

Today's issue of PD

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

- Chemist Discount Centre
- Pharmacy Connect

High performance

CHEMIST Discount Centre has proven that delivering expert advice and low prices is possible.

Learn more about the benefits of joining the CDC franchise on **page four**.

One month to go

WITH just one month remaining until the highly anticipated Pharmacy Connect 2025 conference, be sure to secure a spot for this premier event.

See **page five** for more.

Mayne announces Cosette update

MAYNE Pharma has announced that it has received further correspondence from Cosette alleging breaches of misleading or deceptive conduct relating to the FDA concerns around its Nextstellis contraceptive pill (**PD** 19 Jun).

This is the third such notice, with Cosette stating that it intends to terminate its plan to take over Mayne if the circumstances giving rise to the alleged breach continue to exist for five business days.

Mayne maintains there is no new information and the deal can go ahead as planned.

Guild's 10-year roadmap

THE Pharmacy Guild of Australia has unveiled a strategic plan that will see it position community pharmacies as the cornerstone of the nation's healthcare system (**PD** breaking news yesterday).

Towards 2035 sets out a pathway for how the Guild and its members will work to deliver for patients, pharmacists and pharmacies over the next decade, with an emphasis on three key values - authenticity, connection and excellence.

"Our vision is for communities to think pharmacy first - creating healthier communities and a healthier Australia," stated the Guild's National President Professor Trent Twomey.

"This plan builds on the strong foundations of our past and charts a course for a future where pharmacy is not only accessible, but central to the health and wellbeing of every person in Australia."

Shaped by extensive consultations with members, elected officials, patients and staff, the roadmap highlights key priorities including expanding pharmacy services, increasing access to essential care, strengthening professional development and ensuring sustainability across the sector.

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quarterly reporting, tracking key indicators, sector trends, and implementation milestones.

"It is a future underpinned by the patient-practitioner-practice relationship, and a belief that healthier communities are created when patients are placed at the centre of care, when pharmacists are empowered, and when practices thrive," Prof Twomey said.

"Our profession is ready to deliver more - we know that community pharmacy is the most accessible primary healthcare destination, open earlier, later and longer than other providers.

"Now is the time to seize the opportunity to do more and expand the services offered in community pharmacies across Australia."

See the strategic plan **HERE**. JM

Vote for a rural health hero now

THERE is less than a week left until nominations for the 2025 National Rural and Remote Health Awards close.

The awards, which will be presented in Nov, acknowledge the contribution, innovation and dedication of local health professionals and organisations.

Finalists and nominees are able to attend the ceremony alongside the Governor-General of Australia,

Sam Mostyn, and the National Rural Health Commissioner, Professor Jenny May.

Rural Health Pro Manager, Jessica Rostas, has encouraged patients and peers to get their nominations in today, as it is "the perfect opportunity to celebrate the extraordinary efforts of your local health professionals, teams or organisations".

Nominate **HERE** by 11 Aug.

MM2025 abstracts

WITH four months to go until Medicines Management 2025 (MM2025), Advanced Pharmacy Australia's (AdPHA) annual conference, the industry body has confirmed its selection of scientific abstracts (**PD** 02 Apr).

Ella Raguz, Chair of the MM2025 Scientific Program Committee, revealed that this year saw a very strong submission season.

"We were blown away by the outstanding calibre of abstracts this year, and the Scientific Program Committee were excited to see innovation impacting all areas of practice shown in all three categories: research, case studies and pharmacy practice," she said.

"Strong emerging themes include women's health, aged care, practice evolution and practice expansion, and we're also working toward conference streams that focus on consumers, medication access, sustainability and our growing technician workforce."

MM2025 will take place at the Melbourne Conference and Exhibition Centre from 27-29 Nov, under the theme 'Pharmacy in motion' - earlybird registration is available **HERE**.



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SCAN TO LEARN MORE



Arrotex/Antengene ink Xpovio deal

MELBOURNE-BASED Arrotex Pharmaceuticals will become the exclusive local distributor and marketing leader for blood cancer and multiple myeloma (RRMM) treatment Xpovio (selinexor).

As part of a new partnership with Antengene, Arrotex will continue its strategic expansion in haematology, with the deal providing PBS access to a listed treatment option in RRMM and granting Antengene access to Arrotex's integrated commercial infrastructure.

It is estimated as many as 20,000 Australians are living with multiple myeloma - a type of blood cancer that develops from plasma cells in bone marrow - with a further 2,600 diagnosed every year.

Xpovio was first launched onto the PBS in Sep 2022 based on an oral selective inhibitor of the nuclear export protein XPO1 for RRMM, and was expanded into a second listing in Jun the next year.

Arrotex will now assume all sales and marketing activity for



RRMM and will grow its sales operations to better connect with haematologists, oncologists, nurses, and pharmacists.

At the same time, Antengene will continue with clinical trials and oversee indication expansion.

Arrotex Chief Commercial Officer Hayley Tamborini (**pictured**) said the new partnership is based on a platform of innovative access.

"Arrotex is fast becoming a partner of choice for companies wanting to establish and maintain a strong presence in Australia," Tamborini said.

"By partnering with multinational companies of the respected

calibre of Antengene, we are using our established platform and unparalleled market presence to enable innovation to reach more Australian patients."

Studies released two years ago showed as many as 18 Australians were losing their lives to blood cancer, including myeloma, leukaemia and lymphoma every day (**PD** 27 Feb 2023).

Epworth Healthcare Director of Molecular Oncology and Cancer Immunology, Professor Miles Prince, said innovative treatments are desperately needed for Australians suffering from blood cancer.

"Xpovio (selinexor) provides an important treatment option for people living with multiple myeloma," Professor Prince said.

"A continued focus on treatment access is required to support those managing this incurable disease."

Professor Prince said the continuity of access provided to Arrotex was a positive development for prescribers and patients alike. *ML*

CWH in top 10 fastest growing retail brands

RESEARCH and data company Fomento has published the top 10 fastest growing consumer brands in Australia for the 2024-25 financial year, with Chemist Warehouse a new entrant in 10th place.

After its recent merger with Sigma Healthcare, CWH continued to expand rapidly, with 70% of Australians making a purchase at one of its locations during the financial year, up from 67% in the previous financial year.

This represents growth of 3.4%, and a gain of more than 700,000 new customers.

CWH joined Australian companies Guzman y Gomez and Bakers Delight, as well as global brands Temu, Amazon Prime, Uniqlo, Booking.com, Amazon, Paramount Plus and Shein in the top 10 fastest growing retail brands.

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Dive into our latest podcast episode featuring **Lusi Sheehan**, a wound care consultant, credentialed HMR pharmacist, and educator - "Pharmacist, Educator, Mum; Her Inspiring Wound Care Journey".

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Dispensary Corner

DOCTORS may soon be prescribing cartoons to boost kids' wellbeing, after new research found that Australian TV show *Bluey* could help young viewers build resilience.

Watching the famous blue heeler and her family go on adventures could have lifelong mental health benefits for children, according to researchers from CQUniversity.

Townsville mental health practitioner Kelly Bohl analysed 150 episodes of the show, and found that half modelled resilience-building behaviours, with almost two-thirds of those examples taught by one of the blue heeler parents.

"Resilience is the ability to cope with challenges, and we know that developing a resilient mindset in childhood can help people overcome adversity right through our lives," Bohl said.

"When I started watching *Bluey* - as an adult who doesn't have young children but does have an interest in positive viewing habits - I noticed characters regularly living these lessons in emotional strength, coping and recovery."

The research team is encouraging parents to watch the series with their kids and discuss how they can be resilient like Bluey.

The show launched in 2018 on *ABC Kids*, and has since gained a huge audience around the world, as well as earning BAFTA and Emmy award nominations.

In the USA, *Bluey* was the most-watched television series last year.

CPAP may harm heart in some OSA patients

NEW research has shown that using continuous positive airway pressure (CPAP) to treat obstructive sleep apnoea (OSA), lowers the risk of serious cardiovascular events in some patients, but may increase the risk of cardiovascular events in others, with researchers calling for a more personalised approach to treating OSA.

The study, which was published in the *European Heart Journal*, analysed the results of three separate trials involving around 3,500 people with confirmed OSA, of whom half used CPAP.

Patients were followed up for an average of three years and any heart attacks, strokes or deaths from cardiovascular disease were recorded.

Previously, these trials studied the overall effect of CPAP without considering the fact that in some

people, OSA causes severe drops in the level of oxygen in the blood or large surges in heart rate, known as high-risk OSA, but in others it does not.

In the new study, the researchers' analysis revealed that in patients with high-risk OSA, CPAP lowered the risk of heart attack, stroke and death from cardiovascular disease by around 17%, whereas for those without high-risk OSA, CPAP appeared to increase the risk of serious cardiovascular events by around 22%.

When researchers looked only at patients who did not feel sleepy during the daytime, these findings were even stronger - CPAP lowered cardiovascular risk by 24% in high-risk OSA but increased cardiovascular risks in the non-high-risk patients by 30%.

"Our findings suggest that CPAP

may offer long-term cardiovascular benefit in people with high-risk OSA but may have unintended harmful effects in those without high-risk OSA," said study lead Dr Ali Azarbarzin from Brigham and Women's Hospital and Harvard Medical School.

"For people with high-risk OSA, CPAP likely helps by preventing low oxygen levels and calming the overactive sympathetic nervous system during sleep - both of these are linked to cardiovascular disease.

"But in people without these high-risk markers, who are already at very low cardiovascular risk, CPAP seems to have downsides."

The researchers could only speculate as to why that might be the case, and said more research is needed to understand the mechanisms behind it.

Read the full paper [HERE](#). KB

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au

Mag-Sup Powder - a better way to absorb magnesium

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What our members say:



"As a franchisee of Chemist Discount Centre, we can confidently say that partnering with them has been a game-changer for our business at Wallan and Kilmore. The support and resources provided by the franchise team have been exceptional, allowing us to thrive in a competitive market."

Bi Jing You, Kim Ling Ching, Hooi-yin Tan & Kee Tat
Proprietors, Chemist Discount Centre Wallan & Kilmore



"Working with Chemist Discount Centre has been an exceptional experience over the last 4 years. Their dedication to quality and customer satisfaction is truly commendable. Having support from my Pharmacy Business Manager has helped with strategic planning, financial management, operational efficiency, compliance expertise and staff development. I'd recommend the brand to anyone looking for a true 'discount model' solution."

Tracy Minett
Proprietor, Chemist Discount Centre Bass Hill & Chester Hill

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