10,000 patients each year.

The newly listed medication is called Zyamis (midazolam), and comes in the form of single-use oral syringe which contains a fixed dose of oromucosal midazolam, which is used to treat the condition Generalised Convulsive Status Epilepticus (SE).

The medication allows parents and carers to respond immediately in an SE emergency, which if untreated could lead to permanent brain damage or death.

Clinect, the Australian sponsor of Zyamis, has welcomed the announcement, with GM Merryn Wallace saying, "this PBS listing is an important milestone for the epilepsy community".

"It will positively contribute by reducing the burden of Status Epilepticus on patients, their families and carers and the healthcare system overall," said Wallace.

Cancer risks up

SUCCESSIVE generations born in the second half of the 20th century have faced a higher risk of 17 different cancers, a US study has found.

After studying death rates for people aged 25-84 between 2000-2019, researchers found 17 of 34 cancers had higher incidence levels in younger generations, with mortality rates in 10 linked to obesity, smoking and alcohol use.

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