



# Win 1 of 5

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\* T&CS APPLY

## Introducing **MedAdvisor** for Pharmacy



# A cloud-based platform powering the pharmacy of the future.

### Updated calendar

Full flexibility to setup multiple consult rooms.

### Cleaner interface

for improved user experience and more streamlined clinical workflows.

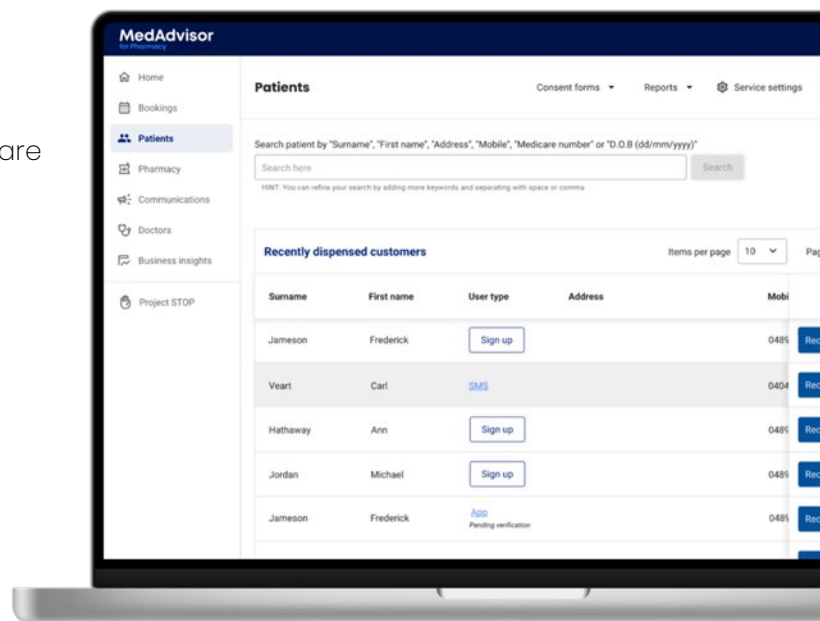
### Simple navigation

Existing PlusOne users will find the new software easy to navigate.

### Convenient access

on your preferred device via your web browser.

Rollout commences August 2024



# MedAdvisor Solutions™



**Cal-600®**  
Helps build strong bones

Available from API, Symbion, Sigma & CH2

**Petrus PHARMACEUTICALS**  
Calcium 600mg  
120 tablets

Use only as directed. Consult your healthcare professional if symptoms persist.

## Today's issue of PD

*Pharmacy Daily* today features three pages of the latest pharmacy news, a cover wrap from **MedAdvisor**, plus full pages from:

- Chemsave
- Glucojel
- Pain Away

## Cleaner interface

**MEDADVISOR** for pharmacy is a cloud-based platform that offers simpler navigation for PlusOne users, convenient access on your preferred device, and an updated calendar for consult rooms.

See more on the **cover page**.

## Chemsave savings

**FOR** a limited time, Chemsave is offering a low monthly membership fee to owners with lots of value-added benefits - see **page four**.

## Bell pushes for star rating

**TODAY**, the Australian Self-Care Alliance is joining the global community in celebrating International Self-Care Day, renewing its call for the Federal Government to allocate \$6m for a 'health star rating' system for digital health information and services.

In Australia, two in three people consult the internet before seeing a doctor or pharmacist, and two in five read health information on social media, yet over half of Aussies struggle to identify credible sources of digital information.

John Bell, award-winning pharmacist and Chair of the alliance, emphasises the importance of the initiative.

"When there is a direct cost to consumers for a digital health app, it is wholly appropriate that the government develop an accessible resource for the public to confirm that the intervention is evidence-based and credible," Bell said.

"Additionally, considering the established ability of social media

to disseminate information, shape public perception, and influence individuals' health decisions, ensuring every Australian can confidently verify the accuracy of health information should be a public health policy priority."

Self-care is recognised as a comprehensive and cost-effective part of better health, but an individual's ability to engage in it is limited by systemic, structural, and socioeconomic factors beyond their control, Bell added.

He mentioned that despite living in the digital age, Australians still lack a mechanism to verify the credibility of online health information and the efficacy of digital health tools, many of which require purchasing devices, software, or subscriptions.

Globally, the health app industry generated US\$3.43 billion (A\$5.19 billion) in 2023.

However, less than 1% of weight loss apps were developed with input from health professionals. *JG*

## Raven's podcast

**IN THE** latest episode of Raven's Recruitment Your Pharmacy Career Podcast, host Krysti-Lee Patterson interviews hospital pharmacist Kristin Xenos, co-host of The Purple Pen Podcast.

Xenos shares her inspiring journey from starting in a community pharmacy at 14 years old to diverse roles in hospitals and government.

The discussion covers the origins of The Purple Pen Podcast and vital role of social media in health education - to listen to podcast, **CLICK HERE**.

## Increases sales

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

See how stocking the jelly beans can increase sales on **p5**.

# TIME TO SWITCH

**Bion Tears®**  
Lubricant Eye Drops  
No longer available

Switch to  
**Systane® UD**  
Lubricant Eye Drops

**HP-Guar technology**  
Increases retention time & protects damaged cells to allow for repair & renewal



**PBS**  
**Alcon**

**ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.**

Springs C. Dev Ophthalmol. 2010;45:139-147. Davitt et al. J Ocul Pharmacol Ther. 2010;26(4):347-353. ©2024 Alcon Laboratories Pty Ltd. AUS: 1800 224 153; Auckland NZ: 0800 101 106. ANZ-THT-2400001

## Paracetamol is first choice

**NEW** research released this National Pain Week by Haleon Australia, makers of Panadol, (PD 22 Jul) shows that the majority of Australians choose paracetamol when it comes to treating their everyday pain, as they trust it has a favourable safety profile.

Last year, an overwhelming majority (93%) of Aussies reported suffering from everyday pain such as headaches, menstrual and joint pain, 43% of whom experienced the pain daily.

The study of over 1,000 Australian adults also revealed that 72% said paracetamol is their first choice for pain relief.

Well over half stated this was due to their trust that the medicine was safe, when used as directed; relieved pain symptoms; and is suitable for all ages.

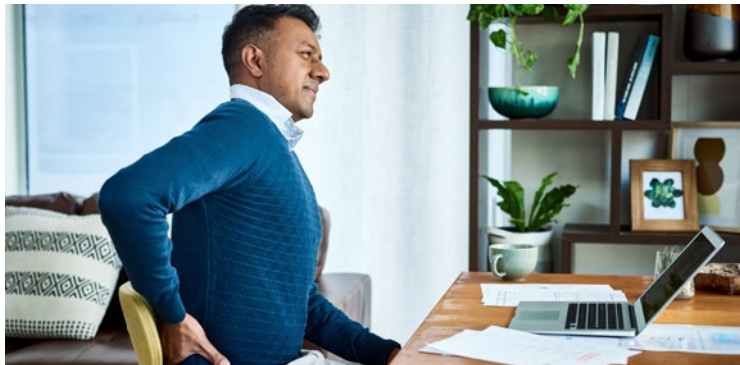
Joyce McSwan, Managing Director of PainWISE and pain management pharmacist, believes this new research demonstrates that

Australians prioritise suitability, efficacy and trust, when it comes to choosing the pain relief option that is right for them.

"The new research highlights that suitability for a variety of pain types is clearly an important factor for Australians when it comes to choosing pain relief, with so many of the population citing it as the reason paracetamol is their first choice for managing everyday pain," said McSwan.

"Pain relief options that are proven to address a wide range of pain types can help streamline the condition's management strategies and reduce the burden of pain," she commented.

The research also explored themes around accessibility of pain relief, indicating that 93% of Australians believe it is important to be able to purchase paracetamol easily; and 77% said they would be worried about managing their pain if accessibility was limited. JG



## Illegal vardenafil capsules raise TGA's ire

The TGA has warned that Robust Extreme capsules pose a serious risk to public health and should not be taken.

The regulatory authority has tested Robust Extreme capsules and found that they contain the undeclared substance o-propyl vardenafil, which is an analogue of vardenafil.

The drug taken in combination with other medications can cause serious side effects, said the TGA.

The medicine may interact with nitrates found in some prescription drugs and may lower blood pressure to dangerous

levels, the authority stated.

People with diabetes, high blood pressure, high cholesterol or heart disease are often prescribed nitrates.

Pharmacy customers should be advised that vardenafil is a prescription-only substance in Australia, stated the TGA.

The supply of Robust Extreme capsules containing undisclosed vardenafil is illegal.

The capsules have not been assessed by the TGA for quality, safety or efficacy as required under legislation, and the place of manufacture is not approved.

## Sigma celebrates its top pharmacists



**MORE** than 122 pharmacists, owners and Sigma support staff from around Australia attended the 2024 Sigma Pharmacist Summit, which was held recently in Hobart.

One of the highlights of the event was the award ceremony to honour pharmacists making a great contribution in their own local communities.

Top talented professionals Rowan Lowe from Amcal Donnybrook Pharmacy and Andrew McGrath, Thornton Discount Drug Store, were the overall Pharmacist of the Year winners, representing their respective banner groups.

In the category of Pharmacist of the Year - Leader, Amcal's Lowe took out the top prize; as well as Linda Lee from the Meadowbrook Discount Drug Store.

Also celebrated in the category of Innovation were the Pharmacist of the Year winners

George Kounis, Tuart Hill Amcal; and Martinique Aprile, Mackay Discount Drug Store.

Lauded as winners of the Pharmacist of the Year - Collaboration were Amy Ford, from Hope Island 7 Day Amcal Chemist and Jeff Gaff of Belmont Road Discount Drug Store.

In the area of Community Engagement, the Pharmacist of the Year champions are Zara Gul, Emerton Amcal Pharmacy and Andrew McGrath, Thornton Discount Drug Store.

**Pictured:** Rowan Lowe, George Kounis, Amy Ford, Martinique Aprile, Andrew McGrath, Renee Watson, Sigma's Head of Retail Operations; Karla Huth, DDS National Operations and Customer Engagement Manager; Danelle Lynn, Sigma Dispensary Operations Manager; and Rachael Chandler, Amcal's National Operations and Customer Engagement Manager.


5 - 7 SEPT 2024  
HYATT REGENCY SYDNEY


REVIEW THE CONFERENCE

## CONVENOR'S TOP 12

SESSIONS AND SPEAKERS

BOOK NOW





## Dispensary Corner

**IN THE** quest to banish the blues, bright light therapy (BLT) shines as a promising contender for depression.

But how exactly does this mood-boosting glow work its medicinal magic?

Science sleuths turned to the US National Health and Nutrition Examination Survey data to shed some light on the important matter, focusing on sleep regularity as a potential key player.

The study, involving over 6,600 non-pregnant participants, aged 18 and older, equipped with snazzy wrist-worn devices, aimed to unravel the bright light-sleep-depression triangle.

The results: those basking in more bright light had more regular sleep patterns and fewer depression symptoms.

So, if you're feeling down, maybe it's time to step into the light - just don't forget to put on your sunglasses.

Interestingly, once sleep regularity entered the picture, the direct link between bright light and lower depression scores dimmed.

It seems our body's internal clock might be the real hero here, ensuring that regular sleep is a natural antidepressant.

As an added bonus, more time in the light was linked to higher vitamin D levels.

So, if you're looking to lighten your mood, remember: bright light, a regular sleep schedule, and a healthy dose of the sunshine vitamin can make all the difference.

# PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



## DermaGen Liquid Soap & Shampoo

Designed with the utmost care, Liquid Soap & Shampoo is a gentle yet powerful ally against the common challenges of sensitive skin conditions. Its formulation is a thoughtful blend of nature-derived ingredients, including the healing prowess of Manuka oil which is beneficial for skin with pimples and eczema.

It gently removes dirt, oil, and impurities without stripping the skin of its natural oils, leaving the skin clean, refreshed, and hydrated.

That's why Liquid Soap & Shampoo stands out as a unique pH-balanced, SLS and soap-free skin-friendly alternative.

**Supplier:** Available via API, Sigma and CH2

**RRP:** \$34.95 (250ml)

**Website:** <https://dermagen.net.au/>

## Poly Gel® Lubricating Eye Gel discontinued from PBS

**Poly Gel®** is no longer available via PBS subsidy (Pharmaceutical Benefits Scheme) in Australia. Any remaining stock can continue to be sold over the counter to patients until stock runs out.



To help make the transition easier for those patients and practitioners currently using or prescribing **Poly Gel®**, practitioners could consider **Poly Visc® Lubricating Eye Ointment**, which is also listed on the PBS. It is a high-viscosity ointment, and patients may experience a different on-eye sensation between **Poly Gel®** and **Poly Visc®**.

**Supplier:** For details and orders, please contact Alcon Customer Service on 1800 224 153.

**RRP:** \$10.99

**Website:** <https://www.myalcon.com/au/>

# Do The Math(s)!

Chemsave

Low Chemsave Monthly Membership Fee

- \$ 340 Catalogue pre-order rebates
- \$ 795 Dispense Assist subscription
- \$ 10 Pointers subscription
- \$ 550 Bonus stock

SUBTOTAL = Save \$ 1,695 per month  
( \$ 20,340 per year )

- + Top discounts on 7000+ OTC products
- + Top discounts on 1000+ Rx products
- + Top discounts at wholesalers
- + Free point-of-sale support
- + Free merchandising
- + Free pricing servicing
- + Free digital marketing
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GRAND TOTAL = BIG SAVINGS!

YOUR  
**BIG**  
SAVINGS  
CHEMIST

ASK US ABOUT  
OUR LIMITED-TIME  
SPECIAL OFFER.

YOU DON'T WANT TO  
MISS OUT ON THIS!



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## TO ATTRACT MORE CUSTOMERS, JUST USE THE RIGHT BAIT.

You don't need milkshakes to bring all the boys (and girls) to town. You just need Australia's favourite jelly beans. In fact, in a recent campaign targeting customers who visited a pharmacy that didn't stock Glucojel, we found they were 23% more likely to hunt down a pharmacy that did on their next visit.

**So, if you want feet through your door, you need Glucojel on your shelves.**

\*Source: Bliss Mobile post campaign reporting



**GLUCOJEL™**

The Original Pharmacy Jelly Bean





**JOINT & MUSCLE PAIN RELIEF**

**SINCE 1999...**

**AND STILL GOING STRONG!**



**For stockist or wholesale enquiries please reach out to your Pain Away representative at [info@painaway.com.au](mailto:info@painaway.com.au)**

**Always read the label and follow the directions for use.**