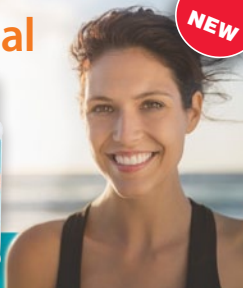


Help relieve premenstrual symptoms and morning sickness with Pyridox.



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## Today's issue of PD

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

- Chemsave
- Glucojel

## Consider savings

WHETHER it's catalogue pre-order rebates, dispensary assistance subscriptions or bonus stock, aligning with Chemsave delivers bottom line benefits - learn more about its special offer on [page three](#).

## Reasons to smile

GLUCOJEL is offering your customers the chance to win \$10,000 with purchases across the Glucojel jellybean range, so make sure your shelves are fully stocked - more on the giveaway on the [back page](#).

## New appointment

INNOWELL, a provider of mental health decision-support technology, has appointed A/ Prof Melanie Turner as its Chief Clinical Officer (CCO).

Dr Turner ([pictured](#)), a child-adolescent psychiatrist and Clinical Associate Professor, brings vast experience in psychiatry, medical administration, and education. "Innowell is built to help clinicians provide excellent mental healthcare, and Mel's expertise will be instrumental in grounding our innovations in frontline care," said Syed Ahmed, CEO of Innowell.

As CCO, Dr Turner will lead Innowell's clinical strategy, overseeing the integration of digital mental health solutions into practice and chairing the Clinical Advisory Council to guide clinical initiatives.



## Trust eroded: COVID inquiry

THE COVID-19 Response Inquiry Report, released yesterday, underscores the critical role of healthcare providers, including community pharmacists, played during the pandemic.

Federal Health Minister Mark Butler stated that the procurement delays ultimately affected the timing of the vaccine rollout and prolonged restrictive public health measures that had by then been in place for over a year.

"This meant our staged reopening occurred months later than it otherwise could have, with a direct economic cost estimated at \$31 billion," Butler said.

"The striking conclusion from this report is that right now we are arguably worse placed as a country to deal with a pandemic than we were in early 2020 for a range of reasons."

According to Butler the "erosion of trust" not only constrains the ability to respond to a future pandemic, but has impacted current vaccination programs.

There has been a reduction of seven or eight percentage points in the participation of in the whooping cough and measles

vaccination programs for under fives, which means that the country is now well below herd immunity levels, Butler added.

However, the report also highlighted pharmacists' quick adaptation, with over 12 million vaccinations administered at 6,000 community pharmacies.

Pharmacy Guild National President Trent Twomey commended pharmacists' dedication, saying, "they stayed open late, adopted e-scripts, and recruited staff against the odds".

The report also recommended involving pharmacists and other healthcare professionals from the outset in future health crises.

The Pharmaceutical Society of Australia (PSA) welcomed the report and the key recommendation to set up a Centre for Disease Control, while emphasising the need for greater utilisation of pharmacists' skills.

"Pharmacists are trusted healthcare professionals who can help break down vaccination barriers, improve access, and amplify public health messages," said PSA President Fei Sim. JG

The full report, [CLICK HERE](#).

## Priceline's brand refresh rolls out

PRICELINE Pharmacy has officially unveiled its refreshed brand identity (PD 03 Oct), highlighting its dual focus on health expertise and beauty services with a commitment to value.

The brand's new look will begin rolling out from today across digital and in-store materials, with full store transformations starting early next year.

The rebrand will see stores adopt a modernised pink logo, incorporating "hearts forming a cross", merging the group's health focus with its trademark colour.

Priceline, which started as a single store in Highpoint, Victoria over 40 years ago, has grown to more than 470 locations.

This latest update marks its biggest visual shift since 2008, reinforcing Priceline's position as a health and beauty leader.



Wesfarmers Health's Head of Retail Marketing, Corrina Brazel, commented that the rejuvenation "reflects our position as a leading health and beauty retailer with new and exclusive products and exceptional pharmacist-led services".

"Nobody else in the market offers the combination of health expertise and beauty experience - at an affordable price point - that Priceline Pharmacy does.

"We're known for our network of 1,400 pharmacists and beauty advisors who are trained for a high level of service," Brazel said.

## Hospital fee hit

HEALTHSCOPE Hospitals, Australia's second-largest private hospital group owned by Brookfield, has announced a controversial new "hospital facility fee" of up to \$100 for most patients.

Effective immediately, this fee will charge private patients from certain health funds \$50 for same-day services and \$100 for overnight stays.

Rachel David, CEO of Private Healthcare Australia, condemned the move as a "new low" and allegedly accused Brookfield of trying to "extort money from health funds to increase profits for its overseas investors".

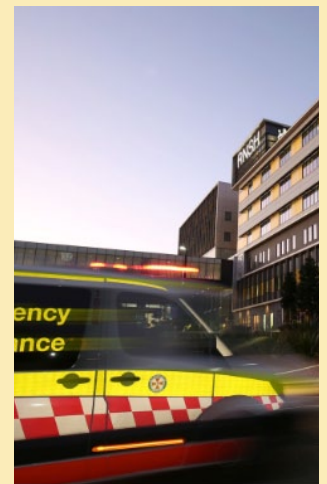
She noted that the affected health funds already have contracts in place for fair service funding, raising potential legal concerns.

"This deeply unethical strategy could make private healthcare unaffordable," David said.

"Patients need to discuss alternatives with their doctors and health funds."

The fee impacts nearly half of Australia's health insurance market, affecting over six million people.

Critics argue that this approach will add stress to patients already facing a cost-of-living crisis, prompting calls for government intervention to protect consumers from escalating healthcare costs.





## Dispensary Corner

**PHARMACISTS** are the public's trusted listeners in the bustling world of health and wellness.

But imagine if robots, outfitted with super-sensitive listening skills, joined the pharmacy staff - able to identify pills, shake out cough syrup quantities, or tap their metallic fingers on a bottle to confirm its contents.

Duke University researchers are one step closer to making this sci-fi scenario a reality with SonicSense, a robot with 'ears' (well, touch-based mics) that can 'hear' vibrations, analyse objects, and 'feel' in a way that's almost human.

Set to be showcased at the upcoming Conference on Robot Learning, SonicSense uses contact microphones embedded in its fingertips to interpret an object's vibrations when tapped, shaken, or held.

If it recognises an object - like your trusty vitamin bottle - it might take just four taps.

And if it's something new, it'll keep trying until it's cracked the case.

"This tech lets robots explore their surroundings beyond just what they see," said Duke University's Prof Boyuan Chen.

Who knows? Soon, SonicSense might give pharmacists a helping 'hand' by expertly sorting meds and tuning into what we all need most - a quick, reliable assistant.



## Smart tool for aged care

**A COLLABORATION** between Macquarie University and industry partner, Bestmed, is set to enhance medication management in aged care with the launch of its Bestmed Connect module.

The digital tool aims to improve medication safety while alleviating administrative burdens for aged care providers.

For the first time, aged care residents, their families, and carers will have real-time access to a live medication list through this system, developed by the Australian Institute of Health Innovation in partnership with Bestmed, a large electronic medication management provider.

The project, funded by the National Health and Medical Research Council Medical Research Future Fund, is spearheaded by

Prof Johanna Westbrook and A/Prof Magda Raban, who emphasised the importance of translating research into practical solutions for the aged care sector.

Bestmed Connect will provide immediate notifications for any changes in medications prescribed, adjusted, or discontinued.

Additionally, the project is focusing on developing clinical decision support systems to improve antibiotic prescribing for urinary tract infections, a common issue in aged care, where less than 10% of prescriptions align with standard guidelines.

These advancements aim to ensure higher-quality care for aged care residents and help providers meet the standards set by the Aged Care Quality and Safety Commission. *JG*

## Easier throat testing

**NEW** research is exploring cost-effective, non-invasive ways to diagnose Barrett's esophagus, a condition that raises the risk of oesophageal cancer.

Affecting 2-4% of Australians, mostly men over 40, Barrett's esophagus often goes undetected, as its symptoms are similar to heartburn.

Published in the *Journal of Gastroenterology and Hepatology*, the study, led by Dr Norma Bulamu from the College of Medicine and Public Health, proposes a multi-step screening approach: initial risk assessment and less-invasive tests, followed by an endoscopy only if needed.

The method could reduce costs and patient discomfort associated with endoscopies, the current test for diagnosis.

## PRODUCT SPOTLIGHT

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

### Hartley's Gripe Water

Hartley's Gripe Water is a natural blend of herbal ingredients of dill seed oil, peppermint oil, chamomile and coriander oil. These herbs have been used safely in commercial infant preparations for many years.

It helps reduce the occurrence of excess intestinal wind and gas in infants, relieve the symptoms of infant colic, and does not contain artificial sweeteners.

**Supplier:** Available from Symbion, Sigma & API.  
Contact your Clear Sales representative on 1800 640 043 for special deals.

**RRP:** \$10.51 - 200ml bottle

**Website:** [CLICK HERE](#) for more information.



# Do The Math(s)!

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