

4 ways to help build strong bones



Available from Symbion, Sigma, API & CH2

Always read the label and follow the directions for use.

## Today's issue of PD

Pharmacy Daily today features two pages of news, plus a full page from WholeLife Pharmacy & HealthFoods.

## Swim a new lane

ALIGNING your pharmacy with WholeLife Pharmacy & HealthFoods can help drive foot traffic and increase basket sizes, backed by a leading store design - more on page three.

## PSA collaboration

QUEENSLAND'S Premier-elect David Crisafulli has been welcomed by the Pharmaceutical Society of Australia (PSA), who will work with newly-elected government to support healthcare improvements across the state. PSA Queensland President Shane MacDonald congratulated the Liberal National Party on its election win and emphasised the role of the state's 7,000 community pharmacists in boosting healthcare access.

"Community pharmacy pilots have demonstrated the crucial role pharmacists play in providing accessible and cost-effective care, helping alleviate pressure on other services and improve health outcomes," MacDonald said.

"PSA is ready to work with government to build on the success of these pilots, fostering a more resilient, accessible healthcare system that serves all Queenslanders."

MacDonald urged the new government to continue backing the successful Queensland scope-of-practice and hormonal contraception pilots, which are enhancing timely, accessible healthcare.

He also extended thanks to outgoing Health Minister Shannon Fentiman for her collaboration with the PSA.

## CW raises \$2m for charity

THE 2024 Liptember campaign, in partnership with Chemist Warehouse Group, has raised \$2.1 million for women's mental health, marking 15 years of the annual initiative.

The campaign encouraged public conversation around mental health by asking people to wear brightly coloured Liptember lipsticks, available exclusively through Chemist Warehouse.

Liptember, founded in 2010, has grown into a significant advocate for women's mental health, funding a range of programs focused on specific challenges women face.

The funds raised in 2024 will support five priority areas identified by Liptember's national research: encouraging help-seeking; reducing barriers to mental health support; expanding gender-focused research; supporting Indigenous young women; and advocating for policy reform.

"We're incredibly grateful to our longstanding Premier Partner, Chemist Warehouse, who continues to invest and support women's mental health so significantly in this country," said Liptember Founder, Luke Morris.



"At Chemist Warehouse, we pride ourselves on being the house of wellness for the public, and are committed to continuing our longstanding support of the Liptember Foundation," Chemist Warehouse Executive Director, Mario Tascone said.

"Their vital work makes such a positive impact on women and mental health initiatives, and we are thrilled to support them in any way we can.

"We hope that together we can spark conversation and empower women to seek the support they deserve," Tascone added. JG

## Diabetes care initiative for the homeless

A NEW partnership between national peak body Diabetes Australia, and the Salvation Army will provide essential support services to those at risk of or living with diabetes, particularly among Melbourne's homeless population.

With nearly two million Australians facing type 2 diabetes, barriers to healthcare access remain a critical issue, especially for those experiencing homelessness.

Diabetes Australia Group CEO Justine Cain highlighted the urgency, noting the serious complications of unmanaged diabetes in patients.

"Diabetes is a disease that is hurting our most vulnerable communities," Cain said.

"It's a condition that, if not

managed, leads to devastating complications such as limb amputation, kidney disease, heart attack and vision loss.

"Rates of diabetes have increased by 32% nationally over the past decade, so we need new ideas and new partnerships that will make a tangible difference in people's lives across Australia."

The program includes weekly visits from a credentialed diabetes educator at the Salvation Army's Magpie Nest Cafe in Melbourne CBD, offering diabetes health services and medical information.

Salvation Army spokesperson Brendan Nottle emphasised the impact, saying, "undiagnosed diabetes is an increasing issue".

"This partnership with Diabetes Australia is helping save lives."

## Ledaga on PBS

AUSTRALIANS with the rare, incurable blood cancer mycosis fungoides-type cutaneous T-cell lymphoma (MF-CTCL) now have access to a new treatment, Ledaga (chlormethine gel), launched today under the PBS.

The new, affordable therapy for MF-CTCL is available in Australia, thanks to a collaboration between Arrotex Pharmaceuticals and Juniper Biologics.

Ledaga can help slow cancer progression, offering relief from symptoms like chronic itching and skin discomfort.

Epworth Healthcare's Prof Miles Prince, a leading haematologist, describes Ledaga as "life-changing" for his patients.

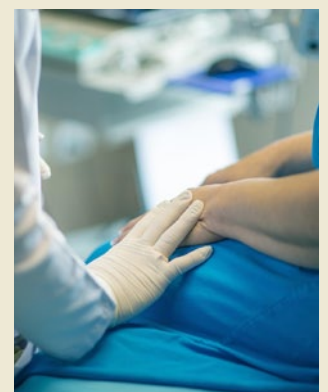
"Patients suffer from pain, constant itch, and the cosmetic impact of this disease," explained Prince.

Marketing Director at Juniper Biologics, Caroline Guerbet, highlights this partnership as a vital step forward for patients.

"The listing gives hope to Australians with this lifelong, painful disease," she said.

The Chief Commercial Officer of Arrotex, Hayley Tamborini, said that taking on complex challenges is in Arrotex's DNA.

"We are focused on ensuring timely, sustainable, and affordable access to world-class treatments, such as bringing Ledaga to Australia to help people with MF access the medicines they need," Tamborini commented.



### Dispensary Corner

**ADELAIDE'S** buzzing for Christmas, and it's not just the jingling bells - there's a new 'Bee Merry' float joining the famous 92nd National Pharmacies Christmas Pageant tomorrow.

The sweet little bee-themed mini float, winner of the 2024 Mini Float Competition, will zip through the pageant, certainly giving Father Christmas a run for his money.

Since 1933, the National Pharmacies pageant has been kicking off Christmas each year, drawing crowds as loyal as they are large.

Last year's event saw over 320,000 fans cheer, wave, and maybe elbow each other for a spot behind the famous 'Blue Honour Line' which was painted on the street in 1958 to ensure everyone could view the event.

But it's not just about waving floats through; this event is an extravaganza with 8,000 costumes, 300 clowns and elves, 170 moving theatrical sets, dance troupes galore, marching bands, choirs, and even four police horses.

Father Christmas, after winding through the streets, will make his grand finale at Rundle Mall.

He'll pass by Beehive Corner and head to the Gawler Place canopy, where he'll deliver his holiday message, likely urging Adelaide to "bee merry", to the delight of kids, clowns, and anyone who wants their fill of the Christmas buzz.



## TWC caps off its continuous learning

**TERRYWHITE** Chemmart (TWC) has concluded its Oct education programs, showcasing its dedication to professional development through a masterclass forum for its community pharmacists, and an academy forum for pharmacy assistants.

Each event attracted over 300 participants and is accessible online, making TWC's comprehensive learning resources available to the entire network.

The sessions capped off TWC's annual education agenda, helping to empower pharmacy professionals with updated knowledge to improve patient care.

The masterclass forum focused on incorporating biopsychosocial care and shared management into pharmacy practice, offering clinical updates on sleep health, sun safety, and biosimilars.

Kate Gunthorpe, Pharmacist Implementation & Change Specialist at TerryWhite Chemmart, provided an update on scope of practice at masterclass forum.

New digital tools introduced to enhance efficiency and clinical governance, and pharmacists participated in interactive workshops to strengthen practical skills.

The academy forum, designed for pharmacy assistants, covered topics including hydration, menstrual care, oral health, migraine management, and natural therapies.

This training aimed to enhance product knowledge and help assistants in supporting customers' varied healthcare needs.

Nick Munroe, Executive General Manager at TWC, said the importance of continuous learning through these forums "ensures our teams remain experts, empowering them to deliver exceptional healthcare services".

Supplier partnerships, including those with Sandoz and Care Pharmaceuticals, further reinforced the initiative.

Sandoz Country Manager Clint Holland highlighted the significance of TWC's dedication to ongoing pharmacist education, while Sharon Groombridge from Care Pharmaceuticals noted that continuous education equips pharmacy assistants to provide confident customer support. *JG*

**Pictured** right top to bottom: academy forum pharmacy assistants, Sharon Groombridge, Kate Gunthorpe, and academy forum session for retail staff.



### New appointment

**SECARNA** Pharmaceuticals has appointed Konstantin Petropoulos as its Chief Executive Officer.

He has served as the company's Chief Business Officer since Jun 2023.

The current CEO Alexander Gebaue is stepping down with immediate effect to focus his efforts on another company, Galimedix Therapeutics, which he co-founded.

## DID YOU KNOW?

That we regularly publish **Health Professional only** editions of *Pharmacy Daily*?

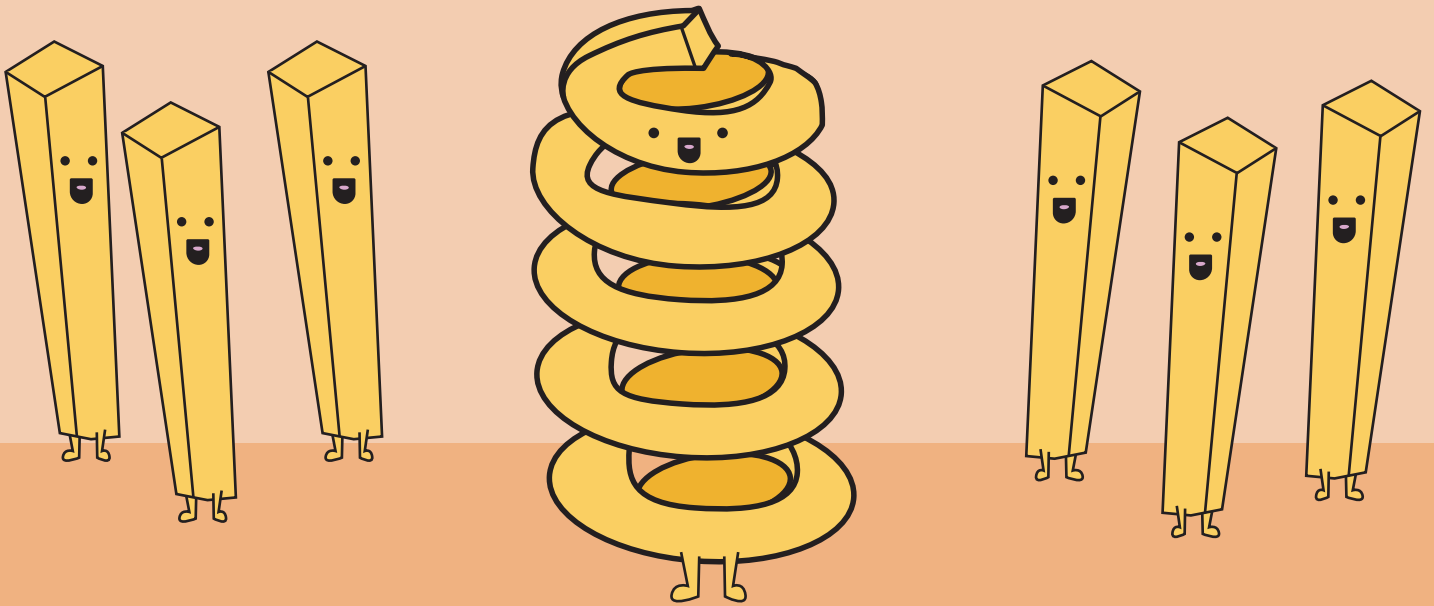
[CLICK HERE TO UPDATE YOUR DETAILS](#)

Pharmacy Daily





**WHOLELIFE**  
PHARMACY & HEALTHFOODS



*Be the Curly Fry*

**IN A WORLD FULL OF PLAIN CHIPS**

Are you looking to join a Pharmacy group that supports your business growth through differentiation?

WHOLELIFE PHARMACY & HEALTHFOODS DELIVERS:

- + A unique proposition that is aligned with today's health and wellness trends
- + Provides differentiated and on trend product offerings to increase basket sizes
- + Appeals to a broader customer base to drive increased foot traffic
- + Offers an expanded range of health services to increase customer visits
- + Contemporises your pharmacy through leading store design

**IT'S TIME TO MAKE YOUR MOVE!**

For a confidential discussion about the WholeLife opportunity,  
contact Head of Network Development, *Mike McKenna* 0497 407 001