

4 ways to help build strong bones



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Today's issue of PD

Pharmacy Daily today features two pages of news, plus full pages from:

- Glucojel
- Crampeze

Spookojel comp

THIS Halloween, Glucojel is giving customers the chance to win a year's supply of their favourite Glucojel jelly beans and bears.

Stock your shelves today - for more details, see **page three**.

Ease cramps

NEW Crampeze Active contains magnesium and *Viburnum opulus* (cramp bark) to help relieve cramps and spasms, along with creatine and carnitine for performance and recovery.

Learn more on **page four**.

Deep Heat recall

MENTHOLATUM Australasia is conducting an urgent recall of two batches of Deep Heat Extra Strength 100g cream due to contamination with *Pluralibacter gergoviae* bacteria, which may result in serious infections.

The affected batches are V772 and V773, with an expiry of 06/2029.

Consumers have been advised to return products to place of purchase - more **HERE**.

Pharmacy care to save millions

AS WOMEN'S Health Week is marked this week, the Pharmacy Guild of Australia has highlighted the benefits of pharmacist prescribing to the health and wallets of women.

Drawing on an independent analysis from HTANALYSTS, the Guild noted that if specially trained pharmacists could undertake consultations for hormonal contraception, around 730,000 fewer GP consultations would be needed each year, saving women \$23 million in out-of-pocket costs.

Other key findings were \$32.1 million in annual government savings from reduced GP appointments, approximately 194 unintended pregnancies avoided each year and greater GP availability for patients with complex and chronic health conditions.

As the Federal Government and the Guild work to finalise plans for the Women's Health Trial (**PD** 16 Mar), Guild national president Professor Trent Twomey said access and affordability must remain a central consideration as governments continue to expand access pathways for contraception.

"The [Women's Health Trial] will transform the access and affordability of healthcare for women in Australia as the government announced it will support women with the cost if they choose to access their contraception in a pharmacy," Professor Twomey said.

"Pharmacist prescribing, in line with strict clinical protocols, ensures women can access the right healthcare professional at a



time that's right for them.

"This healthcare reform will improve access, maintain affordability and deliver better outcomes for patients." **KB**

PRIME finalists

FINALISTS for this year's PRIME Awards have been announced, with Arrortex, Boehringer Ingelheim, Key Pharmaceuticals, Sandoz and Viartis making the cut for Pharmacists' Choice: Pharma Company of the Year.

The awards take place on 19 Nov - see all the finalists **HERE**.

Women urged to join studies

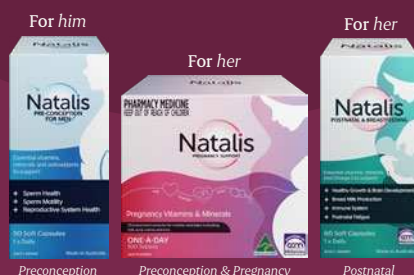
GLOBAL clinical trial facilitator Nucleus Network is calling on pharmacists to encourage their female patients to take part in clinical trials to help close the research gap and ensure better medicine and treatment outcomes.

The group pointed out that women are underrepresented in Phase 1 clinical trials, resulting in a failure to capture important safety information, and are 50-75% more likely to experience adverse drug reactions than men once the medicines reach the market.

"Taking part in a clinical trial is an opportunity to give back and contribute to research that could help improve the medicines and treatments our sisters, daughters, friends and family will rely on in the future," Nucleus Network ambassador and health advocate Shelly Horton said.

From planning, to parenting.

Key nutrients for the pregnancy journey.



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Dispensary Corner

YOUNG people who are addicted to TikTok could fall prey to a disturbing new trend that experts are calling 'symptom borrowing'.

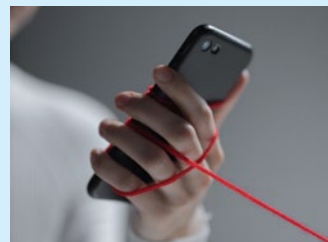
Researchers from the University of East Anglia (UEA) warned that inaccurate social media posts about conditions like ADHD and autism could lead some youth to believe they have the conditions.

After examining more than 5,000 social media posts across multiple platforms, the researchers said misinformation about these conditions was "consistently higher on TikTok than other platforms".

For example, ordinary experiences like procrastination, tiredness, and feeling shy at social gatherings are being depicted on TikTok as symptoms of ADHD.

"While this questioning can be a helpful starting point, it's important these questions lead to proper clinical assessment with a professional," Dr Eleanor Chatburn, from UEA's Norwich Medical School, said.

"As well as leading to misunderstanding of serious conditions and pathologising ordinary behaviour, misinformation can also lead to delayed diagnosis for people that actually do need help."



Time to reevaluate hay fever Tx

NEW research suggests that millions of Australians are putting up with the effects of hay fever unnecessarily, taking medication that no longer meets their needs and modifying their behaviour because of symptoms.

The YouGov survey found that two in three (66%) respondents taking medication reported that their symptoms at least sometimes get in the way of day-to-day life despite the treatment, while 84% said hay fever changes their behaviour, with many avoiding outdoor activities, losing sleep or cancelling social plans.

Community pharmacist and owner of TerryWhite Chemmart in Hawthorn Andrew Farmer told **Pharmacy Daily** that a lot of people "don't even realise they have the symptoms inadequately controlled, and don't realise that there are other options available to them".

"From personal experience, serving customers in the pharmacy, they're not aware that there are other options other than taking the tablets that are on the shelf, the ones they've been taking for the last 15 years," Farmer said.

"But their hay fever is out of



control - they may not even realise what well-controlled hay fever looks like.

"Community pharmacists are well placed to help people understand the treatment options available based on their symptoms," he continued.

"For some people, an over-the-counter option may be appropriate, while others may benefit from seeing their GP if their symptoms are more persistent or severe."

CSL Seqirus, which commissioned the survey, has recently made its dual action antihistamine-corticosteroid nasal spray Ryaltris Allergy available over-the-counter, providing patients with a non-tablet treatment option to discuss with their pharmacist.

However, Ryaltris 240MD will remain prescription-only. *KB*

Longer hours for Tassie pharmacies

THE Tasmanian Government has provided grants to local pharmacies in Nubeena, Flinders Island and Strahan so they can extend their opening hours, with other applications being worked through.

Tasman Pharmacy can now open for longer every Sat, Flinders Island Pharmacy will open for an extra hour each weekday, while Strahan Pharmacy will open every second Sat over the summer months.

Pharmacy Guild of Australia Tas branch president Joe O'Malley welcomed the focus on non-metropolitan locations.

"Rural and regional communities in Tasmania deserve access to high quality healthcare, and this support will help the recipient communities' pharmacies to stay open for longer," O'Malley said.

"What this ultimately means is more access to care for patients, closer to where they live."

Pharmacies a hub for Medihub

HEALTHCARE equipment supplier Medihub has successfully piloted a new retail model across 30 pharmacies, providing customers with the ability to browse and order high-value mobility and home care products in-store, without the pharmacy needing to purchase or physically stock bulky inventory.

Through the company's in-store kiosks, pharmacies can offer a wide range of products, while Medihub manages the product catalogue, fulfilment, delivery and aftersales.

Pharmacies can have two or three key products on display, such as a compact mobility scooter, an electric wheelchair and a walker, Medihub's commercial manager Steven Pace explained.

"This allows customers to see and test comparable products before exploring the broader range through the kiosk," he said, noting that a small display helps build trust, particularly with higher value products.

"We also feature pharmacies with larger displays on our store locator, helping to direct customers to those locations."

However, Pace noted that even stores without the space for display stock have generated sales by using only the kiosk.

"One of the main lessons from the pilot is that a typical community pharmacy can successfully sell within this category when given the right tools, product range and support," he said.

Medihub now plans to roll out the service nationally.

To learn more, click [HERE](#).



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