Pharmacy Daily

Friday 20th Nov 2026



Today's issue of *PD*

Pharmacy Daily today features three pages of news.

All about AI care

THERE are just three days to go until the Australasian Institute of Digital Health's AI Care 2026 Conference kicks off in Melbourne.

The two-day event will bring together Australia's digital health community to discuss the ethical considerations and governance challenges shaping clinical AI, as well as the technologies transforming healthcare delivery.

Speakers include clinicians, medical professionals, AI innovators, tech specialists, academics, public sector representatives, senior executives, and more.

Attendees can earn 15 CPD points, with 7.5 points available per day - click **HERE** to see the program or **HERE** to register.

Pharmacy prescribing projections questioned



THE Royal Australian College of GPs (RACGP) has called on the Pharmacy Guild of Australia to release the research behind its latest campaign to expand pharmacy prescribing in Victoria.

As it pushes for pharmacists to treat chronic conditions including asthma, high blood pressure and type 2 diabetes, the Guild has cited Deloitte modelling that suggested the additional pharmacy services could deliver up to $867 million in annual economic benefits.

The RACGP has urged the Guild to make the full report publicly available, arguing that without access to the underlying research, independent parties cannot properly assess whether the figures are reliable.

"When you commission research to support a policy that could benefit your members financially, the very least you can do is make that research available for independent scrutiny," RACGP Victoria Chair Dr Anita Munoz (**pictured**) said.

"It is also unclear whether the modelling accounts for costs transferred to the Victorian health system, including the downstream costs of duplicated care, missed or delayed diagnoses, inappropriate treatment and avoidable hospital presentations," she added.

"At a time of severe fiscal pressure, the Victorian government cannot afford to invest in a program that may ultimately cost more than it saves."

The challenge from the RACGP comes after it teamed up with other medical organisations in Sep to call for an independent evaluation of Victoria's Chemist Care Now program (***PD*** 08 Oct), including patient outcomes, adverse events and broader health system impacts.

"Conditions like diabetes and high blood pressure are complex chronic conditions that require comprehensive assessment, accurate diagnosis, ongoing monitoring, and coordinated care," Dr Munoz said. *JM*



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Aphra conviction

THE Australian Health Practitioner Regulation Agency (Aphra) has secured its first-ever conviction for misuse of the title 'surgeon'.

Sydney cosmetic doctor Adam Najem was yesterday sentenced to an eight-month Community Corrections Order and directed to pay $12,000 in legal costs after pleading guilty to falsely claiming to be a surgeon.

The ruling came after Ahpra identified Dr Najem illegally used the title of 'cosmetic surgeon' last year in advertising and promotional materials across multiple platforms, as well as on signs at his premises.

Despite being contacted by Ahpra and advised that his use of the title was illegal, Dr Najem continued to describe himself as a 'cosmetic surgeon'.

"Patients need to have confidence that any practitioner calling themselves a surgeon is appropriately qualified and trained," Ahpra CEO Justin Untersteiner said.

"Ahpra has worked hard over recent years to clean up the cosmetic surgery industry.

"We regard any misuse of the title of surgeon as a serious breach of trust and the law, and this prosecution demonstrates the consequences for anyone tempted to do the wrong thing," he added.

In Sep 2023, the use of the title 'surgeon' was restricted under National Law to provide greater certainty for patients.

Sun safety in the spotlight



THE Cancer Council has rolled out a new summer sun protection campaign that highlights how each of its branded products supports its mission to reduce the impact of cancer for all Australians.

Titled 'Every Bottle Does More', the marketing push reveals the work behind every bottle of the organisation's sunscreen, and demonstrates how each purchase supports its efforts to fight cancer through world-leading research, prevention initiatives, advocacy and support services for Australians affected by cancer.

The campaign, created by TRP, also features Cancer Council's broader licensed portfolio, including hats, sunglasses, swimwear, shade and tint products, showcasing how the entire range of sun protection solutions helps Australians to take action and protect themselves every day.

"The Cancer Council brand appears across a range of products that support Australians every day, from sunscreen and hats through to shade, swimwear and sunglasses," said Arianne Reisner, head of brand licensing and corporate partnerships at Cancer Council Australia.

"This campaign brings that portfolio together under a shared purpose, helping consumers better understand the connection between the products they purchase and Cancer Council's wider mission."

TRP's head of strategy Kyle Ross added: "People know Cancer Council sunscreen - the real opportunity was to reveal more of the organisation behind it."

"'Every Bottle Does More' magnifies that connection, giving Australians another reason to choose Cancer Council."

The campaign will roll out across streaming TV, video platforms, social and out-of-home.

Cancer Council products are sold across all major Australian pharmacies, including Chemist Warehouse, Priceline, TerryWhite Chemmart, Blooms The Chemist, and National Pharmacies. *JM*

Australia needs more medicine

AUSTRALIANS are missing out on life-changing medicines due to a funding failure, new research from Medicines Australia has revealed.

A potential decision by the Federal Government to keep medicines listed on the Pharmaceutical Benefits Scheme at $25 will only side-step a much larger issue, according to the organisation.

As many as 200 medicines that are available overseas can not be accessed in Australia - in fact, only 25% of medicines launched globally over the past decade have been listed on the PBS in Australia, the new research showed.

The Australian approval rate is significantly lower than the US (88%) and the UK (46%).

"We absolutely support measures that keep the cost of medicines down, but what is the point of that when Australians can't even get access to the newest, most innovative medicines that are available overseas?" Medicines Australia CEO Elizabeth de Somer said.

"I think if Australians understood that their government was spending less and less on innovative medicines that are used to treat cancer, schizophrenia, prostate cancer, Crohn's disease and other rare conditions - that are available overseas - they would be rightfully disappointed."

GO FURTHER. GO PROTECTED.[1]
Don't risk your travel plans. Vaccines and preventative medicines may be recommended for where you're going.[2] Talk to your healthcare provider.
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1. Australian Centre for Disease Control. Australian immunisation handbook. Vaccination for international travellers. Available at https://immunisationhandbook.health.gov.au/contents/vaccination-for-special-risk-groups/vaccination-for-international-travellers. Accessed July 2026. 2. CDC. Travelers' health. Before you travel. Available at https://wwwnc.cdc.gov/travel/page/before-travel. Accessed October 2026. 3. Australian Centre for Disease Control. Australian immunisation handbook. Available at https://immunisationhandbook.health.gov.au. Accessed July 2026. sanofi-aventis australia pty ltd trading as Sanofi. All rights reserved. ABN 31 008 558 807. Sydney, Australia. www.sanofi.com.au. MAT-AU-2601898. Date of preparation: October 2026.
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Dispensary Corner

THE United Arab Emirates is investing in an AI-driven future, with the country's first robot-automated retail pharmacy opening this week.

Located in Wafi Mall, the new store has automated the storage, retrieval and inventory management of medicines, processes traditionally carried out by human staff.

Created by medical tech company Becton, Dickinson and Company (BD), in conjunction with Pharmatrade, the concept is supposedly designed to improve dispensing accuracy, in addition to reducing medication handling and speeding up operations.

The companies claim that the automated processes will allow for human pharmacists to focus on patient consultations.

For customers, the technology could potentially speed up waiting times and open up more opportunities to speak directly with pharmacists.

Both BD and Pharmatrade believe that AI technology will become increasingly important in healthcare, due to growing operational demands and changing patient expectations.

"This deployment reflects our commitment to supporting the UAE's healthcare advancement agenda by bringing innovative solutions that help modernise care delivery and improve the patient experience," said Sherif Harydi, general manager, MENA, at BD.

The launch comes as the UAE integrates more technology across its entire medical sector.

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au

Mag-Sup powder - a better way to absorb magnesium

Mag-Sup powder is a high absorption magnesium supplement for use in magnesium deficiencies. It contains magnesium aspartate which has increased bioavailability compared to other forms of magnesium. Magnesium aspartate has better oral absorption than magnesium citrate, magnesium glycinate, magnesium chloride and magnesium oxide.

- High dose, once a day
- Rapidly absorbed
- Natural forest berry flavour
- Up to 300mg elemental magnesium per day

Available in 200g packs equivalent to 40 doses.

RRP: $21.57

Suppliers: Available from Symbion, Sigma, API & CH2. Contact your Clear Sales representative on 1800 640 043 for special deals.

Website: CLICK HERE for more information.



The ultimate tropical lip protection for summer

Dermal Therapy's Lip Balm SPF 50+ Stick provides the highest broad-spectrum UVA/UVB protection while keeping lips nourished, smooth and hydrated.

Infused with a tropical mango flavour and completely free of any bitter sunscreen aftertaste, it is perfect for daily use.

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Stockist: Contact 1300 555 597

Website: CLICK HERE for more information.



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