

Today's issue of PD

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

RxM cyber breach

RXM Management (RxM), which manages the Soul Pattinson pharmacy in Sydney's Crows Nest, recently experienced a "cyber security incident", with personal information held in patient records potentially at risk, the NSW State Govt has warned.

"It is possible an unauthorised person may have accessed copies of patient records held by Crows Nest Soul Pattinson up to and including 19 March 2026," ID Support NSW advised.

"If you provided personal information to Crows Nest Soul Pattinson, on or before 19 March 2026, your information may have been affected."

RxM has apologised to customers for the incident, and explained that its cyber security and IT service providers took immediate action to isolate the affected devices and contain the incident as soon as the activity was detected.

"RxM is not aware of any misuse of personal information," it stated.

"However, it is treating the matter seriously given the sensitive nature of the health information involved."

Guild, PSA slam Lilly model

THE Pharmacy Guild of Australia and the Pharmaceutical Society of Australia (PSA) have warned against Lilly Australia's new medicine supply model (**PD** 22 Sep), saying it "sets a dangerous precedent that risks the Americanisation of Australia's healthcare system".

The peak bodies warn the "Big Pharma-driven model" could undermine patient-centred care by limiting pharmacist interactions and opportunities to address medicine-related problems, and represents a clinically inferior model of care.

"This proposal is a concern to every Australian who values an independent and patient-focused healthcare system," Guild national president Prof Trent Twomey said.

"Medicines aren't ordinary consumer products and pharmacists aren't simply fulfilment centres."

"Pharmacists identify medicine-related problems, provide counselling and help patients use their medicines safely and effectively," he continued.

"This model risks replacing that relationship with a transactional supply chain driven by Big Pharma."

"We should not allow the Americanisation of Australian healthcare."

PSA national president Professor Mark Naunton said dispensing is a clinical service, and patient safety, quality use of medicines and patient choice must remain central to any dispensing arrangement, with pharmacists on hand to fulfil those responsibilities.

4 ways to help build strong bones



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"A patient's regular pharmacist knows their medicines and can work closely with their GP and other prescribers to identify and resolve concerns."

"That strong working relationship supports safe care."

Doctors have also raised concerns about the model, with Australian Medical Association president Dr Danielle McMullen telling **Pharmacy Daily** that while initiatives that result in cheaper medicines are welcome, they cannot come at the expense of quality and safety of healthcare.

"Platforms already exist that allow patients to load scripts and have them delivered," she noted.

"While convenient, these platforms mean patients don't get the opportunity to discuss their medications with pharmacists, who play an important role in medication education and management."

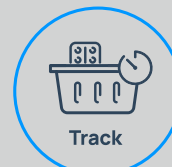
"It's also very important for patients to visit their usual GP to discuss medications and treatment options, so they can be discussed in the context of their broader medical history and personal circumstances," she added. *KB*

Osteo control

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Dispensary Corner

AS THE digital age increases its grip on humanity, there is a growing number of people who are seeking to 'touch grass' in the name of wellness and better mental health, getting away from their phones and the apps that keep them hooked for hours on end.

And so how are some people doing this?

By buying a \$94 device that blocks some of those undesired 'doomscrolling' and attention-seeking apps.

Known as Brick, the device allows users to select the apps they wish to block, which they can only activate and deactivate by pressing their phone on a plastic square, made to stay at home while the user is out.

The Brick revolution comes as research has found excessive screen-time can lead to poor sleep, eye strain and a decrease in mental health.

Scientists have also added that more and more people are unable to control the impulse that is reaching for your phone.

"The impulse to reach for your phone becomes automatic and many people find themselves unable to control it," Dr John Puls, a psychotherapist at Florida Atlantic University told the *New York Post*.

"When someone first stops using their phone compulsively, there is essentially a withdrawal period," Dr Puls added.

According to Dr Puls, this period comes with cravings and feelings of restlessness that last for weeks until "the nervous system settles".

New quit smoking drug launched

KEY Pharmaceuticals has today announced the launch of Cyventine (cytisine 1.5mg tablets), the first new chemical entity in smoking cessation therapy registered for use in Australia in almost 20 years.

The Schedule 3 Pharmacist Only Medicine is nicotine-free, but works on the same brain receptors as nicotine, helping to reduce cravings and withdrawal symptoms while making smoking feel less satisfying for the individual, a spokesperson for Key Pharmaceuticals explained.

Community pharmacist and chair of the Pharmacy Guild of Australia's clinical subcommittee Trent Playford (pictured) told *Pharmacy Daily* that for patients who have tried quitting before, this is a new option that could be worth considering.

When trying to determine which quit smoking treatment is suitable for a patient, Playford said a pharmacist should assess the patient's current smoking levels, nicotine dependence, previous quit attempts and what they have tried, current medications, relevant health conditions, and their individual circumstances and preferences.

In terms of what patients can expect with cytisine, Playford said that nausea and GI upset, headache, dry mouth and mild sleep disturbances were the most common side effects in trials, and serious side effects were uncommon.

"A previous quit attempt should not be a barrier to trying again," Playford said.

"The best results in smoking cessation come from combining treatment with support systems like the Quitline and myQuit Buddy and having a supportive pharmacist partner," he added.

Key Pharmaceuticals' CEO Meelian



Hoh said the launch of Cyventine marks an important milestone for smoking cessation in Australia.

"Importantly, it represents the first new chemical entity in almost two decades for Australian adults who want to quit smoking," she said.

"By expanding the range of evidence-based options available through community pharmacies, Cyventine offers an effective new option for people who have previously struggled to quit." KB

PBS turns 80

TODAY marks 80 years since the referendum that saw the creation of Australia's Pharmaceutical Benefits Scheme (PBS), with over eight billion prescriptions dispensed.

Pharmacy Guild national president Prof Trent Twomey said the anniversary was an opportunity to reflect on the enduring values that underpin Australia's healthcare system.

He pointed out that the PBS is "one of Australia's greatest public policy successes", providing people with access to medicines needed to stay healthy.

"It ensures patients can access life-changing medicines at an affordable price while maintaining a healthcare system that puts people before profits," he stated.



Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is **Glen Knocker, managing director at Silverline Medical.**



Why STRIDE BP leads validation

WHEN selecting a blood pressure monitor, credibility matters as much as accuracy.

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Importantly, STRIDE BP does not rely on manufacturer claims - devices must demonstrate accuracy through formal validation studies that are critically assessed before inclusion on its validated monitor lists.

As a result, only a small proportion of the thousands of blood pressure monitors available globally achieve recommended status.

For pharmacists, this provides confidence that endorsed monitors meet robust, internationally recognised standards.

By helping identify devices backed by credible evidence, rather than marketing claims, STRIDE BP supports better clinical decisions, strengthens patient trust, and contributes to improved blood pressure management and cardiovascular health outcomes, reinforcing pharmacy's role as a trusted healthcare destination.

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