

Today's issue of PD

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

The right choice

NOVA Pharmaceuticals' MediChoice rapid-release paracetamol, available in packs of 16 and 32, is now back in stock - see **page four** for more.

PHARMACY 4 LESS DISCOUNT CHEMIST

Wesfarmers Health

Founded 18 years ago, Pharmacy 4 Less has grown into the home of **More Care 4 Less Cost**, proudly putting customers and communities first.

Now part of the Wesfarmers Health group, and with continued wholesale support from API, our franchise partners are supported by Australia's leading health organisation.

Pharmacies lead on accessibility, loyalty

PHARMACISTS continue to rank among the top three most accessible and frequently used health practitioners in Australia, according to data released today by NAB Health.

The *Health Insights Report: Health practitioners through the eyes of patients* revealed that 63% of adults visited a pharmacy in the past year - up from 61% in 2024.

In rural areas, 72% of residents visited a pharmacy - higher than any other practitioner group.

Pharmacists lead the way in ease of access among all health professionals, scoring 8.7/10 - a score that has remained fairly consistent over the last few years - and were highly valued for convenience and service.

Almost two-thirds (63%) of people said they felt listened to and included in decisions about their care without being rushed by pharmacists, which was mid-range compared with other health services.

Interestingly, customers in lower income groups reported feeling they were being heard by pharmacists to a greater extent than those on higher incomes.

In terms of accessibility, around

10% of people reported not seeing a pharmacist when they needed to, with the most common reason cited being that they were managing the issue themselves.

By contrast, 17% said they did not see a GP when they needed to, citing unavailability, inability to book an appointment, self-management and lack of time as the main reasons.

With patients increasingly focused on value for money, they are looking to pharmacies for more than just dispensing - they expect advice, support and expanded health services.

Just over half (54%) of Australians said pharmacy services were more expensive in the past year, though this is lower than for most other health practitioners.

In terms of the patient experience, pharmacies enjoy strong patient loyalty, with only 5% of Australians switching pharmacies in the past two to three years due to their current one not meeting their needs.

Patients value pharmacies that offer clear communication, follow-ups, and a welcoming environment.

Commenting on the report, Paul Halabi, a pharmacy owner from

Victoria, said "the insights around patient trust, convenience, and expectations resonated strongly".

"We see every day how much patients value personal interaction and reliability," he said.

"The report confirmed that even small, consistent improvements in how we deliver care and support our community can make a meaningful difference to patient satisfaction and long-term loyalty."

The report is available **HERE**. **KB**



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Free men's health webinar

IN AN upcoming webinar focusing on men's health, Dr Adrian Sheen (**pictured**) will share clear and practical insights on prostate and bladder health, early detection, and simple ways to stay healthy at every age.

Dr Sheen lectures in General Practice at the University of Sydney, and is the creator of the Widdleometer, a urinary flow screening device for men aged 50-plus (**PD** 26 Oct 2023).

"I am thrilled to share my knowledge and passion for men's health with the broader community," said Dr Sheen.

"Too many men delay seeking help until their health issues become impossible to ignore, which is why we need to build awareness around early symptoms and increase confidence to act promptly when they arise," he explained.

The seminar will highlight some of the early warning signs that can make a significant difference to long-term health.

The webinar is on 29 October at 7.00pm AEDT - get free tickets **HERE**.



Scope expansion for SA, ACT

THE South Australian government has announced a comprehensive training package and a new postgraduate university course to upskill pharmacists to deliver a much broader range of healthcare services for South Australians from next year.

It has also finalised the extra conditions that pharmacists will be able to assess or treat, including ear infections, shingles, school sores, wound management, gastro, acne, reflux and muscle and joint pain.

The new postgraduate course in pharmacist prescribing will be offered by Adelaide University, which opens in 2026 following the merger of UniSA and the University of Adelaide.

This course is presently going through external accreditation processes, and training providers, including Adelaide University, will be able to submit their courses for SA Health approval before the end of 2025.

The proposed new course has been designed to align with the regulatory and legislative framework for pharmacist authorisation and clinical guidelines underpinning the new expanded scope of practice.

It is intended the Graduate Certificate in Pharmacist Prescribing will start in semester one 2026.

Pharmacists can apply for a subsidy of up to \$8,500 to undertake the additional postgraduate training to enable them to expand the range of healthcare services they can deliver, with more than 120 subsidies available.



The Pharmaceutical Society of Australia (PSA) has welcomed the announcement, with PSA SA/NT President Adjunct Professor Manya Angley calling it "a significant step forward in recognising pharmacists as accessible, highly trained healthcare professionals".

"This is a landmark moment for pharmacy in South Australia," Prof Angley continued.

"Empowering pharmacists to deliver more frontline care means patients can access timely treatment close to home, particularly in areas where GP services are stretched or unavailable," she said.

Meanwhile, pharmacists in ACT will be able to deliver more accessible care to Canberrans, with Minister for Health Rachel Stephen-Smith saying trained pharmacists will be able to manage common conditions such as mild musculoskeletal pain, reflux, rhinitis, acne, and nausea.

These services build on existing pharmacist-led care for uncomplicated urinary tract infections (UTIs), resupply of the oral contraceptive pill, and minor skin conditions.

Pharmacists will also be able to administer flu vaccines to children aged two and older, down from the current minimum age of five. **KB**

"Whatever your dream, just do it"

ADELE Tahan was just seven years old when she decided she wanted to own a pharmacy - a goal she achieved in her early 20s.

She has since launched multiple pharmacies from the ground up, all while raising twins as a single mum and championing community pharmacy on a national stage.

A strong advocate for equitable access to medicines, and a respected leader who has influenced pharmacy policy through her involvement in the Community Pharmacy Agreement and scope of practice advocacy, Tahan has been named among some of the most influential people in Australian pharmacy.

Listeners of the latest episode on the *Your Pharmacy Career* podcast will be inspired by her resilience, determination, and unwavering passion for pharmacy and community care.

"Whatever your dream or vision is, just go and do it," she told host Krysti-Lee Patterson.

"You will make mistakes, but that's okay - you're not starting from scratch, you're starting from experience."

"Don't be afraid, surround yourself with people who lift you up, and never lose sight of your passion."

"That's how we build better careers, better businesses, and a better future for pharmacy."

Listen to the podcast **HERE**.

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Dispensary Corner

PICKLEBALL is one of the fastest growing sports in the world, and unfortunately, with the booming popularity is a rush in injuries - particularly those involving the eye.

Hospitals have seen a surge in eye injuries from the sport, according to US researchers, who looked at emergency department data from 2005-24.

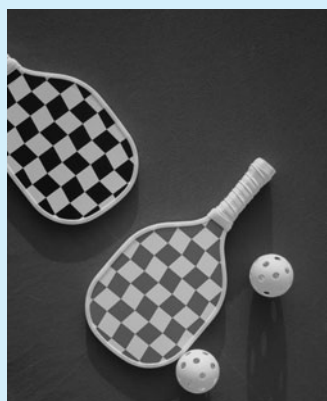
An estimated 3,112 pickleball-related eye injuries were observed over the 20-year time period - however, around 40% of those cases occurred just last year alone.

Researchers said there was an increase of about 400 cases each year from 2021-2024.

Some of the worst incidents included retinal detachment, broken eye sockets and eye bleeding, with researchers saying the sport likely needs guidelines around eye protection while playing.

Mechanisms of injury included a direct hit by a pickleball or a paddle, and falls.

Perhaps some picklers take the saying "keep your eye on the ball" slightly too literally.



Pharmacy 777 celebrates excellence

PHARMACY 777 hosted its highly anticipated Momentum conference and Trailblazer Awards at Crown Towers last Friday, celebrating outstanding contributions to patient care across the group.

The annual event brings together Pharmacy 777 owners, managers, team members, suppliers and stakeholders to reflect on the year's achievements and explore future strategies and innovations.

A standout moment of the conference was the 777 Trailblazer Awards, which spotlighted exceptional leaders who embody the group's core values: professionalism, care, exceptional service, and growth.

"It was an absolute pleasure to celebrate another group of 777 Trailblazers this year, these people are true health leaders,

inspiring both their teams and communities," Pharmacy 777 CEO Jason Brotherson said.

"Hearing the nominations and learning the stories behind them was a proud moment for our team."

Amirah King (pictured with Brotherson), from Pharmacy 777 Tambrey, was named the 2025 Pharmacist of the Year, recognised for her exceptional leadership, compassion and unwavering dedication to the Pilbara community she has served for over 12 years.

"As Pharmacy Manager, Amirah leads with infectious energy and genuine care, creating a workplace that is both positive and deeply connected," a spokesperson noted.

The 2025 Support Person of the Year was Julie Mitchell, Dispensary Manager at Pharmacy



777 Shoalwater, who has been a cornerstone of the pharmacy for over 24 years, leading her team with precision, compassion and commitment to the 777 values.

And recognised for her exceptional commitment to patient care and passion for advancing mental health awareness in the community, Mariam Loay from Pharmacy 777 Nollamara was named 2025 Intern of the Year. KB

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