

Today's issue of PD

Pharmacy Daily today features four pages of industry news, including a photo page from **WholeLife Pharmacy & Healthfoods**, plus full pages from:

- Chemsave
- Glucojel

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Glucojel profits you

ALL the money raised by Glucojel assists the Pharmacy Guild of Australia in its advocacy work for community pharmacy - learn more on **p6**.

GPs call for pharmacists in practice

PHARMACISTS are routinely co-located in GP clinics in the US, UK, Canada, New Zealand and several other countries - so why not Australia?

Writing in *The Conversation*, Professor Lisa Nissen and Associate Professor Jean Spinks from the Centre for the Business and Economics of Health at the University of Queensland, addressed some of the issues that would need to be ironed out, prompted by the Royal Australian College of General Practitioners' call for pharmacists to be based in general practice.

In its submission to the Productivity Commission, the RACGP stated that GP-based pharmacists "can contribute to higher prescribing quality and lower prescribing costs by working collaboratively with GPs to support the quality use of medicines".

The peak body pointed to an independent economic analysis that found pharmacists in general

practice could deliver an estimated \$545 million in health savings systems over four years, through reductions in medicine-related harms, reduced emergency department visits and lower hospital readmissions.

"Currently, a lack of funding prevents many GP clinics from employing more pharmacists," the submission noted.

Prof Nissen and Assoc Prof Spinks cautioned that the \$545 million figure came from a 10-year old report based on even older studies, and patient complexity and treatment options have changed.

They also questioned whether there are enough pharmacists to fill these roles.

Improvements would need to be made to patient digital record-keeping at community pharmacy level to capture over-the-counter medicines, so GP-based pharmacists have a complete picture of the patient's medicines.

There would undoubtedly be

benefits to the move - for example, having an on-site pharmacist to conduct medication reviews may be more convenient for patients.


It could also help build trust between pharmacists and GPs, with GPs potentially more open to pharmacists' suggestions around medication, the professors noted.

However, GP-based pharmacists would not dispense medicines, and patients would have to obtain them from a community pharmacy.

Having just completed a trial of pharmacists in GP clinics in Queensland, the authors said one learning was that "relationships and workflows between pharmacists and GPs must be negotiated on a practice-by-practice basis".

"Both GPs and pharmacists need to agree on their role, and pharmacists need to be trained and supported to work in this general practice setting," they said, adding that patients should also have a say in the type of services delivered.

Read the article **HERE**. KB




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New hub for o/s pharmacists

THE Australian Pharmacy Council (APC) has launched the Pharmacist Journey Hub, a comprehensive, user-friendly resource designed to support overseas-trained pharmacists in gaining General Registration in Australia.

Directed at both overseas-trained pharmacists and those involved in their migration and registration journey, the hub includes information on visas, sponsorships and supervised practice arrangements, and the fees and timeframes involved.

There is also an account of relevant organisations and when to engage with them, and steps to take after achieving General Registration.

In addition, the resource covers general information about what to expect when living in Australia, such as costs, life in the different regions, work opportunities and cultural safety.

"Everyone's journey is different and for some this process can be longer and more complex than expected - with multiple steps and organisations involved," said a spokesperson for the Council.

"This resource draws on information from across the sector into a centralised hub offering clarity and transparency from the very beginning," they added.

Visit the hub [HERE](#).

New model of care unveiled



COMPLETE Care Pharmacy has launched a new model of care in its Landsborough Qld store, showcasing how pharmacists can deliver comprehensive healthcare services while maximising their full scope of practice capabilities.

The opening of the store on 30 Jul was attended by Kos Sclavos, former National Guild President, and James Lester, Qld Guild Vice President, as well as members of the local community.

Owners Tim Fitzpatrick and Sean Fitzpatrick have recently completed their Graduate Diploma of Advanced Pharmacy Practice for Full Scope of Practice.

"The Complete Care model provides the framework and support systems that allow us to truly utilise our full scope of practice," explained Sean Fitzpatrick.

"We're not just dispensing medications - we're providing comprehensive healthcare solutions that keep patients out of emergency departments and deliver accessible care directly within the community," he said.

Complete Care Pharmacy

Landsborough joins a rapidly expanding network of pharmacies successfully implementing this care model across the country.

The framework provides pharmacists with the tools, training, and support systems necessary to transition from traditional dispensing to comprehensive healthcare delivery.

Features of the Landsborough pharmacy include private consultation rooms, and streamlined technology and dispensing integration supporting efficient clinical service delivery and patient management.

The store provides comprehensive health consultations, reducing barriers to healthcare, and patients can access in-store allied health services, with a nurse practitioner and diabetes educator creating seamless patient care pathways.

"While a local event, this pharmacy's launch represents a significant, forward-looking model for the future of pharmacy services across the country," said Kaytlin Rolf, Operations Manager at Complete Care Pharmacy. *KB*

GPs push for full scope on ADHD

GENERAL practitioners should practise to their full scope to support patients and families living with ADHD, offering them high-quality affordable and accessible care, says the Royal Australian College of GPs.

Expanded GP services would be most welcomed by the community, due to the high costs of specialist appointments and lengthy wait times, which are currently a major barrier for many Australians, particularly those in disadvantaged areas, said RACGP President Dr Michael Wright.

Queensland GPs have been treating ADHD since 2017 - it is the only state or territory where this expanded care has been approved.

"Untreated ADHD costs Australia over \$20 billion each year," said Dr Wright.

"The reforms we're calling for aren't just what patients on wait lists and their families have been calling for, they're cost-effective and evidence based," he explained.

"Up to 10% of children and adults live with ADHD, but early intervention can help them thrive."

At the next Health Minister's meeting, a harmonised approach between states for ADHD prescribing will be discussed, as well as other opportunities to access diagnosis and care.

Supporting IBD in the workplace

CROHN'S & Colitis Australia (CCA) have released today an online resource called *GutSmart: IBD in the Workplace* and will be running a webinar tomorrow to explain the guide and answer questions from attendees.

"After our 'State of the Nation' report highlighted just how much inflammatory bowel disease (IBD) burdens Australia's working population, we know this resource will fill the support gap

given it's the first of its kind," said CCA CEO, Leanne Raven.

With many Australians first diagnosed with IBD during their career-building years between the ages of 15 and 29, the online guide was designed to help navigate the challenges of working life and features interactive videos, printable materials, worksheets, activities and more.

To register, click [HERE](#), and download the guide [HERE](#).

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WholeLife conference in full swing

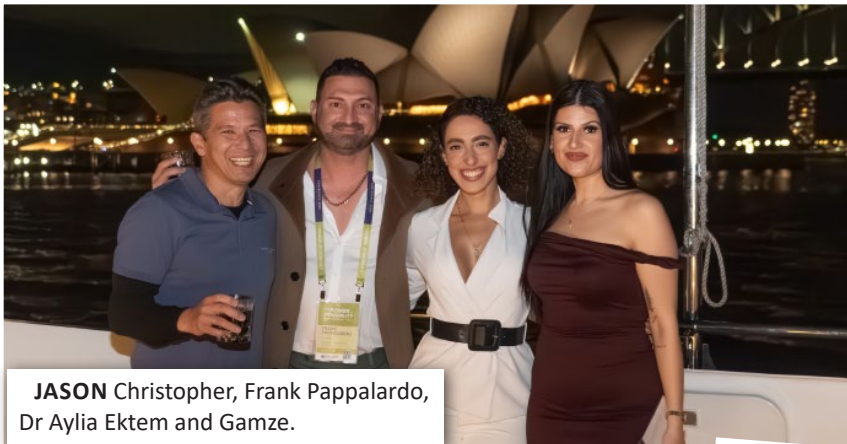
THE 2025 WholeLife Pharmacy & Healthfoods Conference is currently in full swing at the luxurious Crown Towers Sydney, bringing together pharmacists, retail leaders, suppliers and store teams from across Australia under this year's theme, 'The Power of Possibility'.

Delegates started the conference on Sunday with a series of workshops on key topics across pharmacy and retail streams. Then, they enjoyed a stunning welcome evening aboard *The Jackson* superyacht, cruising Sydney Harbour and setting the tone for a conference focused on connection, inspiration and future-focused thinking.

Monday morning featured WholeLife Group CEO Damian Young, who reflected on the brand's success and growth trajectory, plus inspiring presentations from Professor Trent Twomey, NostraData, Arrotex and the WholeLife Health Services team.

Attention now turns to this evening's WholeLife Awards Dinner hosted by comedian Dave Hughes. The evening is a chance to recognise and celebrate the achievements of outstanding individuals and teams across the network.

Stay tuned for the announcements of the winners in *Pharmacy Daily*.



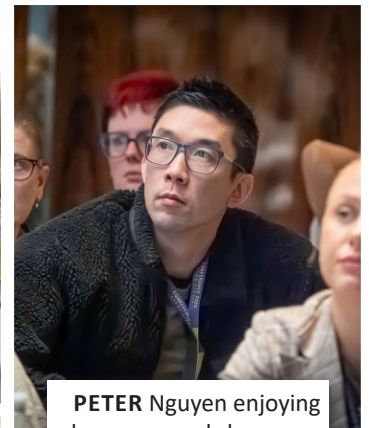
JASON Christopher, Frank Pappalardo, Dr Ayliya Ektem and Gamze.



DAMIAN Young, Fiona Gardiner, Isabel Pavey and Christian Fuentes.



DELEGATES exploring the supplier village.



PETER Nguyen enjoying pharmacy workshops.



TREVOR, Mike and Dean enjoying *The Jackson* superyacht.



SOL and Paul participating in workshops.



INTERACTIVE workshop on day one with Liz Warburton.



DAVE, Caroline and Nic visiting the supplier village.



ISABEL, George and Paul at the conference.



SHELLY, Lizzie and Danielle.



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Dispensary Corner

BY ALL means, ask ChatGPT to help you write an awkward email to your boss, but according to Flinders University research, it is best to avoid asking it for health advice.

"Artificial intelligence chatbots offer a potential accessible, cost-effective tool for supporting people to undertake health behaviour change to address lifestyle risk factors for chronic diseases, but very little evidence exists for their capability," pointed out lead researcher Dr Candice Oster.

The team tested the ability of ChatGPT-4 with simulated patients to offer a common evidence-based health coaching practice called "motivational interviewing" that works to identify why the patient may want to change.

While ChatGPT was found to offer a range of complex reflections and affirmations, it also eventually progressed to delivering lengthy sermons and inappropriate interactions, then attempting to end the conversation or doubling down when simulated patients didn't want to listen to its advice.

Turns out, ChatGPT is a bit too pushy for its own good.

"In this type of coaching, people often react to being told what to do as they feel that someone is trying to limit or control their choices," explained Dr Oster.

"GPT wasn't able to steer clear of that, highlighting areas that could be considered for model augmentation to improve AI's capabilities," she added.

"Be present, truly listen, and connect"

THIS year has been a big year for Victorian pharmacist Sara Murdock (**pictured**), who took out the 2025 Pharmaceutical Society of Australia Victorian Pharmacist of the Year (**PD 02 Jun**) and the Patients Australia Outstanding Community Pharmacist 2025 (**PD 07 Aug**).

It has been a long and sometimes difficult road for Murdock to get this far, and she shared with **Pharmacy Daily** the story behind the recognition, and what young pharmacists can learn from it.

The first award came as quite a surprise, Murdock said, and when the President of PSA Victoria rang and told her of the award, she could not say anything - she just started crying.

"All I could think of in that moment was my 20 years of service and raising my kids in pharmacies - having my two little kids falling asleep in the back of the pharmacy," Murdock said.

"It hasn't been easy as a single parent raising two children, wanting them to have the best education and opportunities and sport, while at the same time, trying to build a career and build a name and be able to thrive as a pharmacist and learn.

"It meant a lot for me to receive that phone call - it just affirmed that what I'm doing is good enough to be recognised."

The award from Patients Australia was equally unexpected, and especially humbling.

"I serve the community with heart," Murdock explained.

"I love my patients, and I'm on a high when I feel like I've served someone, whether it's bettering their health literacy, or educating them about a specific condition or a pill, or just listening to them.

"Quite often, people coming into



the pharmacy just need someone to talk to - especially the elderly.

"It's an incredible honour, it's humbling, and it just affirms that you're on the right path."

Asked what advice she would give to early career pharmacists, Murdock did not hesitate.

"Be present - you need to be present for people.

"You need to truly listen and connect, have empathy and create a safe space for people to be able to speak to you."

Murdock is now the lead pharmacist at Pharmacy 777 Pascoe Vale, an extended-hours pharmacy

with a team of 10 staff.

Her role includes introducing services to the community, collaborating with community groups, schools and local medical centres, finding out what their needs are and trying to fill the gaps.

She also supports her staff in their areas of passion, upskilling them and making sure they are growing.

Murdock attributed the recognition she has received to the alignment of her own values and those of Pharmacy 777.

"Pharmacy 777 is very big on people before business, and looking after your community and looking after your patients in a professional way aligns with my values, and that's why I'm thriving," she said.

"So another thing I would say to students and young pharmacists is to make sure you're in an environment and with people that align with your values.

"We all have our challenges in our careers but having shared values leads to success and allows you to thrive." KB

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