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## Today's issue of PD

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

- Dispense Assist
- Direct Chemist Outlet
- Bioceuticals

## Low-cost solution

**DISPENSE** Assist is a low-cost staffing solution with dispensary technicians available 24/7 at rates as low as \$6.37 per hour, for a range of services.

See more on **page three**.

## Gain more clout

**FOR** stronger brand recognition, Direct Chemist Outlet is encouraging pharmacy owners to switch brands to its banner to gain more buying power in today's competitive market.

See more on **page four**.

## For heart regime

**BIOCEUTICALS** Ubiquinol BioActive is formulated to maintain healthy cholesterol and blood lipids, and has antioxidants for older people.

Learn more on the **back page**.

## St John's new CEO

**ST JOHN'S** Ambulance ACT has appointed Martin Fisk as its new Chief Executive Officer.

Fisk has held senior roles at Menslink, Fearless Women, and the ACT Human Rights Commission.

## PDL warning for Wegovy

**PHARMACISTS** in Australia should be aware of potential errors when dispensing Wegovy (semaglutide), now available for chronic weight management.

Pharmaceutical Defence Limited (PDL) Professional Officers have reported several incidents recently where patients received the incorrect strength of Wegovy due to prescription confusion.

Variations in prescriber software formats have led to misunderstandings, resulting in patients being supplied more than the intended dose.

For example, prescriptions for Wegovy 0.25mg have been written by total strength/volume (e.g. 1mg/1.5ml) but incorrectly dispensed as 1mg.

This is four times the correct dose received by the patient, explained the profession's insurer.

Some prescriptions mimic US formats, further contributing to dosing errors.

PDL advises pharmacists to familiarise themselves with Wegovy



FlexTouch Pens, as different pens are required for dose transitions, unlike Ozempic.

Additionally, non-PBS Ozempic prescriptions have been mistakenly used to supply Wegovy, leading to complaints about price differences.

Pharmacists are urged to prioritise Ozempic for type 2 diabetes patients and inform weight management patients about Wegovy.

PDL recommends extra caution when dispensing Wegovy, verifying prescriber intent, and counselling patients on correct dosing.

Pharmacists should also stay informed on the risks of the "click" method of semaglutide pens, as improper use can result in higher-than-intended doses. *JG*

## Call on Patient Safety Day to cut misuse

**ON WORLD** Patient Safety Day today, people are urged to take three steps to reduce their risk of medicine misadventure.

Each year, 250,000 Aussies are hospitalised, and 400,000 visit emergency departments due to medicine-related issues, costing the economy \$1.4 billion annually, with at least half of these cases being preventable.

The Pharmaceutical Society of Australia National President,



Fei Sim, said, "the steps include knowing your medicines, the dose prescribed, and checking drug interactions, and for those who use multiple medicines, ask your GP about an Home Medicines Review, which can be provided free of charge to you by a credentialed pharmacist".

## Youth health study

**CURTIN** University will lead a new national study, *Young Minds: Our Future*, to examine the mental health and wellbeing of Australian children aged four to 17, backed by an \$8.1 million investment from the Federal Government.

The study aims to provide updated insights into the mental health of young Australians, informing future services and setting benchmarks for progress.

The initiative marks the first comprehensive review since the *Young Minds Matter* study a decade ago, during which the demand for mental health services has surged, with issues emerging earlier in life.

Recent data from the Australian Bureau of Statistics highlighted that nearly 40% of people aged 16 to 24 experienced mental ill-health in the past year, with anxiety disorders being the most prevalent.

However, similar statistics for those under 16 are lacking, underscoring the need for this updated research.

Pharmacist and Assistant Minister for Mental Health and Suicide Prevention, Emma McBride, emphasised the importance of the study, saying "this research will help shape more tailored mental health services for young people and families to better understand the factors contributing to mental ill-health".

The mental health study will begin in late 2025, with results expected in 2027.



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## AMH Children's Dosing Companion - New Release

Australia's national dosing guide for medicine use in children



## Dispensary Corner

**KOURTNEY** Kardashian's supplement brand, Lemme, is diving into the weight loss game with a new product called GLP-1 Daily, despite the fact it doesn't actually contain GLP-1.

Confused? You're not alone. The new supplement is packed with natural ingredients like lemon fruit extract and saffron, which are supposed to mimic the effects of the real GLP-1 hormone found in popular drugs like Ozempic, according to *BoF*.

"If you told me when I launched the brand that this would be a product we were making, I wouldn't believe you," Kardashian told *Vogue* over Zoom yesterday.

"But GLP-1 medications have been helpful to so many people. The drug clearly has so many benefits, but it also has a lot of side effects."

So promising less side effects and "reducing hunger and cravings", the weight loss capsules will set you back US\$72 (A\$107) a month - because nothing says "natural" like a pricey subscription.

Lemme's move follows a trend, with other brands like Hims & Hers also jumping into the weight loss market.

And why not? According to global analyst firm, J.P. Morgan, the GLP-1 market could hit US\$100 billion (A\$148.6 billion) by 2030.

If you've got some lemons, saffron, and an ace marketing team at the back of your stores, the weight loss world could be your oyster.

## Amcal hits big milestone

**AMCAL** Dixon's Pharmacy in Wynyard, Tasmania, is celebrating 130 years of continuous service, marking it as the longest-running family-owned pharmacy business in Australia.

Established in 1894 by Arthur Dixon, the pharmacy has been passed down through four generations and is now run by Kathryn Dixon (pictured top right).

The milestone event was attended by the town's Deputy Mayor Celisa Edwards and Sigma's CEO Vikesh Ramsunder (pictured right), who praised the Dixon family's dedication.

"The Dixon family's commitment to serving their community over four generations is remarkable," said Ramsunder.

"Pharmacies like Dixon's are the backbone of thriving, healthy communities, and what they've achieved in Wynyard is extraordinary," he added.

Kathryn's uncle, Mike Dixon, shared fond memories of the family's legacy, while she expressed pride in their ongoing service.

"We're proud of our heritage as



a family-run pharmacy and our long-standing connection to the Wynyard community," she said.

Ramsunder also presented a commemorative plaque, noting Sigma's 110-year relationship with the pharmacy.

"We are proud to have supported Dixon's Pharmacy in providing expert healthcare to the local community for over a century," Ramsunder concluded. JG

## Frailty adds pressure on health system

**NEW** research from Flinders University revealed that frailty among older Australians is placing a significant strain on the healthcare system, driving up costs in community aged care.

The study, published in *Geriatrics & Gerontology International*, found that frailty increases healthcare expenses due to higher service use, frequent hospitalisations, and longer recovery periods.

Lead author Barbara Toson emphasised the urgency of addressing this issue as Australia's population ages.

The research, using data from the Registry of Senior Australians, revealed that healthcare costs for frail individuals were significantly higher, adding an estimated \$130.8 million annually to healthcare expenses.

Senior author Prof Jon Karnon called for more investment in prevention programs and policy changes to manage the ageing population's needs.

The study highlights the importance of early screening and interventions, such as exercise and nutrition, to reduce the financial burden.

## Guild Update

### Get your World Pharmacists Day resources now

**WITH** just one week to go until World Pharmacists Day 2024, the Guild has a range of ideas and resources ready to help you celebrate.

World Pharmacists Day on Wed 25 Sep is a chance to recognise the service and commitment of pharmacists, but also the contribution of pharmacy assistants and the entire network that supports community pharmacy.

With pharmacists all over Australia, and indeed the world, stepping up to meet the ever-growing demand for healthcare, it's an unmissable opportunity to join as a professional community to amplify a message of recognition and thanks.

We will be sharing a special video on our social media channels on the day and we want to see it re-posted far and wide along with the #WPD2024 hashtag.

You might prefer to post your own story, or show your gratitude by thanking an amazing pharmacist in person for all they do, and for stepping up to care.





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OVER-WORKED?  
WAGES INCREASING?**



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