

## Today's issue of PD

*Pharmacy Daily* today features two pages of news, plus a full page from Maxofen.

## Maximise your day

**NEW** Maxofen from Nova Pharmaceuticals combines paracetamol and ibuprofen for double-action relief from acute pain and fever.

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See details on **page three**.

## GPs back govt defence of PBS

**AS AUSTRALIA'S** Pharmaceutical Benefits Scheme (PBS) draws increased criticism from the US pharmaceutical lobby, the Royal Australian College of GPs (RACGP) has emphasised its essential role in ensuring Australian patients can afford essential medicines.

RACGP President Dr Michael Wright said the PBS is one of Australia's most important programs for health access and equity, "ensuring everyone has affordable access to the care they need".

"As GPs, we know our patients can't and shouldn't pay the price of US-style healthcare," Wright added.

"The PBS means when we prescribe the treatments our patients need, we know they will be able to access them at an affordable price."

The college also praised the Federal Government's staunch defence of the program in the face of pressure from overseas interests (**PD** 18 Jul).

## Banner battle: TWC, DCO on top



**TERRYWHITE** Chemmart (TWC) is now the largest pharmacy group by store count, with most growth coming from other outlets joining its banner, according to a new report from IQVIA on pharmacy banner switching.

Meanwhile, Direct Chemist Outlet (DCO) has also had one of the highest number of store gains over the past 12 months.

TWC gained 55 new outlets, of which five were new openings and 50 were switches from other banners - notably Amcal, which contributed 13.

However, TWC also lost 16 outlets, due to three closures and 13 switches - with five to Amcal - for a net gain of 39 new stores.

"In the past year, we've welcomed a significant number of new pharmacies to TWC, with the network consistently outperforming the market in both retail and script growth," Nick Munroe, TWC Executive GM told *Pharmacy Daily*.

"This has been driven by the strength of our offer, the depth of our support, and our clear focus on helping pharmacists and their teams deliver better care to more Australians," Munroe added.

DCO gained 22 new outlets, comprising 15 switches and seven new openings, with no closures or losses, creating a total network of 132 stores.

DCO Director Ian Tauman told *PD* the numbers show that owners are

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## Enhanced pilot

**THE** Pharmacy Guild of Australia WA Branch has announced that universities in Western Australia will begin offering enrolments for the required training under the Enhanced Access Community Pharmacy Pilot (**PD** 20 Jun).

Patients will be able to access services through community pharmacies by the end of 2026, with participating pharmacists able to assess, manage, and treat a range of conditions in a community pharmacy, and to prescribe appropriate Schedule Four medicines for treatment.

The Western Australian Government has dedicated \$1.26 million to support the initial intake of pharmacists, with training expected to commence in Sep.

Pharmacy Guild of Australia WA Branch President, Andrew Ngeow, said: "Today is a significant first step in building a program that can ensure that patients have access to the services of the Enhanced Access Community Pharmacy Pilot, across metropolitan and all regional areas of the state."

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## Dispensary Corner

**FORGET** pirates - Orlando Bloom might have been swindled by snake oil this time.

Medical experts have some bad news for the *Pirates of the Caribbean* star, who last month underwent a \$20,000 treatment to remove microplastics from his blood.

Bloom shared a snap of himself on Instagram undergoing the blood plasma exchange at Clarify Clinic in London, with the caption hailing it as a "new way of removing microplastics and toxic chemicals from our bodies".

However, dozens of experts have since given the treatment the side-eye.

Professor Edzard Ernst, a world-renowned expert in complementary medicine at the University of Exeter, said: "I am not aware of reliable evidence showing that the procedure has any of the claimed effects on human health."

"I am not even sure that it removes anything from the patient other than a lot of cash."

British medic Dr Michael Mrozinski also gave the practice a roasting, and stated: "Orlando Bloom paid thousands for a 'microplastic detox' where his blood was filtered through plastic tubing, using plastic cannulas, into a plastic machine, to remove microplastics."

"You couldn't script this better if you tried; the wellness industry has officially eaten itself."

As well as (allegedly) being a waste of the money, the procedure also carries serious risks, including infections from bacterial contamination.

## RMMR, MHR "missing link"

**MEDICATION** management specialist Meditrax has created a technology platform that enables Residential Medication Management Reviews (RMMRs) and Home Medication Reviews (HMRs) to be uploaded directly to My Health Record (MHR), allowing healthcare providers across different settings to access the information as needed.

The new platform includes a dashboard for facilities and consulting pharmacists, enabling faster clinical reviews, visibility across medication advisory committee discussions, and better oversight of care trends.

The development addresses one of healthcare's most persistent challenges - continuity of care - and by enabling the systems to connect, provides what Meditrax CEO Tannya Stevens (**pictured**) said is the "missing link".

"What we created is the ability to upload medication reviews to My Health Record, which has never before been achieved," Stevens told **Pharmacy Daily**, adding that "many have tried".

"Transition of care is a huge problem, and medication errors cost the government a significant amount of money.

"The missing link was how to share information on medications people are taking when they have a medication review so it can be accessed by the people who need to see it."

The availability of the platform means that when a resident is transferred to hospital or discharged home, their most recent medication management review will be available on MHR.

"This means fewer delays, fewer medication errors, and no more chasing information," Stevens said.

"It really is significant for patients,



families and doctors, as well as the wider healthcare team."

Meditrax has also integrated with Webstercare's Electronic National Residential Medication Chart platform, MedCare, reducing duplication of data and improving the flow of information between clinical pharmacists and facilities.

"Too often, health systems operate in isolation, and medication information gets lost between providers," Stevens said.

"This platform breaks down those silos by connecting teams and making critical information visible when and where it's needed.

"We welcome other technology providers to collaborate with us and help build a truly connected healthcare ecosystem," she added.

The platform will be formally launched in Sep.

In the future, the platform will enable Meditrax to publish annual de-identified benchmarking reports on medication safety and clinical governance, helping providers measure performance and support continuous quality improvement.

"This is about delivering person-centred care with the right tools, at the right time.

"The future of medication governance isn't just digital - it's collaborative, transparent, and built around the needs of people in care," Stevens concluded. **KB**

## Top picks for PC25

**WITH** this year's Pharmacy Connect fast approaching, the 2024 Pharmacist Assistant of the Year (PATY), Maddison Waide, has shared her top 10 must-attend sessions.

The Pharmacy Assistant Refresher Training is one session not to be missed, according to Waide, with Katy Johnson from the Australasian College of Pharmacy bringing back her interactive games and "all the vitamin goodness you can handle".

Waide also recommended sitting in on the 'Unlocking the science of hydration for dry skin' session, which takes place Thu 04 Sep at 2.15pm.

"This session is a great opportunity for you to become more confident supporting your customers with the skin they're in."

For plenty of inspiration, Waide pointed to Michael McQueen's keynote, 'Preparing now for what's next: How to thrive in an age of uncertainty'.

"Michael is a world-renowned trend forecaster, and his session will be sure to fill you with the kind of inspiration that gets you fired up for the year ahead."

Attendees can also hear from Waide herself during the 'PATY 2024: A year in review' session, where she will reflect on her last 12 months.

"From the wins, learning, and personal growth, it's been the biggest adventure, and I can't wait to reflect before passing the crown to this year's winner," Waide enthused.

Read the full list **HERE**.

Registrations are still open for Pharmacy Connect, **HERE**.



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