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Today's issue of PD

Pharmacy Daily today features two pages of news, plus full pages from:

- Pointrs
- Guild Insurance
- Pharmacy Connect

Savings on travel

POINTRS is offering pharmacists ways to save money on travel by using cash, credit card and loyalty points, with over 3,000-plus hotel stays and flights to explore. See more on **page three**.

Insures scope

GUILD Insurance will cover various scope of practice pilots so pharmacists can expand their services with confidence, knowing they are protected for their real-life needs.

Learn more on **page four** about the additional benefit for Guild members.

UFS Healthcare's new branding rolls out

AFTER more than 140 years in operation in the Ballarat region, UFS Healthcare is rolling out the next stage of its brand refresh.

In its portfolio of 19 pharmacies and three medical centres, the group hopes to provide more integrated healthcare across regional Victoria.

The coming months will see the introduction of refreshed branding at UFS pharmacies and medical centres, which includes new internal and external signage, updated staff uniforms, websites and many other elements.

The Bridge Mall UFS Pharmacy was the first to undergo rebranding this month, with other sites to follow.

UFS CEO, Matt Vagg said, "we wanted to create a brand that would propel UFS forward".

"Something fresh and relevant while still paying respect to our heritage and the important role UFS has in the local community.

"We believe we've achieved this, and feel this brand better reflects



who we are and what we stand for today," Vagg added.

He mentioned that the branding was updated to be more consistent across all of the group's health services, and "our whole organisation is genuinely excited about this change".

"It has required a huge amount of work from the team and we are very proud of the outcome."

The strategic focus of UFS is further emphasised with the

brand's tagline 'Health is Life'.

"It embodies care, health, community and compassion," commented Vagg.

"Above all else, UFS exists to support the community by providing high quality healthcare services that allow people to live longer, healthier lives." JG

Pictured: Bridge Mall UFS Pharmacy Manager Deb Gray (centre) with staff members outside the newly branded pharmacy.

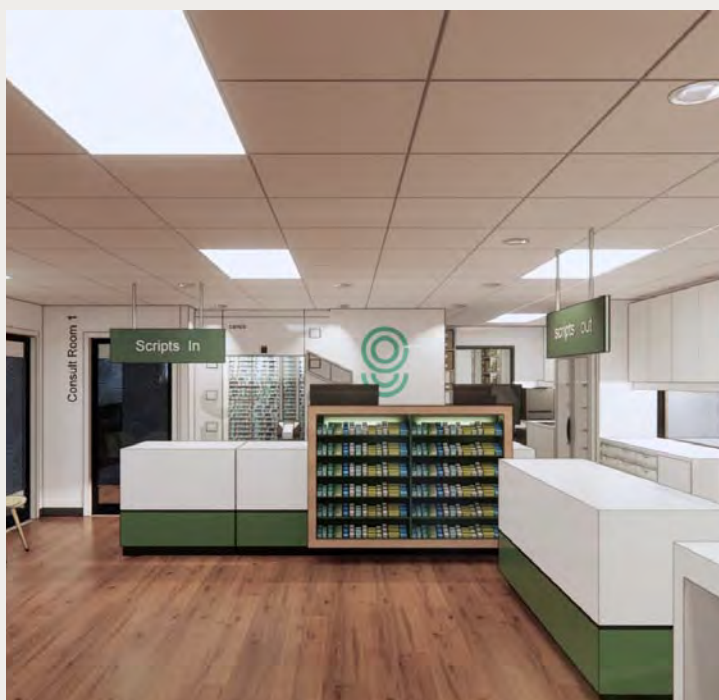
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Dispensary Corner

RESEARCHERS have discovered a surprising hero medication in the fight against vascular dementia: sildenafil, better known as Viagra.

Yes, the little blue pill isn't just for romance anymore.

Published in *Circulation Research*, the study showed how Dr Alastair Webb and his team, at Oxford University's Wolfson Centre for Prevention of Stroke and Dementia, observed 75 participants who had experienced minor strokes.

The team found that sildenafil could improve blood flow to the brain's small vessels, potentially preventing the chronic damage leading to vascular dementia.

The trial, nicknamed OxHARP, involved participants taking sildenafil, a placebo, and cilostazol in random order.

Remarkably, sildenafil not only increased blood flow but also outperformed cilostazol in terms of side effects, causing fewer digestive issues.

This unexpected discovery suggests that a well-known, widely available drug could transform dementia prevention.

As Wolfsen Centre Director Prof Peter Rothwell enthusiastically noted, the potential to use existing medications for such significant health benefits is both "exciting and promising".

With larger trials on the horizon, who knew that a pill famous the world over for one kind of performance could help with another?

Stay tuned for more in the thrilling saga of science.

Directo to raise capital

DIRECTO, a B2B platform servicing the pharmacy sector supply chain, has launched a \$3 million capital raise to accelerate its next phase of growth.

It has also onboarded around 54% of all Australian pharmacies, and more than doubling revenue over the last two years.

The capital injection will enable Directo to achieve short term growth forecasts, building on its current \$40 million annualised revenue run rate.

Directo aims to transform the management and interactions of the supply chain for over 3,000 pharmacy retailers, by allowing them to directly order from its database of 180 suppliers and wholesalers, with about 30,000 multi-category products, through a single transaction.

Speaking to *Pharmacy Daily*, founder and creator of the platform Gavin Upiter (pictured) said, "Directo is integrating the Australian pharmacy wholesale supply chain - a \$20 billion annual market by seamlessly digitising the pharmacy-to-supplier journey".

"An average pharmacy can have 50 direct suppliers over and above their main pharmacy wholesaler, so



we created Directo to simplify the process and ultimately, reduce the cost of doing business.

"This idea is unique," Upiter said. "A digitised supply chain platform with rich data that offers bespoke solutions for suppliers and pharmacies, makes the buying process easier, increases sales, and really adds real value to the industry," he explained.

The platform is supported by the International Pharmaceutical Federation's President Paul Sinclair, Arcadia Health Care Chairman David Vaux, and pharmacist Leon Steinkoler.

Fully paid ordinary shares will be offered at \$3.26 per share, based on the company's valuation of \$25m, with a closing date of Fri 28 Jun. *JG*

NZ Guild leaders

NATIONAL President of the Pharmacy Guild of Australia, Trent Twomey welcomed new leaders of its equivalent body in New Zealand.

Keshree Naidoo-Rauf has been elected as President and Brooke McKay as Vice President of New Zealand's Pharmacy Guild.

Twomey said the two groups' shared future is "ripe with opportunity for growth".

He also thanked outgoing President Des Bailey for his achievements over the past three years.

"Under Des' leadership, the Guild in NZ lobbied successfully for the removal of co-payments on prescriptions, helping to create a level playing field for pharmacies and equal access for patients.

"This is a remarkable achievement for NZ patients," commented Twomey.

Naidoo-Rauf, known for her involvement with her local community, provided support during the 2019 Mosque attack.

Pharmacist of the Year in 2022, McKay also became a pharmacy owner at age 25.

Risky drinking up

A NEW Flinders University study has found that over 300,000 Australian women are now regularly drinking at very high levels, putting them at risk of alcohol-related harm.

On average, at least once per month, the women are consuming 11 or more standard drinks in one sitting.

The researchers want to highlight the link between binge drinking and various cancers.



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EXPENSES

Pointr #998

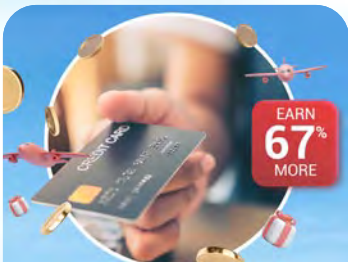
Earn Loyalty Program Points When Paying Expenses Where Credit Cards Are Not Accepted



ATO

Pointr #997

Earn 350% More Loyalty Program Points When Paying The Australian Taxation Office (ATO)



EXPENSES

Pointr #1939

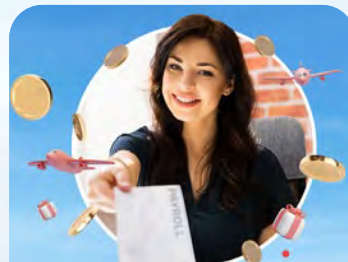
Earn 67% More Airline Loyalty Program Points/Miles When Using A Credit Card



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Pointr #999

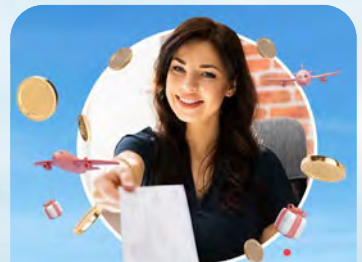
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For over 60 years, Guild Insurance has supported Australia's pharmacy profession through everything you do. Together with the PGA and PDL, we've worked hard to ensure our policies protect and reflect pharmacists' real-life needs.

Now that the PGA-driven scope of practice changes are live, we understand that, yet again, the real-life needs of pharmacists have changed, but our support hasn't. All Guild customers who participate in an approved scope of practice pilot can do so with confidence, knowing their insurance policy will still protect them.

What's a scope of practice pilot?

Scope of practice pilots will continue to evolve as state and federal governments and their agencies continue to work with our profession. In Queensland right now, community pharmacists who have undertaken 12 months of additional training can offer additional services to patients for a number of conditions, including school sores, shingles, mild psoriasis, wound management, swimmer's ear, weight loss management and hypertension, among others. It is these types of programs that Guild has committed to support through the addition of an additional benefit.

An additional benefit for Guild customers.

To provide cover certainty, the policy wording we apply to all Guild Pharmacy Business policies includes an additional benefit for 'Scope of Practice Pilots'. If you're already insured with Guild, this benefit is automatically applied. If you are not with Guild, you should ask your insurer if they can say the same.

If you'd like to find out more about Guild's exclusive support of pharmacy's scope of practice pilots, visit guildinsurance.com.au/pilot or if you'd like to be protected by a policy that is tailor made for Australian pharmacists, call a Guild insurance specialist on **1800 810 213**.

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