

Friday 19th Jul 2024



Today's issue of *PD*

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

- Dispense Assist
- Glucojel

Low-cost solution

DISPENSE Assist is a low-cost staffing solution with dispensary technicians available 24/7 at rates as low as \$6.14 per hour.

To learn more about the free trial on offer, head to page four.

Increases sales

RESEARCH by Glucojel has shown that nearly 23% of customers who come into community pharmacies did so after being influenced by the brand's advertising.

See how stocking the popular jelly beans can increase sales on the **back page**.

MediSecure data breach

THE Federal Government has revealed that approximately 12.9 million individuals may have had their personal and health information exposed in the recent MediSecure large cyber-attack (*PD* 17 May).

This data breach includes prescription data and healthcare provider information distributed by MediSecure's systems up until Nov last year.

The current prescription delivery service remains unaffected, allowing healthcare providers to prescribe and dispense as usual.

Pharmacists are advised to inform their patients that they can continue to fill their electronic and paper prescriptions and access their medications.

This service enabled prescriptions to be delivered from prescribers to a pharmacy of an individual's choice (for both paper and electronic prescriptions).

Until late 2023, MediSecure was one of two prescription delivery



services operating nationally.
In May 2023 the Australian
Government finalised a tender for
this service, awarded exclusively
to Fred IT Group's eRx Script

Exchange (eRx).

The national prescription delivery service, eRx, is not affected by this

cyber incident.

After the large scale data breach, MediSecure has also entered into voluntary administration and faced its creditors in Jun (PD 06 Jun). JG

Tassone up for office

ANTHONY Tassone, the Victorian branch President of the Pharmacy Guild of Australia and owner of TerryWhite Chemmart in Clyde, is running for public office in the City of Casey's upcoming council elections in Oct.

Tassone told media, "I'm really proud of the track record I have in giving a voice to my profession and colleagues, and advocating for them to deliver better care for their patients and their community".

"I want to apply that experience and skills to the City of Casey and be a voice for the local people to benefit our community," he said.

Tassone is running as an independent candidate and will fund his own campaign.

"I won't be running in association with any political party, and I'm not accepting donations for my campaign."

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Men's business conference

A NEW industry conference aims to educate pharmacists and healthcare providers on supporting the 25.500 men diagnosed with prostate cancer each year.

Men's Health Downunder (MHDU) has launched the 'Prostate Cancer: Symptoms to Solutions' conference, bringing together top health experts from across the country.

Prostate cancer is the most commonly diagnosed cancer among Australian men, affecting one in six.

The two-day conference will focus on health and wellbeing outcomes for prostate cancer patients, particularly life post-prostatectomy and post-treatment.

The event will feature sessions and workshops led by experts, including male urological health and fertility pharmacist Tim Stewart, sexual health physicians Dr Michael Lowy and Dr Sama Balasubramanian, urologist Dr Benjamin Namdarian, clinical psychosexual therapist Dr Margaret Redelman, and men's health physiotherapist Jamie Boulding.

MHDU was founded in 2013 by Canberra pharmacist Brad Butt (pictured) to address the growing need for Australian men to access specialist health services.

"Originally, MHDU was a local initiative for simple conditions," Butt explained.

"As demand increased, we expanded and now operate across Australia and New Zealand."

The 'Prostate Cancer: Symptoms to Solutions' conference



multidisciplinary collaboration in improving patient outcomes.

By gathering experts from various fields, MHDU aims to provide a comprehensive educational experience that enhances the capabilities of healthcare providers in managing prostate cancer.

"Providing good education requires access to specialist knowledge, and we've secured the best in the field," Butt said.

He emphasised the importance of the conference in refocusing pharmacists and healthcare professionals on delivering essential support to prostate cancer patients.

"Our primary motivation is to help patients, and sometimes we can lose sight of that.

"This conference allows us to return to basics and serve a vulnerable cohort of patients who truly appreciate the additional support we offer," Butt added.

"The more people knowledgeable in men's health, the more patients we can help." JG



NostraData, Modeus' strategic tie-up

IN A strategic move to enhance pharmacy operations, NostraData and Modeus have announced a new partnership.

The venture will see the integration of NostraData's Informacy platform within Modeus' DDBook Cloudcontrolled drug register.

Both companies aim to leverage this collaboration to better serve customers and patients, ensuring optimal business performance, governance, compliance, and efficiency.

The partnership signifies an advancement in pharmacy technology, fostering innovation and improving the sector's operational standards.

Known for its pharmacy analytical solutions, NostraData serves over 4,500 pharmacies



and offers free dashboards through its Informacy platform, which provides insights into prescription loyalty, OTC performance, and double dispense impact analysis.

Its tools now include the newly launched Pharmacy Guild 8CPA calculator (PD 05 Jul).

Users of Modeus, a provider of controlled drug software, will gain easy access to enhanced data and insights, improving everyday analytics accessibility.

New framework

IN 2023, the number of retractions for scientific research articles surpassed 10,000, highlighting significant issues with research integrity.

To address this, Monash University researchers have developed a pioneering framework called Research Integrity in Guidelines and Evidence synthesis (RIGID), now published in The Lancet's eClinical Medicine.

Co-lead author Prof Ben Mol said, "at least 25% of clinical trials informing guidelines may not be trustworthy".

The RIGID framework checks the integrity of clinical guidelines by providing a sixstep approach to identifying concerns and improving transparency around research.

It was first applied to the International Evidence-based **Guidelines for Polycystic** Ovary Syndrome, involving collaboration with 39 societies and 80 experts.

This application revealed that 45% of the assessed clinical trials had moderate or high integrity risks, leading to their exclusion from the guidelines.



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Dispensary Corner

IF YOU'VE never heard of the term "doomscrolling", this refers to a habitual checking of negative or disturbing stories on social media.

Now researchers from Flinders University have the view that excessive doomscrolling can make people more suspicious, distrusting of people, and form the impression that life in general lacks meaning.

The study's lead author, Reza Shabahang from the College of Education, Psychology and Social Work, said the practice can have "dire consequences" on mental health and wellbeing.

"Viewing negative news on social media has become a source of vicarious trauma. where someone has a negative psychological impact even though they did not experience the trauma themselves," Shabahang commented.

The study featured 800 students from both Eastern and Western cultures to explore how doomscrolling impacted their anxiety and view on humanity.

12 must-attends at PC2024

PHARMACY Connect 2024 (PC2024) convenor Kos Sclavos has highlighted 12 key sessions for the upcoming event, aiming to offer attendees valuable insights and practical strategies to advance their professional practice in the evolving pharmacy sector.

Pre-conference workshops, such as 'Building the Pharmacy of the Future: Navigating Change, Embracing Innovation Workshop,' will focus on strategic planning following the Eighth Community Pharmacy Agreement (8CPA).

Pharmacy owners will be able to align their business plans by gaining insights from the 8CPA at the 'Guild Member-Only Breakfast'.

A general audience in-depth discussion will also take place on the 8CPA covering its terms, implementation, and implications for community pharmacy programs.

In a motivational session with Olympian Peter Bol share his journey to the Paris Olympics and gain a unique perspective.

In the business stream, attendees will also hear how the 'Artificial Intelligence in Pharmacy' session will enhance operations, and patient care, while industry consultant Mal Scrymgeour will



discuss strategies to address the impact of the 60-Day Dispensing.

The conference will also cover specific health topics, including a session on 'Gender and Migraine Pain Management' that will highlight disparities in pain experiences and unconscious bias.

Other notable sessions include the Women in Pharmacy Breakfast, featuring top female leaders discussing challenges and successes in leadership, and a finance session with commentator Effie Zahos, who will provide insights into the current financial landscape and its impact on personal finances.

Additionally, the 'Doctor of Pharmacy and Full Scope' session will explain the transition to a fiveyear integrated master's program, which can prepare graduates for full-scope practice. JG

Fibre intake & CVD

THE risk of cardiovascular disease (CVD) in offspring can be significantly reduced with a high-fibre diet during pregnancy, according to research by Monash University.

Published in Circulation Research, the study highlights the powerful link between maternal diet and long-term heart health in children.

"Fibre, found in fruits, vegetables, and whole grains, benefits not only the mother but also shapes her child's heart development," commented lead researcher Prof Francine Marques.

"Our work also sheds light on how fibre exerts its protective effects across generations," Marques explained.

"Fibre promotes the production of beneficial molecules called short-chain fatty acids (SCFAs) in the gut.

"These SCFAs travel through the mother's bloodstream and cross the placenta during development, where they can influence gene activity in the heart, leading to healthier heart development."

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*Source: Bliss Mobile post campaign reporting





