

Today's issue of PD

Pharmacy Daily today features three pages of news, plus a full page from **Direct Chemist Outlet**.

DCO in Sydney

DIRECT Chemist Outlet is coming to Sydney, and is inviting pharmacy owners to grow their business.

Learn more on **page four**.

New automated welfare check-in

PERSONAL safety alarms provider CareAlert, has launched an automated welfare call service that provides welfare or medication reminder calls, offering peace of mind for families and reassurance for elderly people living independently.

For less than 30 cents per day, clients receive two calls per day, and if a call goes unanswered, an emergency contact is alerted.

Learn more **HERE**.



TWC celebrates 20 years with OCA

ON WORLD Ovarian Cancer Day last Thursday, TerryWhite Chemmart (TWC) marked two decades of support for Ovarian Cancer Australia (OCA), reinforcing its commitment to raising awareness and funds for the thousands of Australians affected by ovarian cancer each year.

TWC is on track to achieve its goal of raising \$450,000 by the end of the financial year through a combination of pharmacy-led fundraising activities, the contributions of over 30 supplier partners participating in the 50-cent donation campaign, and the sale of teal merchandise in-store.

The teal ribbon is a symbol of recognition and solidarity for those impacted by ovarian cancer.

Nick Munroe, Executive General Manager at TWC, reflected on the enduring partnership and recognised the efforts pharmacy teams have gone to this year.

"For 20 years, the TWC network has stood alongside OCA,

championing the cause and striving to make a tangible difference in the lives of those suffering ovarian cancer and their families across the country," Munroe said.

"This partnership is more than just a collaboration; it's a testament to our shared commitment to women's health and the power of community-driven initiatives.

"Each and every year we are inspired by the level of commitment the TWC network shows for this partnership, and this year we've continued to see more pharmacies engage and take it to a new level."

Teams around the country have undertaken various fundraising initiatives, from hosting morning teas and running community raffles, to bold gestures like cutting off ponytails or shaving heads.

The team at TWC Caboolture North recognised World Ovarian Cancer Day with a silent auction featuring a framed, signed 2024 Brisbane Lions AFLW finals jersey



(pictured above).

The TWC team also donated over 200 care packages (pictured below) for cancer patients to OCA and Cancer Care for the Sunshine Coast community, with additional packages being taken to Brisbane and the Gold Coast.

Debbie Shiell, CEO of OCA, thanked TWC for the continued support and fundraising efforts, noting these initiatives foster a sense of community and hope. KB



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New Trump meds cost initiative

THE pharmaceutical industry is bracing for the latest Trump initiative, after the US President announced he would use his executive powers to force pharma companies to reduce the price Americans pay for medicines.

In a Truth Social update posted this morning AEST, Trump said he would sign an order on Mon that would reduce prices “almost immediately” by 30% to 80%, adding that “the United States will pay the same price as the nation that pays the lowest price anywhere in the world”.

He attempted to reduce medication costs in his first term, and while good for patients, it was unsurprisingly met with resistance from pharma companies, who tried to sue him, and the proposal ended up being dropped.

What's your pall care plan?

NATIONAL Palliative Care Week (NPCW) runs from 11 to 17 May, with this year's campaign asking Australians “What's your plan?”.

Palliative Care Australia (PCA) noted that each day in Australia, 400 people of all ages die of life limiting or terminal illnesses, pointing out that all could benefit from end-of-life planning and palliative care.

“It's a direct approach to Australians and their loved ones to talk about what matters most at the end of life and to discuss plans that empower and respect choices during the last years, months, and days of life,” said Camilla Rowland, CEO of PCA.

For health and care sectors, NPCW prompts reflection on capacity, innovation, and readiness to meet the increased demand for palliative and end of life care as our ageing population grows.

PCA suggested NPCW can prompt for governments to discuss policy, investment and strategy addressing future palliative care needs.

The Pharmaceutical Society of Australia (PSA) is part of a new consortium led by PCA on the quality use of palliative care medicines (*PD* 09 May).

MEANWHILE, Dementia Australia launched a new course today on palliative care for health, aged and disability care workers.

The course has been added to the award-winning Ask Annie app which provides dementia training for care workers.

Dementia Australia CEO Professor Tanya Buchanan said the course is a “much-needed way of educating the dementia workforce on the importance of dignity for people living with dementia, aiming to maximise quality of life at all stages”.

“Educating the health and aged care workforce about dementia and palliative care will make a critical contribution to improving access to timely and appropriate palliative care for people living with dementia,” Prof Buchanan said.

See more about Ask Annie [HERE](#). KB

Blackmores CMO in Mi3 top 10

BLACKMORES Chief Brand, Innovation and Communications Officer, Joanne Smith, was placed number 10 in Mi3's CMO Awards 2025.

When Smith took on the role, brand health and market share performance were declining, and she led a three-year transformation of innovation.

She told Mi3 her ambition was to create “an engine of profitable growth that centres on bringing superior health solutions to our consumers across our 12 markets - informed with rich scientific data and consumer insight and commercialised with excellence”.

Smith's efforts returned brand performance to growth, with innovation sales increasing from less than 4% of total sales to 20%.

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Dispensary Corner

MEDICINE brand names might seem like they're created by a cat let loose on a keyboard, but the process to devise them is actually quite intense.

According to an opinion piece written by Mike Pile, a US visual identity consultant, some curious tactics can be employed to spark some naming genius.

Pile says his experience has seen some drug companies lock their marketing teams in a boardroom with pizza, white boards and rolls of paper.

Another employed professional linguists and poets to conceptualise a catchy title.

Pile says others have turned to encyclopedias of minerals and gems along with surfing dictionaries, Sanskrit rhyming dictionaries and sports metaphors to devise a name.

One copywriter has been known to pore over books such as *Jane's All the World's Aircraft* and the 1938 edition of *The Glossary of Meteorological Terms* to find their muse.

Other techniques include using sound symbolism and developing names starting with 'b' and 'p' as those words push air through the lips.

Pile detailed a time his company employed a poet to design a brand name.

The process saw the poet told nothing about the drug in question, its use or any related cues - only that she had to come up with names that evoke mental images of clouds, skies and gentle breezes - for what ultimately was a thrush cream.

Meet NAPSA directors at PCS25

THE National Australian Pharmacy Students' Association (NAPSA) is presenting at Pharmacy Careers Summit 2025 (PCS25) on 04 Jul, providing a great opportunity for students to learn about all the ways they can get involved in their peak body and make the most of their student experience.

The NAPSA Board of Directors will present an in-depth look into the association in a session titled 'Discover NAPSA - Meet the Board and Get Involved'.

NAPSA National President Sebastian Harper (**pictured**) called on all pharmacy students to attend and hear from leaders in the student space.

"With more initiatives, events, scholarships and advocacy efforts than ever before, students are well placed to get ahead in their career through NAPSA," he said.

"From a national education program to research opportunities and policy work, to the biggest



pharmacy student event of the year - NAPSA Congress - there is something for everyone," Harper added.

During the session, each director will highlight a unique aspect of the association, from advocacy and policy to education, professional development and community engagement, showcasing the many ways NAPSA supports pharmacy students.

Learn more about PCS25 [HERE](#). KB

Immunisation handbook update

IN another update to the Australian Immunisation Handbook, the chapter on vaccination for people who are immunocompromised has undergone significant changes and expansion.

It now provides clear definitions of immunocompromise and categorises the level of immunocompromise across various types of conditions, including inborn errors of immunity, acquired immunodeficiency due to medical conditions, and acquired immunodeficiency due to immunosuppressive medical therapies.

There is also updated advice for close contacts of those who are immunocompromised and travellers who are immunocompromised.

Read more [HERE](#).

Victoria's new mobile primary care clinic for St Kilda homeless

STREET Side Medics, a not-for-profit, mobile medical service dedicated to people experiencing homelessness, has opened its second Victorian clinic, in St Kilda.

Established by Dr Daniel Nour (**pictured**, with Prime Minister Anthony Albanese), the service provides free primary healthcare to vulnerable people, utilising fully equipped and customised mobile medical units which visit areas with a large number of homeless people.

It began operating in 2020 with several clinics in NSW, and plans for further national expansion.

Staffed by GPs, pharmacists and other allied health professionals,

Street Side Clinics provides bulk billing, but is free for people without access to Medicare.

Funding is provided by local partners, as well as the Federal Government, and runs in partnership with existing food services, shelters and other homelessness service providers.

Dr Nour said it's often very difficult for homeless people to prioritise their health or access appropriate health care.

"That's why Street Side Medics works in collaboration with other service providers; it better positions us to play a part in alleviating the barriers that limit vulnerable peoples' access to



primary health care," he explained.

Services include health checks, screening, immunisation, minor surgical procedures and referrals.

"Mobile clinics can play a vital role by bringing care to vulnerable people who'd otherwise go without," he continued.

"Homelessness is not just a housing issue - it is also a health crisis."

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