

## Today's issue of PD

Pharmacy Daily today features two pages of news.

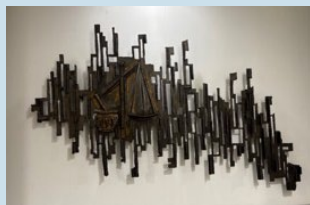
### Qld Guild looks to solve mystery

THE Qld branch of the Pharmacy Guild of Australia is appealing to the pharmacy community for help in uncovering the story behind a piece of pharmacy history.

It surrounds an artwork (pictured) that has hung in the Branch offices "for as long as anyone can remember".

The modern brutalist design features classic pharmacy imagery, including a mortar and pestle and a set of scales, and appears to be made from brass.

The Guild believes someone within the profession may know its story, and is asking for any information to be sent to [admin@qldguild.org.au](mailto:admin@qldguild.org.au).



## Guild rejects Grattan's claims

THE Pharmacy Guild of Australia has responded to the Grattan Institute's report *Future pharmacy: A better deal for patients and taxpayers* (PD 13 Jul), in particular its recommendations around pharmacy locations and ownership, saying the current model ensured Australians had equitable access to medicines and pharmacy services, no matter where they lived.

"Removing these patient protections would not create more access to care - it would risk concentrating pharmacies in the most commercially attractive locations while leaving vulnerable communities with fewer healthcare options," Guild national vice president Simon Blacker said.

"Medicines are not ordinary retail products, and community pharmacies should continue to operate as healthcare providers first and foremost.

"Healthcare decisions must remain focused on patient needs and appropriate clinical governance - not shareholder returns."

The Guild also rejected Grattan's contention that its influence on funding and policy meant patients are missing out on cheaper medicines, pointing out that it

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## AI in pharmacy - a global view

THE International Pharmaceutical Federation (FIP) is holding a webinar on 16 Jul exploring how AI is transforming core pharmacy competencies, highlighting actions pharmacists can take to ensure AI enhances the patient-centered identity of the pharmacy profession.

Learn more [HERE](#).



successfully advocated last year to lower the cap on PBS medicines to a maximum of \$25 per script.

In its pre-Budget submission this year, the Guild lobbied for a price freeze on the non-concessional co-payment, which will otherwise begin increasing in line with indexation from Jan next year.

The \$7.70 concessional payment is frozen until 2030.

**MEANWHILE** the Australian Medical Association (AMA) and Royal Australian College of GPs have welcomed aspects of the report, with both peak bodies pointing to its recommendation of incorporating pharmacists into general practice.

"We believe pharmacists provide a critical service, but we need to use their expertise in medicines more effectively, by integrating non-dispensing pharmacists into general practice," AMA president Dr Danielle McMullen said.

"Importantly, the report points out this is one area backed by evidence, with overseas examples demonstrating the success of pharmacists working in partnership with GPs," she said.

RACGP president Dr Michael Wright concurred, adding, "The best patient outcomes occur when healthcare professionals work together as part of a coordinated team".

"Integrating pharmacists within general practice supports medication safety, improves communication and helps patients receive more coordinated care," Dr Wright said.

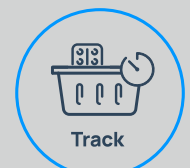
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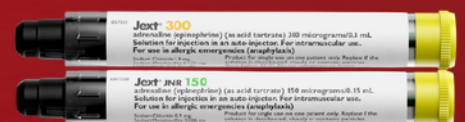
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### Dispensary Corner

**MAYONNAISE** has been getting a bad rap, and experts are now coming out in defence of the divisive condiment.

The creamy egg-based spread *can* be included in a balanced diet, despite being high in fat and calories.

"Mayonnaise is misunderstood - it's not inherently bad," Sophie Medlin, consultant dietitian at CityDietitians, said.

"A tablespoon in a tuna mayonnaise sandwich can fit into a healthy diet, especially if it helps people have more balanced sandwiches and salads," she added.

It may be surprising to hear that the oil found within mayo is its most redeeming quality, as it contains unsaturated fat - that is the good kind.

This makes mayo a better choice when used instead of a spread that is high in polyunsaturated fats or monounsaturated fat, such as butter or cream cheese.

"Mayonnaise can also help us to absorb fat soluble nutrients like vitamin A, D, E, and K that are naturally present in vegetables," Medlin explained.

When choosing a mayo, those prioritising weight loss may favour a low-fat option, and while these do have fewer calories, the trade-off is more nasties - think starches, gums, sweeteners and additives.

Sometimes, full fat is best.



## Pharmacy Connect top PA picks

**PHARMACY** assistant Jessica Brown (**pictured**), who was awarded the 2025 Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year, has shared her top six must-attend sessions at this year's Pharmacy Connect conference.

The Pharmacy Assistant Stream has been tailored specifically around the needs of the role, and is designed to give pharmacy assistants at all stages the product knowledge, confidence, sales and customer service skills to progress their careers.

Brown's first pick is the refresher training workshop on day one, which will cover travel health, paracetamol use and common patient scenarios, putting theory into practice.

Sessions on how to help patients with musculoskeletal pain and those asking about non-medication help for weight management make up Brown's second and third picks.



As pharmacist full scope of practice continues to evolve, pharmacy assistants' role at the front of the store is also changing, and Brown recommends a session on how to boost capabilities.

"I'm looking forward to learning practical companion selling strategies that support better patient outcomes, improve the customer experience, and make recommending complementary products feel more natural," she said.

Brown has highlighted a session covering how pharmacy assistants can start conversations with customers around pharmacy services, promoting what pharmacy has to offer.

Finally, on day two, a session on men's health will share practical tips on connecting with male customers, building trust, and helping them feel comfortable seeking advice and support.

Learn more **HERE**.

## Pharma marketing equity concerns

**RESEARCHERS** have raised concerns around pharma companies impacting on health and equity among First Nations Australians, by influencing perceptions of body image, medicines policy and prescribing of GLP-1RAs for weight loss.

Writing in the *MJA*, the team noted that pharma companies have boosted their marketing through disease-awareness campaigns, sponsored events and telehealth, while prominently featuring women of colour, including First Nations women.

"We respect the autonomy of First Nations women, women of colour and all individuals who choose to use GLP-1 RAs to meet their health needs," they wrote.

"We call on medical professionals to safeguard person-centred care and shared decision-making, ensuring that their prescribing decisions remain free from commercial influence," they concluded.

Read the paper **HERE**.

## Pharmx + NDSS

**INVENTORY** management software company Pharmx Technologies has renewed its National Diabetes Services Scheme (NDSS) agreement for a further 24 months.

The extended contract will run for an additional two years through to Jul 2028, with NDSS ordering one of the most widely used digital workflows in Australian pharmacies.

Pharmx's renewal ensures continued seamless integration for pharmacies across Australia, the company said, adding that it also reinforces its role as part of the essential digital infrastructure within the country's healthcare supply chain network.



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