

Pay pharmacists for OTC recommendations: GP

NICK O'DONOGHUE

Pharmacists should be rewarded and provided with extra resources to help tackle the rising costs of health care, a UK GP believes.

Speaking at the Australian Self-Medication Industry (ASMI) conference in Sydney last week, Dr Simon Fradd, a member of the UK's Self Care Forum Board, said pharmacists could ease health care costs, by helping patients to treat self-limiting conditions by using over-the-counter (OTC) drugs instead of looking for prescriptions from their GPs.

"We need to recognise that all health care systems have their limitations, and you've got to ask



where do you want your care to be?" he said.

"Do you want it to be in the self-limiting illnesses area, or do you want it for when the chips are down and you need some help?"

"In the UK we have the minor-ailment scheme which allows pharmacists to be paid for dealing with people who have got a self-limiting illness.

"You have to recognise that we

can't expect people to take on new roles unless they're going to get rewarded for it."

Dr Fradd said GPs often found it difficult to end a consultation without giving a patient something, and that was often a prescription.

"There's an awful lot of work that we need the expertise of doctors and health professionals to focus on, and prescribing [just] re-enforces dependency," he said.

"We need to make more resources available to pharmacists, to enable them to take on a greater role in self care management."

[TO COMMENT CLICK HERE >](#)

PHARMACY HEAVYWEIGHTS ON NEW ADVISORY COUNCIL

KIRRILLY BURTON

A new TGA advisory council appointed to guide the regulator as it implements its blueprint for reform includes a number of leading pharmacy identities.

The Parliamentary Secretary for Health and Ageing, Catherine King, announced the membership of the Australian Therapeutic Goods Advisory Council (ATGAC), to be chaired by Professor Chris Baggoley, Australia's Chief Medical Officer.

The council members include Debbie Rigby, consultant clinical pharmacist and former chair of the

Australian Association of Consultant Pharmacy (AACCP), board, as well as, former Independent Chairman of Medicines Australia, Andrew McLachlan, Professor of Pharmacy at the University of Sydney; Lloyd Sansom, Emeritus Professor in Pharmacy and Medical Sciences, University of South Australia, and National Prescribing Service (NPS) Pharmacy Class director, Will DeLaat

"Each member of the new ATGAC will contribute skills and knowledge in advancing the vital work of the

TGA which is acknowledged as a world leader in the regulation of medicines and medical devices," Ms King said.

"Over the next three years, the Council will give advice to the TGA on communication with the community and stakeholders, new management initiatives, and monitoring the TGA's progress against its broader reform agenda."

"The establishment of this Council is just one of the planned reforms agreed to in the report *'TGA reforms: A blueprint for TGA's*

future', which places emphasis on the TGA operating in a more transparent and open environment," Ms King said.

To see the full list of the appointed members [click here](#).

In other news, Will Delaat, also former managing director of Merck Sharp & Dohme (MSD) Australia, won the NSW Health Leadership and Innovation Award at Research Australia's annual Awards Night in Sydney recently.

[TO COMMENT CLICK HERE >](#)

Is this the year? Will your team step up?

Join the honours list!

Enter NOW!

Entries close




PHARMACY
OF THE YEAR **2013**



Quality Care
Pharmacy Program
An initiative of The Pharmacy Guild of Australia



The Pharmacy
Guild of Australia

www.pharmacyoftheyear.com.au

Consumers willing to pay more in pharmacies: expert

NICK O'DONOGHUE

Health care consumers are willing to pay more for products in pharmacies than in supermarkets, because of the advice pharmacists provide, an expert believes.

Dr Gary Mortimer from the Queensland University of Technology business school, told delegates at last week's Australian Self-Medication Industry (ASMI) conference in Sydney, that pharmacists' advice was a key factor in by-passing the supermarket channel for consumers seeking non-prescription medicines.

"It's about quality advice, trusted advice and improved access to consumer health care," he said.

"When the symptoms become more complex, they [consumers] start to go past supermarkets and go to pharmacy.

"If it's a sore throat or headache, most consumers will go to a supermarket – you can self-select a product off the shelf – but as soon as the symptoms become more complex what consumers will start to do is



seek assistance in making decisions, and they do that through pharmacy."

Dr Mortimer said the trust consumers have in community pharmacists was a great opportunity for the profession.

"Thirty-five per cent of consumers coming into a pharmacy go in to seek

information," he said.

"For a small business owner, if I knew that every third customer who walks through my front door really wasn't sure what they were buying and were coming to me for information that just screams 'opportunity' to me.

"[Research shows] 55 per cent [of pharmacy consumers] had a prescription or knew what medicine they wanted to get, but 35 per cent were seeking advice.

"They were seeking advice on non-prescription medicines, they were seeking pharmacists' advice on how to use those medicines... it's a great opportunity for pharmacists to take."

Dr Mortimer said the research found that health consumers were not focused on price, which ranked as the sixth most important factor for customers shopping in community pharmacies.

Supporting the view that price was not a major factor for consumers when they go to a pharmacy, Dr Mortimer said 40 per cent of people believed pharmacy offered better value for money when compared with supermarkets.

[CLICK HERE TO COMMENT](#)

COMMENTS

MISSING OUT ON CMS

Where complementary medication has reasonable evidence I am prepared to prescribe. Where it does not, I am not.

I would argue selling nostrums such as homeopathy (available in most good pharmacies) is a better example of ignorance.

Also I use "dry needling" but not acupuncture with its Qi and Meridians, and do not even get me talking about the chiropractic 'Activator' or as I prefer to call it "the stick that goes click".

Keep an open mind, but not so open that your brains fall out!

Philip

SUB-SCHEDULE S3

A real-time notifiable protocol is also required for other problem areas as well, such as S4D and S8 medicines and other S4's which are abused.

Where are the harm minimisation lobbyists in this debate?

Jim T

Exactly! While I fully support real-time monitoring we also need it for real problem molecules like oxycodone etc...

Josh

DIABETES SERVICES

It is pretty pathetic that some pharmacists are happy to just sit and dispense all day. Sure, doing blood sugar levels and blood pressure monitoring is not much in the broad scope of things, but putting yourself out there and showing that pharmacists are willing to take a more active role in the patient's health in the long run would be a lot better for the whole profession.

Nello



FOLLOW US



Get the power to access every off-patent product on maximum discount.

Call 03 9860 3300 and we'll do the same for you.

pharmacy alliance
Your formula for independent strength

buying alliance

complete alliance

partner alliance

