

Today's issue of PD

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

Spookojel comp

THIS Halloween, Glucojel is giving customers the chance to win a year's supply of their favourite Glucojel jelly beans and bears, so order your free POS today - more on **p4**.

NMS program live

THE preliminary program is now available for this year's National Medicines Symposium, which will take place online as a free event. Sessions will focus on antimicrobial stewardship and penicillin allergy delabelling, the role of multidisciplinary teams in promoting medicine stewardship in acute care, and more - **CLICK HERE** for more.

Lilly launches new GLP1 access platform

PHARMA giant Eli Lilly has launched a new online platform, LillyDirect, to connect patients with dispensing pharmacists to support access to medicines not funded through the Pharmaceutical Benefits Scheme (PBS).

LillyDirect will initially provide patients with access to Mounjaro (tirzepatide) when prescribed for the treatment of chronic weight management, type 2 diabetes or obstructive sleep apnoea with obesity, flagging later expansion to include other Lilly medicines not funded through the PBS.

Lilly Australia general manager Manny Simons explained that the new service offering is a direct response to the growing challenges of securing government funding for new medicines, with the company withdrawing Mounjaro from PBS pricing negotiations earlier this year (**PD** 28 Apr).

"LillyDirect is about making medicines not funded through the PBS more accessible and affordable

for more Australians," he said.

"LillyDirect is a new option for dispensing medicines that complements the vital role of pharmacists while responding to the evolving needs and expectations of patients," he added.

Eligible patients submit an electronic prescription from their doctor - or an independent telehealth doctor listed on Lilly's website - to a secure online platform.

The e-script is then directed to a licensed third-party pharmacist for medicine dispensing and delivery to the patient's home.

Lilly has selected the third-party digital health company Evermed to connect dispensing pharmacies with patients, so patients do not have to shop around for the best deal.

Participating pharmacies will bid on the price at which they will dispense the medicines to Evermed, with the resulting competition potentially reducing prices for patients - though not to the same level as PBS prices.



Doctors groups speaking to *The Australian* have raised concerns about the model, citing fragmentation of care as patients are disconnected from their prescriber and the need for oversight due to potential serious side effects from the drugs.

Lilly operates a direct-to-patient platform in the US, where it connects patients with independent healthcare providers and pharmacy partners to dispense GLP-1 medicines by mail.

National president of the US National Community Pharmacists Association Kristen Riddle told delegates at Pharmacy Connect 2026 that the expansion of the model would be "devastating" for community pharmacy. KB

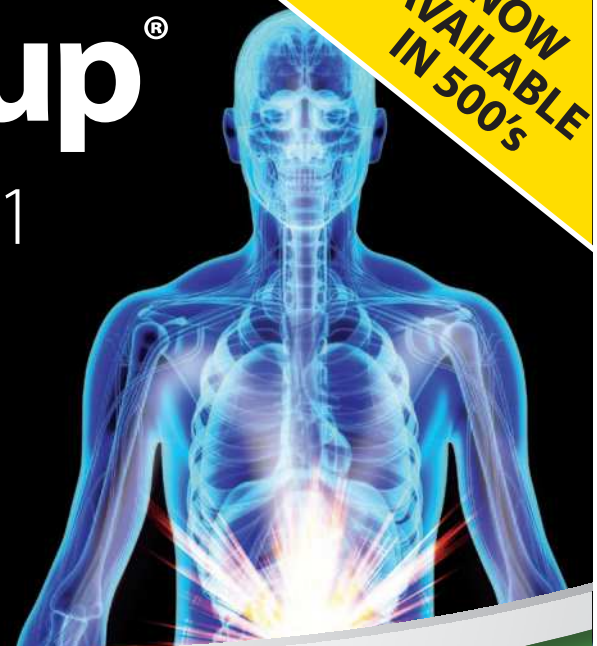
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New PBS listings eczema, asthma

TWO new PBS listings taking effect from 01 Oct are set to benefit patients with eczema or severe asthma.

Tacrolimus 0.1% ointment (aZematop, Arrotex) will be listed on the PBS for eligible patients aged 16 years and over with moderate to severe atopic dermatitis (eczema), with more than 143,000 Australians expected to benefit from the listing each year.

Patients currently pay from around \$54 per script.

Meanwhile, more than 5,700 Australians with severe asthma or hives are expected to benefit from the listing of new pre-filled pen forms of omalizumab (Omyclo, Celltrion), which would cost more than \$450 per script without the PBS subsidy.



National Pharmacies appoints new CEO

NATIONAL Pharmacies has appointed finance and retail executive Brigid Hughes as chief executive officer after she served in the position since Jul.

Hughes joined the business as CFO in Aug 2025, and has since worked closely with the Board and leadership team to progress the banner group's new strategy.

She brings more than 20 years' experience across multinational, ASX-listed and privately owned consumer-facing organisations, spanning retail, fast-moving consumer goods and large-scale service businesses.

National Pharmacies chair Pauline Carr said Hughes' appointment reflected her proven leadership, financial and commercial expertise, as well as a deep understanding of

the group borne from her recent experience.

"Ms Hughes has demonstrated the leadership capability and strategic perspective needed to build on our 115-year history, while positioning National Pharmacies for sustainable growth as community pharmacy expands its role in supporting a health system under increasing pressure," Carr said.

The first woman to head the company, Hughes said she was proud to lead the 115-year-old South Australian organisation during a key period in the evolution of community pharmacy.

"Community pharmacy is entering a new phase, with an opportunity to play an even greater role in keeping people healthy, supporting them when they are unwell and



making healthcare more accessible, convenient and value-led," she said.

"National Pharmacies has an important role to play in the future of community pharmacy.

"Our focus is on expanding services and delivering more value to our members while continuing to invest in our people and communities," she explained.

National Pharmacies' senior manager of finance, Andrew Burgess, has been appointed CFO.

COVID-19 vaccination transition to NIP

THE National Centre for Immunisation Research and Surveillance (NCIRS) is hosting a webinar at 12pm AEST on 24 Sep on the transition of COVID-19 vaccination to the National Immunisation Program.

The presentation covers the latest updates on COVID-19 vaccine recommendations, funded eligibility, implementation considerations and practical

strategies for supporting patients, with a live Q&A session to follow.

Speakers include Peter Guthery, the Pharmaceutical Society of Australia's senior pharmacist - strategic policy, as well as NCIRS director Prof Kristine Macartney and NCIRS national Indigenous immunisation lead Kelly Trudgen.

A recording will be available for viewing after the event - click **HERE** to register.

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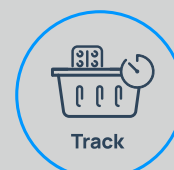
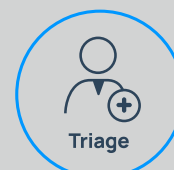
REGISTRATIONS are now open for APP 2027, with those who sign up during the tier 1 offer able to save up to \$250.

The annual conference will return to the Gold Coast Convention & Exhibition Centre from 18-20 Mar, bringing together close to 8,000 pharmacy owners, pharmacists, interns, students, pharmacy assistants, and industry professionals over three days.

APP's tier 1 offer is available until the end of next month - for more information or to register, **CLICK HERE**.

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Dispensary Corner

WHILE dedication to maximising the rings on a smartwatch is nothing new, it seems that even the biggest day of someone's life isn't enough to put tracking on hold.

Brides across the US are wearing their smartwatch or health tracker on their wedding day, often to see how the day affects their stress levels and calorie burn.

Many brides are even finding ways to ensure that their device fits in the rest of their attire, with ideas tossed up such as hiding it in a bra or garter, or strapping the watch to their ankle to track their steps.

Some are even opting for the more subtle Oura Ring, so the fitness tracker is just another piece of jewellery.

It is reported that 60% of US adults regularly use some kind of health tracker.

Despite the craze, doctors have recommended ditching the devices on the big day, as some expected bumps in heart rate or stress levels could be interpreted the wrong way.

Men's Health Downunder goes global

MEN'S Health Downunder (MHDU) is partnering with an Australian-led franchise in cricket's newest international competition, the European T20 Premier League (ETPL), taking its health message onto the world stage.

Founded by Canberra pharmacist Brad Butt to get men talking about their health, MHDU is now the largest pharmacist-led men's health clinic in Australia, providing support and personalised solutions for a wide range of issues.

MHDU has now announced a multi-year partnership with the Belfast Wolves, which is co-owned and captained by Australian all-rounder Glenn Maxwell.

According to Butt, MHDU's backing of a team led by an Australian icon, yet built and based in Northern Ireland, "mirrors the brand's own journey of taking its health message to a bigger, more global stage".

"This partnership is, in a lot of ways, our own story playing out on a cricket pitch," Butt said.

"Glenn Maxwell is an Australian who's taken his game and his leadership to build something new in Belfast [and] we saw this as an opportunity to do the same - to take an Australian idea and back it



in a market where the conversation about men's health still has a long way to go.

"Wherever cricket is growing, there's an audience of men we want to reach."

Butt stressed that the partnership is "not just a logo on a shirt", highlighting MHDU's commitment to being part of the competition community with the hope that conversation around men's health grows alongside it.

The ETPL is a two-month franchise tournament involving

teams from Ireland, Northern Ireland, Scotland and the Netherlands designed to grow the game in markets outside cricket's traditional heartlands - an ambition MHDU said it shares for men's health awareness.

"It's great to have an Australian company like Men's Health Downunder supporting the Wolves in our first ETPL season," Maxwell said.

"It's a really good fit, and we're pleased to have them along for the journey," he enthused. KB

Check out the latest in

Beauty & Wellness

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