

# APP 2021

GOLD COAST  
CONVENTION  
& EXHIBITION  
CENTRE

**20-23 MAY**

# PROGRAM



The Pharmacy  
Guild of Australia



[www.appconference.com](http://www.appconference.com)

# Welcome to APP 2021



8.30am – 6.00pm

NAME BADGE COLLECTION/REGISTRATION AREA OPEN



PRE-CONFERENCE WORKSHOP 1: PHARMACY GUILD IMMUNISATION COURSE

VENUE: Meeting Room 5, GCCEC



9.00am – 5.00pm



The Pharmacy Guild of Australia

The Pharmacy Guild offers two immunisation course options – Full and Refresher. If you're unsure which course is applicable to you, [use this guide to help you decide](#).

The Pharmacy Guild Immunisation Full Course will provide you with vaccinator qualification and up to 42 group 2 CPD points.

The Full course provides:

- a background to immunisation in Australia;
- a familiarisation of the resources that are available to support immunisation services;
- an outline of the regulatory requirements which cover the provision of immunisation services within pharmacy;
- practical skill-based training in safe injection technique.

**Full Immunisation Course**

**Time:** 9.00am – 5.00pm

**Cost:** Guild Member \$525 (GST-free) / Non-Member \$640 (GST-free)

**Inclusions:** Workshop materials and morning/afternoon tea and lunch

**Refresher Immunisation Course**

**Time:** 10.30am – 3.00pm

**Cost:** Guild Member \$220 (GST free) / Non-Member \$350 (GST free)

**Inclusions:** Workshop materials and lunch

NB: This course is open to pharmacists practising in QLD, NSW, ACT and NT only (course does not currently meet requirements for all jurisdictions).

PRE-CONFERENCE WORKSHOP 2: PRACTICING TO YOUR FULL POTENTIAL - PHARMACISTS' ROLE IN ACUTE CARE, CHRONIC CARE AND VACCINE PREVENTABLE DISEASE

VENUE: Meeting Room 6, GCCEC



9.00am – 5.00pm



Australasian College of Pharmacy

The vital role of pharmacists in acute care, chronic care and vaccine preventable disease is becoming more evident, enabling pharmacists to perform to their full professional scope of practice.

This one-day seminar will delve into pharmacist's practice in these three essential areas, using priority health areas to demonstrate practical examples:

- Acute care - structured prescribing, screening and laboratory testing, and assessing ambulatory conditions.
- Chronic care - therapeutic adaptation, deprescribing, adherence and harm minimisation.
- Vaccine preventable disease – the business case for an integrated pharmacy vaccination model.

Join colleagues and industry leading presenters to explore the current and future full potential of pharmacist practice.

This workshop is presented by the Australasian College Pharmacy.

**Cost:** ACP Member \$245/ Non-Member \$385

**Inclusions:** Workshop materials, morning/afternoon tea and lunch

**Speakers:** Dr David Pache, Senior Pharmacist, Mater Hospital (Brisbane); Michelle Bou-Samra, President, Australasian College of Pharmacy; Nicolette Ellis, Advanced Pharmacist Advisor, Queensland Health; Dr Treasure McGuire, Assistant Director of Pharmacy, Mater Health Services; Tony Hall, Clinical Pharmacist, Gold Coast Interdisciplinary Persistent Pain Centre



# THURSDAY 20 MAY 2021

7.00am – 7.30pm

NAME BADGE COLLECTION/REGISTRATION AREA OPEN



## OPENING PLENARY VENUE: Arena 1A

8.45am – 10.15am

### OPENING PLENARY & OFFICIAL WELCOME



This opening session will highlight the achievements and challenges of the Guild in the last 12 months and set the vision for the next 12 months and beyond. Awards of excellence will be showcased, including the prestigious Pharmacy of the Year Award, the MIMS/Guild Intern of the Year and the Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award. A keynote address will be presented by The Hon Greg Hunt MP, Federal Minister for Health and Aged Care.

**Keynote Speaker:** The Hon Greg Hunt MP, Federal Minister for Health and Aged Care

10.15am – 10.45am

### MORNING TEA

10.45am – 11.00am

### Address

**Speakers:** The Hon Mark Butler MP, Shadow Minister for Health and Aged Care; Ms Emma McBride, Shadow Assistant Minister for Mental Health and Shadow Assistant Minister for Carers

## BUSINESS, INNOVATION & LEADERSHIP STREAM VENUE: Arena 1A

11.05am – 11.45am



### Biosimilars in 2021 & beyond: Are you ready?

2021 is a pivotal year in Australian pharmaceutical history with the largest retail biologic, by value on the PBS, losing exclusivity. It is critical that pharmacy is well positioned to play an active role in patient engagement and biosimilar uptake. This session will explore the evolving biosimilar landscape and the key challenges facing pharmacists today, providing practical and tangible ideas which pharmacy can implement to drive optimum value creation and patient management.

## CLINICAL PHARMACY/PRODUCT UPDATE STREAM VENUE: Meeting Rooms 5-8

11.05am – 11.30am



### Lessons from Real Time Prescription Monitoring: The benefits and unintended consequences

Systems for real time monitoring of medicines will provide an opportunity to shift the current paradigm of regulatory approvals that keep pharmacists out of the prescribing loop. Dr Felicity Jensen will cover the development of Real Time Prescription monitoring in Queensland and the benefits it will provide to patients and to pharmacists becoming an integral part of the treating team. Pharmacist Khanh Nguyen will relate her experiences of using the Victorian system.

**Speakers:** Dr Felicity Jensen; Khanh Nguyen, Professional Practice Pharmacist, Australasian College of Pharmacy

## RURAL PHARMACY & INDIGENOUS HEALTH STREAM VENUE: Meeting Room 9 11.05am – 5.30pm

11.05am – 2.00pm



### Dadirri: Our Journey to Reconciliation

Reconciliation is an ongoing journey and building cultural awareness and understanding cultural safety is how community pharmacies can work towards reconciliation. This process requires Dadirri – a deep reflection and contemplation. Participants will reflect upon their own professional practise and explore culturally safe practices within their community pharmacy. Community pharmacies have an important role in providing high quality, culturally safe pharmacy services that meet the needs of the local Aboriginal and Torres Strait Islander community and it starts with building cultural awareness.

**Speaker:** John Briggs, John Briggs Consultancy

11.45am – 12.30pm



**World Pharmacy Council Panel Session: Scope of practice changes brought on by COVID-19**

As health systems around the world have adapted quickly to deal with the global pandemic, many countries have acknowledged the key role pharmacists can play. This session will outline the progress made and opportunities for Australia to pursue.

**Facilitator:** Suzanne Greenwood, Executive Director, The Pharmacy Guild of Australia

**Panellists:** Andrew Gaudin, Chief Executive, Pharmacy Guild New Zealand; Doug Hoey, CEO, National Community Pharmacists Association (US); Trent Twomey, National President, The Pharmacy Guild of Australia; Brinley Hosking, Chief Pharmacist, Sigma Pharmaceuticals

11.35am – 12.05pm



**CLINICAL PHARMACY UPDATE: Preparing for Compounding Audits in Quality Care 2020**

The Quality Care 2020 Program now has an assessable component for Complex Compounding, which was not addressed in previous versions. As pharmacists prepare for their audit reviews, many questions have been asked about how to implement specific requirements in the document, particularly those which address risk to staff and patients, and demonstration of how quality is built into a compounded product. This session will explore specific frequently asked questions about quarantine of products, testing protocols for staff, risk assessment for patients, responsibilities of the pharmacist if compounds are supplied by distance and final product potency testing.

**Speaker:** Marina Holt, Education & Training Manager, PCCA

12.10pm – 12.40pm



**Revolutionising pharmaceutical delivery**

Sherpa is Australia's #1 On Demand Delivery solution for retailers, currently working in the Pharmacy space to deliver online purchases in as little as 2 hours to customers. Whilst this has been going on for some time in some format with food and beverage, pharmacy is the latest success case. Join this session as we dive into the retailers that are getting the competitive edge on the market by providing same day delivery to consumers and have their products in the hands of their customers within hours and not days.

**Speaker:** Duncan Brett, CEO, Sherpa

12.30pm – 2.00pm



**LUNCH**  
Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

12.45pm – 1.15pm



**7CPA: An Agreement for the times**

The 7CPA was signed in June 2020 and we are now less than a year into its implementation. This presentation will provide a brief overview of the key features of the 7CPA in terms of both dispensing remuneration and community pharmacy programs. The presentation will also discuss the scope for new or enhanced community pharmacy initiatives and incentives over the course of the 7CPA.

**MC:** Trent Twomey, National President, The Pharmacy Guild of Australia

**Speakers:** Anthony Tassone, Chair of Health Economics & Policy Committee, The Pharmacy Guild of Australia; Philip Chindamo, Group Executive Health Economics, The Pharmacy Guild of Australia

1.15pm – 2.00pm



**LUNCH**  
Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

1.20pm – 1.55pm



**Alan Russell Oration: 'I might be a quadriplegic, but I'm your doctor'**

When medical student Dinesh Palipana suffered a severe spinal injury in a car crash, he was told his dream of becoming a doctor was over. Now he's Queensland's first quadriplegic doctor, working at one of the state's busiest hospitals. Join Dr Palipana as he shares his inspiring story.

**Speaker:** Dr Dinesh Palipana OAM, Co-Founder, Doctors with Disabilities Australia

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

2.00pm – 2.45pm



**Will Artificial Intelligence replace pharmacists?**

Artificial Intelligence (AI) is predicted to disrupt many traditional professions including pharmacy. Join Microsoft's National Technology Officer, Lee Hickin, who will discuss the role of AI in healthcare and showcase the risks and benefits of AI with global examples. Lee will be joined by Paul Naismith, CEO of Fred IT Group, to highlight the impact and opportunities for pharmacy in Australia including incorporating practical uses of AI in your community pharmacy.

**Speakers:** Lee Hickin, National Technology Officer, Microsoft Australia; Paul Naismith, CEO, Fred IT Group

2.45pm – 3.30pm



**Introducing Viatris, a global healthcare company committed to Australian made medicines**

VIATRIS empowers people worldwide to live healthier at every stage of life by providing access to medicines, advance sustainable operations, developing innovative solutions and leveraging collective expertise to improve patient health. This session will introduce you to who Viatris is and why you'll be hearing a lot from them going forward. While Viatris is a young company, they have a strong legacy within Australia that continues today. Starting in 1982, with just four employees and 12 products, a dream was made to ensure Australian patients could take Australian made medicines. Since then they have grown into the company you will see today. This session will also discuss why manufacturing medicines in Australia is vital to ensuring patients have a strong supply of medicines.

**Speakers:** Sylvain Vigneault, Country Manager – Australia, Viatris; Karl Pfeffer, Commercial Supply Chain Director – Australia, Viatris

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

2.00pm – 2.30pm



**PHARMACIST ONLY SESSION**

**CLINICAL PHARMACY UPDATE: Pharmacist's guide to optimising adalimumab therapy**

This session will provide pharmacists with essential information to support the optimal use of adalimumab in the management of autoimmune diseases. The presentation will review the role of biological DMARDs, and specifically adalimumab, in the management of rheumatoid arthritis, juvenile idiopathic arthritis, ankylosing spondylitis, psoriatic arthritis, psoriasis, and inflammatory bowel diseases. Evidence-based information on adalimumab biosimilars to support patient discussions regarding their use will be presented, as will practical advice on the key clinical issues associated with adalimumab to assist pharmacists optimise patient use and outcomes.

**Speakers:** Heidi Jensen Harris, Irritable Bowel Disease Clinical Nurse Consultant, Mater Hospital Brisbane; Dr Yoon-Kyo Ann, Gastroenterologist & Endoscopist, Mater Hospital Brisbane

2.35pm – 3.05pm



**CLINICAL PHARMACY UPDATE: Understanding health literacy, self-care choices and the pharmacist - the essential ingredients for osteoarthritis management**

Osteoarthritis (OA) is a chronic condition that affects 1 in 11 Australians and can cause significant pain, functional impairment and reduced quality of life (QOL). There is currently no cure for OA, but there are treatments and self-care approaches to managing its long-term symptoms. A recent Australian epidemiological study exploring Health Literacy in OA pain has identified gaps in OA self-care and education. The study also highlighted the impact of OA on patient's QOL and gaps in OA management. This session will discuss the research-identified gaps and critical role pharmacists can play to improving patient's pain and self-care management.

**Speaker:** Professor Andrew McLachlan, Head of School and Dean, The University of Sydney Pharmacy School

**RURAL PHARMACY & INDIGENOUS HEALTH STREAM**

VENUE: Meeting Room 9

11.05am – 5.30pm

2.00pm – 5.30pm



**Rural Pharmacy Forum**

The Rural Pharmacy Forum provides attendees with the opportunity to network and discuss issues unique to rural pharmacy. Participants will reflect upon the challenges of the past year and how they overcame these by adapting and innovating to meet the needs of their communities throughout the COVID pandemic. The forum will introduce participants to key change management principles and strategies, share solutions and examples, and learn how to develop and implement a change management plan in their own practice. And of course, the popular #iloveruralpharmacy video competition will be back.

**Facilitator:** Andrew Pattinson, Head of Strategy and Partnerships, Pharmacy Platform

**Panellists:** Lucy Walker, Community Pharmacist; Luke van der Rijt, Community Pharmacist; Chloe Hennessy, National Manager, Quality Care Pharmacy Program

3.10pm – 3.40pm



**CLINICAL PHARMACY UPDATE: The role of the gut microbiome in infant health and immunity**

The important role of the gut microbiome in infants' immune system development and future health is becoming ever clearer. Early life is a critical period for the development of the infant gut microbiome and nutrition plays a major factor in supporting this development. This session will take a closer look at the gut microbiome, its link to overall health and how it can be supported with specific nutritional components including prebiotics, probiotics, synbiotics and human milk oligosaccharides.

**Speaker:** Dr Vincent Ho, Gastroenterologist

3.30pm – 4.00pm

**AFTERNOON TEA**

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

4.00pm – 4.45pm



**Panel Session: The changing pain conversation**

Guidelines for joint and back pain are shifting as the evaluation of evidence for non-steroidal anti-inflammatory drugs (NSAIDs) and paracetamol has been updated. With an expansion of over-the-counter NSAIDs, how are treatment choices changing? Following the quality use of medicines principles and current guidelines for managing low back and OA pain, what are the most appropriate non-pharmacological and pharmacotherapy options available to pharmacists? What is the recommended approach to stepping up pain relief? This session will help pharmacists understand the current science and clinical practice on use of OTC analgesics in low back pain and OA.

**Moderator:** John Bell, Community Pharmacist & Practitioner/Teacher, Graduate School of Health, University of Technology Sydney

**Panellists:** Professor Andrew Moore, Pain Researcher; Joyce McSwan, Founder & Managing Director of PainWISE; Professor Mark Hancock, Professor of Physiotherapy, Macquarie University

4.00pm – 4.30pm



**QUALITY CARE 2020: The evolution of QCPP**

This session will provide important information on how your pharmacy should prepare for your Quality Care 2020 assessment, including an overview of the remote assessment model, changes to the requirements and the corrective action process. In this session, you will learn more about the critical role for pharmacy proprietors, how to access the Quality Care 2020 Knowledge Hub, and hear feedback on the Quality Care 2020 framework to date.

**Speaker:** Simon Blacker, Chair, QCPP Working Group

4.45pm – 5.30pm



**On track – the Anna Meares story**

Anna Meares is considered by many to be the greatest cyclist of all time. Despite a terrible cycling accident in 2008 which left her with a hairline fracture in her C2 vertebrae, Anna has collected 18 gold, 16 silver and 10 bronze medals at Olympic, World and Commonwealth Games level. At the Rio 2016 Olympics she became the first Australian athlete to ever win four individual medals at four consecutive Olympic Games. Join Anna as she shares the inspirational story of how she became the most decorated and successful female track cyclist in history.

**Speaker:** Anna Meares OAM, Olympic Gold Medallist

4.35pm – 5.05pm



5.10pm – 5.40pm



Further details about this session will be available soon.

**CLINICAL PHARMACY UPDATE: The pharmacist and the diabetic foot**

Diabetics are one of the most at risk groups in the community. Community pharmacists are in a unique position to help prevent serious complications. 86% of all diabetic limb amputations started as a minor wound that if treated early will heal. As a pharmacist you are in a position to help your diabetic patients with good foot care and diabetic foot assessment and management. An Australian loses a limb to diabetics every three hours. You can make a difference.

**Speaker:** Associate Professor Geoff Sussman, Wound Care Expert

5.30pm – 8.30pm

**TRADE EXHIBITION OPEN**

5.30pm - 8.30pm



**Welcome Reception**

The networking focal point of APP, the Welcome Reception provides the perfect opportunity to catch up with colleagues, meet with suppliers and build new business relationships in a relaxed environment. Entertainment is provided and a buffet dinner and drinks will be served.

**VENUE: Trade Exhibition Area, GCCEC**

**FRIDAY 21 MAY 2021**

**7.00am – 8.00am**  
**(doors open 6.30am)**



**Guild Member (Proprietor) Only Breakfast: Industry Update**

This session is open to Proprietor Guild Members only. The Guild's National President will present a confidential update on key issues affecting community pharmacy.  
**MC:** Suzanne Greenwood, Executive Director, The Pharmacy Guild of Australia  
**Speaker:** National President, The Pharmacy Guild of Australia  
**Cost:** \$50.00 per person (includes hot breakfast)  
**VENUE:** Pavilion Ballroom, The Star Gold Coast

**7.30am – 5.45pm**



**NAME BADGE COLLECTION/REGISTRATION AREA OPEN**

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

**VENUE: Arena 1A**

**8.30am – 9.25am**



**The Panel: State of the Industry**

Join our industry's main players who will explore current issues and discuss the complexity of the current industry environment.  
**Facilitator:** Suzanne Greenwood, Executive Director, The Pharmacy Guild of Australia  
**Panellists:** Phil Lynch, Chair, Consumer Healthcare Products Australia; Jane Halton, Chair, Generic and Biosimilar Medicines Association; Dr Anna Lavelle, Chair, Medicines Australia; Richard Vincent, Chair, National Pharmaceutical Services Association; Trent Twomey, National President, The Pharmacy Guild of Australia

**9.30am – 5.00pm**

**TRADE EXHIBITION OPEN**

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

**VENUE: Arena 1A**

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

**VENUE: Meeting Rooms 5-8**

**9.30am – 10.00am**



Commonwealth Bank

**Responding to imminent cyber-attack**

Would you and your team know how to respond to an imminent cyber-attack? What roles would you play in the event of a damaging data breach? How can you prepare now to avoid the worst that may happen tomorrow? Join CommBank and Fred IT as they explore the answers to these and other cyber security questions. This is a great opportunity to learn how cyber criminals carry out their online virtual attacks, as well as pharmacy specific risks within QCPP compliance, ePrescribing, data breaches and ransomware. Discover the simple steps you can follow to increase your cyber security and help minimise the chance of a cyber-attack within your pharmacy.  
**Speakers:** Adam Smallhorn, Cyber Security Outreach, Commonwealth Bank; Andrew McManus, General Manager for Managed Services, Fred IT Group

**10.05am – 10.35am**



**Economics and your pharmacy**

Few economists have both the global and local experience of Stephen Koukoulas. His background covers the spectrum of economic insight - from his role as Chief Economist of Citibank to Senior Economic Advisor to the Australian Prime Minister. Stephen's combination of both public and private sector provides an unparalleled insight into the opportunities and risks of today's economy and markets. TerryWhite Chemmart CEO Duncan Phillips will share insights into how TWC is helping build the performance of pharmacies across their network and how a partnership with TWC can bring real value to your business.  
**Speakers:** Stephen Koukoulas, Chief Economist, Citibank; Duncan Phillips, CEO, TerryWhite Chemmart

**9.30am – 10.00am**



**CLINICAL PHARMACY UPDATE: Biosimilars: A collaborative care approach for your adalimumab and etanercept patients**

Patents prescribed adalimumab or etanercept have often been on a considerable treatment journey prior to receiving these medications. The two most significant healthcare professionals in patient's lives often become their specialist physician, who prescribes their medication, and their pharmacist, who dispenses their medication. A collaborative relationship between these two professionals is therefore pivotal in ensuring patient confidence, especially when selecting treatment options such as biosimilars. A prescriber's wealth of knowledge of patients' conditions in combination with a pharmacist's in-depth knowledge of medications and regular contact can create a significant level of support for patients. We have assembled a multidisciplinary panel of experts to allow you to hear insights into the critical value of collaborative care.

**10.05am – 10.35am**



**PHARMACIST ONLY SESSION**

**CLINICAL PHARMACY UPDATE: S3 melatonin – what you need to know**

In the lead up to the melatonin down-scheduling to Schedule 3 from 1 June 2021, this session will provide you with an overview of the physiology and pharmacology of melatonin, and equip you with the tools and key counselling points needed to support the safe and appropriate use of this treatment option in the short-term management of primary insomnia.  
**Speaker:** David Pache, Senior Pharmacist, Mater Hospital (Brisbane)

**10.35am – 11.00am**

**MORNING TEA**



**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

11.00am – 11.45am

**Consumer behaviour in a post COVID-19 world**

Presented by Australia's leading retail expert, this presentation will identify emerging consumer trends during the pandemic, review the pharmacist's active and emerging role in combating COVID-19 medication misinformation, examine alternative ways to engage with consumers, detail how the products consumers buy have changed, and propose changes pharmacies must make to respond to these changing consumer behaviours.

**Speaker:** Professor Gary Mortimer, Professor of Marketing and Consumer Behaviour, QUT Business School

11.45am – 12.30pm

**Applying retail strategies to the community pharmacy sector**

Guy Russo is credited with one of Australia's greatest business turn-arounds, taking Wesfarmers' ugly duckling, Kmart, from the bottom of the discount chain store ladder to the most popular and profitable retail department store in Australia today. In this session, Guy will offer in-depth insights, narratives and examples of how he and his team transformed Kmart into today's iconic brand. The session will conclude with a Q&A exploring how this example of best practice can be applied to the community pharmacy sector.

**Speaker:** Guy Russo, Senior Adviser, Wesfarmers Limited

**Q&A Facilitators:** Roger Millichamp, CEO, Pharmacy Platform; Steven Kastrinakis, Founder, Pharmacy Platform

12.30pm – 2.00pm

**Women's Networking Lunch**

This lunch is open to all pharmacists, pharmacy staff and students who are registered as full and day delegates. Join colleagues and Guild Officials for lunch and a glass of wine.

**VENUE:** Outdoor Terrace

12.45pm – 1.30pm

**PHARMACY ASSISTANT OF THE YEAR (PATY) AWARD INFORMATION SESSION**

Featuring the 2020, 2019 and 2020 Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award National Winners, this session will provide tips on how you could become a 2021 State Finalist, State Winner or National Winner! Lunch will be served following the session.

**VENUE:** Meeting Room 9

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

11.00am – 11.30am



**PHARMACIST ONLY SESSION**

**CLINICAL PHARMACY UPDATE: An evidence-based approach to managing chronic atopic eczema – practical applications for pharmacists**

Atopic dermatitis, also known as eczema, can have a profound effect on the quality of life of those affected. Whilst common in children, it can occur at any age and prevalence worldwide is increasing. This chronic condition takes on many forms making differential diagnosis challenging. Whilst there is no cure, early recognition and intervention are critical and it is important that patients don't constantly seek different treatments. This session will focus on the role of the pharmacist in the management paradigm and provide evidence-based strategies to help improve patient outcomes.

**Speaker:** Dr Philip Tong, Dermatologist

11.35am – 12.05pm

**CLINICAL PHARMACY UPDATE: Overcoming osteoarthritis pain and disability**

Osteoarthritis (OA) is at the forefront of an exploding epidemic of non-communicable chronic diseases. It affects over 3 million Australians and is a leading cause of disability and health service utilisation. For the person with OA, management is typically inappropriate, which has enormous downstream activity consequences for health services and contributes to poor health outcomes. The current palliative approach of analgesic prescription followed by joint replacement needs to change; care needs to be focused on tailoring management to the individual needs of the patient, targeted towards the central complaints of pain and functional limitation with a chronic disease multidisciplinary management approach. Modern health care systems are typically reactive and focused upon acute care whereas the management of OA is ideally efficient, coordinated and patient centred to support integration of evidence into practice.

**Speaker:** Professor David Hunter, Rheumatology Clinical Researcher

12.10pm – 12.40pm

**CLINICAL PHARMACY UPDATE: When to recommend Vitamin D supplements in pregnancy & infancy, and why**

Universal vitamin D supplementation in pregnancy and for the first 12 months of life could eliminate nutritional rickets, which due to vitamin D and dietary calcium deficiency remains a problem for infants and children in Australia. Nutritional rickets is a preventable disorder that can have lifelong and occasionally fatal consequences. Skeletal manifestations include limb bowing, rickets, abnormal tooth development and short stature. Extra-skeletal features include hypocalcaemic seizures, developmental delay and cardiomyopathy. Prevention of nutritional rickets involves the universal vitamin D supplementation of pregnant women and infants for the first 12 months of age. Fortification of food stuffs with vitamin D should also be explored.

**Speaker:** Professor Craig Munns, Senior Staff Specialist in Endocrinology, The Children's Hospital at Westmead

12.30pm – 2.00pm



**LUNCH**  
Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

12.45pm – 1.15pm



**PRODUCT UPDATE: Integrative neurohaptic technologies – proven wellness, instant performance**

Learn how pathbreaking research in neurohaptic science has resulted in the innovation of the world's first proprietary Neuro Haptic Technology, which is embedded in Biowin's Neurosocks. Neurosocks are a drug-free and non-invasive solution to assist with pain management, improved mobility, balance, higher energy, strength, and athletic performance, all driven by neurohaptic communication which optimizes neural function and performance. Results are scientifically proven and trusted by over 2,000+ healthcare practitioners globally and 3,000+ European retail and pharmacy outlets.

**Speaker:** Jay Dhaliwal, Founder & CEO, Biowin

1.15pm – 2.00pm



**LUNCH**  
Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

**BUSINESS, INNOVATION & LEADERSHIP STREAM**  
VENUE: Arena 1A

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**  
VENUE: Meeting Rooms 5-7

2.00pm – 2.45pm



**Creating value for the next generation of pharmacy customers: new pharmacist prescribing opportunities for natural medicines**

The younger, health conscious consumer is increasingly looking to their pharmacist to deliver effective natural medicine solutions to improve their health outcomes, thus negating the need to be referred by other health care practitioners. This session will highlight the importance and value of delivering product and education solutions that leverage these new prescribing opportunities through Pharmacist Only Natural Medicines. In support of the launch of an innovative product range designed to improve therapeutic outcomes, Metagenics will detail their collaborative approach to target major condition areas that are underserved by natural medicines in pharmacy.

**Speakers:** Brett Ballantine, Head of Marketing, Metagenics Australia; Prue Elms, Senior Product Innovation Manager, Metagenics Australia; Kos Sclavos AM, Industry Consultant

2.00pm – 2.30pm



**Environmental cleaning and disinfection for the prevention of infection**

One in ten patients in Australian hospitals have acquired an infection during their stay. Preventing infection in the era of emerging diseases and antimicrobial resistance has never been more important, nor has preventing infection in out of hospital settings. In this session, the role the physical environment plays in infection prevention will be discussed. The evidence around cleaning will be explored, as well as the differences between cleaning and disinfection. Considerations for a cleaning program in your pharmacy, practice or home, as well as the practicalities of cleaning, will also be examined.

**Speaker:** Professor Brett Mitchell, School of Nursing and Midwifery, The University of Newcastle, Infection Prevention and Control Expert & Researcher

2.35pm – 3.05pm



**PRODUCT UPDATE: Social continence - guiding customers with their continence concerns**

This session will outline the importance of the pharmacist's knowledge around asking the right questions about continence, assessment and product selection - how to go about it, what is available, what is the most effective product – and other ways you can assist your customers with their continence concerns.

**Speaker:** Emi Loveday, National Clinical Education Manager, Kimberly-Clark

2.45pm – 3.30pm



**Preparing now for what's next**

The pharmaceutical sector today is at a unique point in its history. The COVID pandemic has rapidly accelerated the pace of disruptive change so agility and adaptability will be more important than ever. In this research-rich and compelling presentation, 8-time bestselling author and trend forecaster Michael McQueen will outline: (1) the three forms that disruption will take in the coming decade and why they create enormous opportunities for those who are prepared; (2) the common culture and mindset traps that will set any business or leader on a collision course with obsolescence – and how to avoid them; and (3) a strategic game plan for staying one step ahead of change and remaining relevant.

**Speaker:** Michael McQueen, Trends Expert

3.10pm – 3.40pm



**PRODUCT UPDATE: Product innovation - the lifeblood of pharmacy**

This session will explore AFT Pharmaceutical's new range of pharmacy-exclusive products which can help your pharmacy thrive and grow in 2021: (1) Globally, liposomal technology is delivering enhanced consumer benefits in natural health. Find out how next generation liposomal technology can help boost immunity in a radically different world. (2) Omega-3 supplements are commonplace in pharmacy, and adding omega-3 to eye drops is the next advance in dry eye care, providing enhanced lubrication and protection where it is most needed. (3) Advances in pain relief continue to emerge. This session will investigate how day and night treatment options will impact the analgesic category over the coming year.

**Speaker:** Dr Hartley Atkinson, Pain Researcher & CEO, AFT Pharmaceuticals

3.30pm – 4.00pm

**AFTERNOON TEA**

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

4.00pm – 4.30pm

**Aged Care reform and Community Pharmacy**

The final report of the Royal Commission into Aged Care Quality and Safety was released earlier this year with 148 recommendations. The pharmacy industry has an integral role to play to help refine and implement the appropriate recommendations. Join leading Aged Care experts to understand what this report means for the industry, how pharmacists and pharmacy owners can support residents and their families in Aged Care and tangible actions for your pharmacies.

4.30pm – 5.30pm

**Panel Session: How to successfully execute an effective vaccine rollout in your pharmacy**

As the COVID-19 vaccine reaches more people across Australia, what have we learned from the early rollout? In particular, what must the pharmacy industry and IT experts know and do so their businesses gain the greatest benefit from a health, business and efficiency stance? The session will commence with a presentation by Queensland's Chief Health Officer, Dr Jeannette Young, and continue with a panel session exploring the logistics and practicalities of the COVID-19 vaccine rollout. The panel will discuss the immediate lessons learned, and what steps must be prepared for ongoing success across the country.

**Moderator:** Amanda Seeto, National Councillor, The Pharmacy Guild of Australia

**Panellists:** Dr Jeannette Young, Chief Health Officer, Queensland; Cameron Monteith, President, Pharmacy Guild of New Zealand; Rebecca Young, Guild Pharmacy of the Year 2020; Dr Lisa Nissen, Professor and Head of School of Clinical Sciences, Queensland University of Technology; Aaron D'Souza, General Manager, Guild Digital

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

4.00pm – 4.30pm

**PRODUCT UPDATE: Clinical efficacy and safety of Belle Dame (Estosalus®), a nutraceutical for women's health**

Belle Dame (Estosalus®) is a supplement formulated with herbal extracts of Black cohosh, Chasteberry, Evening primrose oil, and Soylyfe® - a proprietary source of soy isoflavones backed by over 35 clinical studies. This session will provide an update on the outcomes of a new randomized, double-blind, placebo-controlled trial involving post-menopausal women. Compared to placebo, Belle Dame (Estosalus®) supplementation resulted in statistically significant antioxidant effects, improved facial dermatology endpoints, and improved cardiovascular indicators, after a 12-week intervention. Beneficial effects on symptoms associated with hormonal changes were also observed, with no adverse effects reported. These findings support the efficacy and safety of Belle Dame (Estosalus®) in multiple aspects of women's health.

**Speaker:** Dr George Thouas, Head of Research and Development, Max Biocare Pty Ltd

**EARLY CAREER PHARMACIST WORKSHOP**

VENUE: Meeting Room 9

4.00pm – 5.30pm

**Future of Community Pharmacy**

Over the next decade, the health and related needs of patients will change. Successful pharmacy teams, like all good health providers, will truly understand the needs of their patients and be equipped to respond accordingly. This interactive workshop will take delegates on a journey to the future of community pharmacy by sharing experiences, understanding the challenges, exploring opportunities and designing implementable action plans. Join us to experience a hands-on, interactive workshop with real outcomes.

**Facilitator:** Andrew Pattinson, Head of Strategy and Partnerships, Pharmacy Platform

## SATURDAY 22 MAY 2021

6.45am – 5.00pm

NAME BADGE COLLECTION/REGISTRATION AREA OPEN



7.00am – 8.15am



### Breakfast Educational: Celebrating Innovation

'Celebrating Innovation' will provide attendees with the opportunity to learn from community pharmacy leaders and innovators including the winner of the Guild Pharmacy of the Year 2020. During this session attendees will learn how these industry leaders took their careers, businesses, and teams to the next level.

**Cost:** \$50.00 per person (includes hot breakfast)

**VENUE:** Meeting Rooms 6&7, GCCEC

### BUSINESS, INNOVATION & LEADERSHIP STREAM - VENUE: Arena 1A

8.30am – 9.10am



Commonwealth Bank

### The new Australian economy

Australia, and for that matter the world, has changed markedly over the past year. So what does this mean for the economy? What are the new realities, and how does they apply to Aussie businesses?

**Speaker:** Craig James, Chief Economist, CommSec

### BUSINESS, INNOVATION & LEADERSHIP STREAM - VENUE: Arena 1A

9.15am – 9.45am



### The future of community pharmacy in Australia

Are you a pharmacist, pharmacy owner or prospective pharmacy owner? Is your business prepared for the future of pharmacy? This session will focus on best practice community pharmacy and what it takes to be a progressive pharmacy brand that is truly future fit. A compelling vision for the future of community pharmacy will be outlined, and an opportunity for growth and prosperity will be presented. Find out more about joining a brand that is true to the core of community pharmacy in Australia.

**Speaker:** Phil Smith, CEO, Blooms The Chemist; Pamela Bishop, Chief Marketing Officer, Blooms The Chemist; Emmanuel Vavoulas, Head of Retail, Blooms The Chemist

### CLINICAL PHARMACY/PRODUCT UPDATE STREAM - VENUE: Meeting Rooms 5-7

9.15am – 9.45am



PHARMACIST ONLY SESSION

### CLINICAL PHARMACY UPDATE: Cannabis-based medicine - results of a clinical trial in cancer pain

This session will examine the results of a completed clinical study investigating the pharmacokinetics (PK), safety, and tolerability of THC and CBD cannabinoids in a unique NanoCelle® formulation for the management of unrelieved pain in patients diagnosed with advanced cancers. The bioavailability of Medlab's cannabis-based medicine has shown superior PK compared to nabiximols (the only cannabis-based medicine approved by the TGA) when used in the management of cancer pain. The results of the study have demonstrated acceptable bioavailability, safety, tolerability, and evidence of analgesic efficacy in advanced cancers with bone metastasis.

**Speaker:** Professor Luis Vitetta, Director of Medical Research, Medlab

9.30am – 5.00pm

TRADE EXHIBITION OPEN

9.50am – 10.20am



The Pharmacy Guild of Australia

### Confidently answering your patient's COVID-19 vaccine questions: thrombosis with thrombocytopenia syndrome

Join infectious diseases physician and microbiologist, Dr Paul Griffin, as he brings pharmacists up-to-date with the challenges of deploying a large-scale COVID-19 vaccination program in Australia. Dr Griffin will discuss how the impact of public perception and media can influence rollout success. The potential COVID-19 vaccine side effects, including the risk of thrombosis with thrombocytopenia syndrome (TTS) in patients, how pharmacists can confidentially answer patient questions, and answers on identification and referral of suspected cases will also be covered.

**Speaker:** Dr Paul Griffin, Infectious Diseases Physician & Microbiologist

9.50am – 10.20am



### CLINICAL PHARMACY UPDATE: Dry Eye simplified - practical applications for pharmacists

This session looks at the common dry eye symptoms that may present in pharmacy, and how they affect patients' quality of life. The vast range of health conditions and medications that are associated with dry eye symptoms, plus probing and triage questions to ask about these symptoms, will be explained. The differences between types of lubricating drops and which one to use when will also be discussed.

**Speaker:** Megan Zabell, Optometrist, Alcon Australia

10.20am – 10.45am

MORNING TEA

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

**10.45am – 11.30am**



**PHARMACIST ONLY SESSION**

**Important changes to HUMIRA (adalimumab)**

This session will discuss the important changes to the presentation and formulation of HUMIRA. Practical tips on how to best communicate and demonstrate the changes to your patients as they continue their treatment journey on HUMIRA will be provided. The session will also explore what AbbVie is doing to support pharmacies as they facilitate the smooth transition of patients and ensure continuity of supply.

**11.30am – 12.15pm**



**ANN DALTON ADDRESS: Sharing the dignity**

When Rochelle Courtenay first learnt of homeless women going without basic sanitary items during their menstrual cycle, she decided the question was not, "why is no one doing anything" but rather, "what's stopping me from doing something?" In 2015, Rochelle took matters into her own hands by collecting sanitary items with her local community and distributing these to local shelters. As a result, Share the Dignity was created and has grown to a national charity with over 5,000 volunteers Australia wide, delivering multiple initiatives aimed at giving dignity to women.

**Speaker:** Rochelle Courtenay, Founder, Share the Dignity

**12.15pm – 2.00pm**



**LUNCH**

Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

**1.25pm – 1.55pm**



**International pharmacy dispensing remuneration benchmarking**

The World Pharmacy Council is the leading international organisation established to represent and promote community pharmacy on a global scale, influencing bodies such as the OECD which in turn influence national policymakers. In this session the WPC's Chief Economist will explore and explain differences in approaches to dispensing remuneration between Australia's 7CPA and comparable countries. How are we tracking internationally, and what are the opportunities, risks and pitfalls in using international benchmarks?

**Speaker:** Stephen Armstrong, Chief Economist, World Pharmacy Council

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

**10.45am – 11.15am**



**CLINICAL PHARMACY UPDATE: How to help more smokers quit with nicotine replacement therapy**

Outcomes with nicotine replacement therapy (NRT) can be greatly improved if misunderstandings about nicotine are corrected and users receive careful counselling from pharmacy staff. This presentation will discuss the many common myths about nicotine and practical, evidence-based strategies to improve quit rates.

**Speaker:** Dr Colin Mendelsohn, Founding Director, Founding Chairman, Australian Tobacco Harm Reduction Association

**11.20am – 11.50am**



**CLINICAL PHARMACY UPDATE: Tailoring pain management to the individual patient**

Providing advice on pain management is a daily duty for most pharmacists, with analgesic medications the most likely intervention recommended. Although there are a wide range of non-prescription medicines available it is not so clear how to choose between the medicines, their benefits and risks, when to use combinations or what precautions to heed regarding co-morbid conditions and interactions with concomitant medications. Other clinical issues include how to best manage acute pain in the very young, the very old, in pregnancy and breastfeeding, and in patients with allergies and asthma. This presentation will focus on how to tailor analgesic choice to the individual patient in the management of acute pain. Options for patients who are already on chronic pain medicines will also be discussed.

**Speaker:** Adjunct Associate Professor Geraldine Moses AM, Clinical Pharmacist

**11.55am – 12.25pm**



**PHARMACIST ONLY SESSION**

**CLINICAL PHARMACY UPDATE: S3 pharmacist only medicine for the treatment and prevention of bacterial vaginosis**

Bacterial vaginosis is the most common vaginal infection and is reported to be twice as common as thrush, yet it often goes underdiagnosed. The mainstay of treatment has been either oral or topical antibiotics, however recurrence rates of up to 50% have been reported within 3-6 months of treatment. This session will provide an overview of the diagnosis and management of bacterial vaginosis and will introduce a pharmacist only, non-antibiotic option for the treatment and prevention of this condition.

**Speaker:** Jeremy Paull, Vice President Development & Regulatory Affairs, Starpharma Pty Ltd

**12.30pm – 1.00pm**



**CLINICAL PHARMACY UPDATE: Migraine: Taking the pain out of tips, triggers and treatments**

This session will identify what can trigger a migraine and will assist in taking the confusion out of offering treatments and solutions to your suffering patients.

**Speaker:** Dr Bronwyn Jenkins, Neurologist

**1.00pm – 2.00pm**



**LUNCH**

Garden Terrace Marquee OR Quick Lunch Area (Foyer A, Ground Floor)

**BUSINESS, INNOVATION & LEADERSHIP STREAM**

VENUE: Arena 1A

**2.00pm – 2.30pm****Panel Session: How technology helps create great customer journeys**

This panel of industry experts will explore how technology can help you create great customer journeys for your pharmacy.

**Moderator:** Arun Sharma, CEO, GuildLink

**Panellists:** Paul Jones, Community Pharmacist; Andrew Pattinson, Head of Strategy & Partnerships, Pharmacy Platform

**2.35pm – 3.05pm****Pharmacy market update post COVID-19**

This market and valuation update will include tips on how to maximise your selling price in the current market environment, plus reveal what the banks are looking for when assessing pharmacy valuations.

**Speaker:** Frank Sirianni, Managing Director, Medici Capital

**3.05pm - 3.30pm****Afternoon Tea****3.30pm – 4.15pm****Last Man Standing**

Speed skater Steven Bradbury is best known for his unlikely gold medal win in the men's 1,000 metre short track event at the Salt Lake City 2002 Winter Olympic Games. A four-time Olympian, Steven was the first athlete from the Southern Hemisphere and Australia to win a Winter Olympic gold medal. Join Steven as he shares his inspirational story of triumph over adversity, of how he underwent years of obsessive training, pain, setbacks, sacrifice and life-threatening injuries, and of how he armed himself with the necessary tools to achieve his amazing success.

**Speaker:** Steven Bradbury OAM, Olympian

**CLINICAL PHARMACY/PRODUCT UPDATE STREAM**

VENUE: Meeting Rooms 5-8

**2.00pm – 2.30pm****CLINICAL PHARMACY UPDATE: Early intervention for common cold – stop it at the first sign**

Common cold symptoms usually emerge 36-48 hours post virus infection. Research has indicated that rhinovirus virus load is positively correlated with cold symptom severity. Instead of waiting to fight against the symptoms when it's already developed into a full blown cold, there is an earlier opportunity to remove the cold virus and stop a cold during the first 48 hours. This session will focus on the unique early intervention technology for common cold.

**Speaker:** John Bell, Community Pharmacist & Practitioner/Teacher, Graduate School of Health, University of Technology Sydney

**2.35pm – 3.05pm****CLINICAL PHARMACY UPDATE: Vitamin D: Benefits beyond bone?**

Vitamin D in combination with calcium prevents hip and non-vertebral fractures in institutionalised individuals and daily dosing of vitamin D prevents falls in the elderly. However, its beneficial effects outside the musculoskeletal system remain controversial. In this session, let us shed light on what evidence says for vitamin D in reduction of acute respiratory tract infections, reducing cardiovascular diseases. We shall also discuss the findings from studies, discerning the role of vitamin D in the prevention of Covid-19 and its complications.

**Speaker:** Professor Peter Ebeling, Head of the Department of Medicine, Monash University

**HARM MINIMISATION STREAM**

VENUE: Meeting Room 9

**2.00pm – 5.00pm**

Pharmacists are well positioned to reduce the negative health, social and economic consequences of drug use and other addictive behaviours on both individuals and the community as a whole.

This interactive session will explore treatments, new and old, and evaluate evidence and aspects relevant to all pharmacists. Leading addiction specialists from Australia and international colleagues will provide current information that will assist in daily community pharmacy practice.

**2.00pm – 2.30pm****Opioid Agonist Treatment (OAT) in the midst of a Canadian fentanyl epidemic**

In 2020, Saskatchewan had a total 377 overdose fatalities reported by the coroner's office, compared to 177 in 2019. In a population of 1 million this is the highest rate per capita within Canada. This session explores how the pharmacist's role has adapted to the current overdose and fentanyl situation within Saskatchewan.

**Speaker:** Matthew Manz, Community Pharmacist

**2.30pm – 3.00pm****Long Acting Injectable Buprenorphine (LAIB): Dispatches from the Australian battlefield - insights and tricks of the trade**

Since the introduction of LAIB in Australia we have seen patients swapping from buprenorphine sublingual and methadone to this new dose-form. This session will examine the journey, some complex cases and the experiences that have shaped the first year of LAIB in Australia.

**Speaker:** Dr David Jacka, Addiction Medicine Specialist, Monash Health

**3.30pm – 4.00pm****How to be a Harm Reduction Pharmacist and to flourish at it**

Harm Reduction is everybody's business, especially that of a good pharmacist. Pharmacists are not only in a position to see their patients who are struggling with oxycontin, temazepam and endone, they have a therapeutic relationship with them and can intervene where others cannot. In three states pharmacists can provide free naloxone, saving people's lives. In Australia pharmacists practicing harm reduction can help our communities flourish – to make a greater impact, we need more pharmacists involved.

**Speaker:** Marianne Jauncey, Medical Director, Sydney Medically Supervised Injecting Centre

4.15pm – 4.45pm



**Reflection in pharmacy practice**

Just as the reflection of your image in a mirror provides feedback to you, reflection on your practice as a pharmacist should lead to feedback, action and improvement. Being a reflective practitioner is a skill that requires awareness, conscious effort and persistence. The PDL Professional Officers assist pharmacists with many incidents, patient interactions and regulatory actions where reflective action is a core component of a response. This session will discuss the role of personal and professional reflection in incident management, regulatory action, regulators' expectations regarding reflective action and the use of reflection to improve clinical practice.

**Speaker:** Georgina Woods, Professional Officer, PDL

4.00pm – 4.30pm

**Performance and Image Enhancing Drugs (PIED)**

Performance and Image Enhancing Drugs (PIED) use is under-reported in Australia and its consequences are under-recognised despite clients wanting meaningful support in reducing harm around their use of PIED. Pharmacists are in a key position to provide harm minimisation advice and services to people using PIED but often lack the confidence and knowledge to do so. This session will provide a brief, real world overview of PIEDs and their use, the under acknowledged health impacts and the opportunities for pharmacists to be the leaders in harm reduction in this area.

**Speaker:** Sam Keitaanpaa, Pharmacist & Senior Project Office, NT Health

4.30pm – 5.00pm

**Real Time Prescription Monitoring – a National Opportunity**

SafeScript has now been in use for over two years and has made a big contribution to harm reduction in Victoria. Now the National Data Exchange is sharing this success with every jurisdiction around the country. What have we learnt so far and what are the opportunities for pharmacists to use their own jurisdiction's tools to help patients better manage monitored medicines.

**Speaker:** Paul Naismith, CEO, Fred IT Group

7.00pm – midnight  
(doors open 6.30pm)



**APP Street Party - Nautical But Nice**

All aboard the APP 'Nautical but Nice' themed Street Party! Featuring another exciting line up of entertainment, this highly anticipated event provides the perfect opportunity to network and create amazing memories with pharmacy colleagues. Featuring in the main arena will be magician Mike Tyler and Queen tribute band, KillerQueen who will perform hit songs including 'Radio Ga Ga', 'Under Pressure', 'Somebody to Love' and 'Don't Stop Me Now'. The marquee will once again feature a silent disco, which is back by popular demand.

**VENUE:** Event Centre, The Star Gold Coast

8.30am – 1.00pm

NAME BADGE COLLECTION/REGISTRATION AREA OPEN



DIGITAL TRANSFORMATION & COVID STREAM

VENUE: Meeting Rooms 7&8

9.00am – 10.30am



**Before, during and after the e-Prescriptions roll-out: Lessons learned, and things to come**  
 COVID-19 prompted a flexible and innovative approach to managing remote prescribing, dispensing and supply of medicines. Image-based prescriptions, and the expedited roll-out of e-Prescribing raised many challenges and key learnings, and there has been increased use of mobile apps and booking systems. What have we learned from this process, and what is next in store in the Digital Health landscape?

9.00am – 9.05am

**Welcome and introductions**

9.05am – 9.20am

**Appropriate claiming in the changing practice landscape**

**Speaker:** Dr Harry Rothenfluh, Assistant Secretary Provider Support and Systems Branch – Benefits Integrity and Digital Health Division - Department of Health

9.20am – 9.45am

**e-Prescriptions and beyond**

**Speaker:** Amanda Cattermole, CEO, Australian Digital Health Agency

9.45am – 10.15am

**Guild Digital – MyPharmacyLink mobile apps, integrated bookings**

**Speaker:** Aaron D’Souza, General Manager, Guild Digital

10.15am – 10.30am

**Panel Discussion**

**Panellists:** Dr Harry Rothenfluh Assistant Secretary Provider Support and Systems Branch – Benefits Integrity and Digital Health Division - Department of Health; Amanda Cattermole, CEO, Australian Digital Health Agency; Aaron D’Souza, General Manager, Guild Digital; Andrew Matthews Director, Medicines Safety Program, Australian Digital Health Agency

9.30am – 12.30pm

TRADE EXHIBITION OPEN

10.30am – 11.00am

MORNING TEA

MANAGEMENT & OPERATIONS STREAM

VENUE: Meeting Rooms 5&6

9.00am – 9.30am



**Getting the balance right - managing stress in pharmacy for optimum performance without burnout**

Managing stress in our pharmacy workplaces and in our personal lives is essential for our wellbeing and for our ability to perform well and achieve our goals. This is not easy. This session will investigate some typical situations that occur in pharmacy and how as individuals and teams we can change the way we approach situations to better manage stress. What self-care really means and the impact it has on managing stress will also be discussed. A healthy workforce is essential for a productive and successful pharmacy and good patient care.

**Speaker:** Kay Dunkley, Executive Officer, Pharmacists’ Support Service (PSS)

9.30am – 10.00am



**Increasing sales, cash flow & profits from your existing pharmacy operation**

As we transition forward out of COVID-19 it is imperative all pharmacies are ready to increase cash flow and profitability. This session will focus on taking your business from “how things are always done” to “how things should be done” to placing your pharmacy in the upper cohorts of pharmacy performance. Greg Kearns has spent 18 years significantly increasing the bottom line performance of pharmacies across Australia. He will share his experiences as a consultant, will challenge the normal and will help to position you for increased prosperity.

**Speaker:** Greg Kearns, Director, Kokoda RX

10.00am – 10.30am



**Buying and selling a pharmacy today**

This session will provide an overview of the negotiations involved in the buying and selling of pharmacies, the funding options available for purchase and a full explanation of the process regarding the execution of the sale.

**Speaker:** Richard Gorman, Managing Director, Corporate Financial Services P/L

DIGITAL TRANSFORMATION & COVID STREAM

VENUE: Meeting Rooms 7&8

11.00am – 12.30pm



The Pharmacy Guild of Australia

**Staying within the lines: How to make advertising, COVID-19 and compliance work for your pharmacy**

Will you be promoting your pharmacy's participation in the COVID-19 vaccination roll-out? Do you advertise your pharmacy services and products on a website or in print? Does your pharmacy share information on social media and receive customer reviews? This session will introduce advertising compliance with the law and professional standards. Using key examples and case studies, we will discuss medicines, regulated health services and professional obligations.

**Facilitator:** Tiffany King, National Manager Communications, The Pharmacy Guild of Australia

**Speakers & Panellists:** Leanne McCauley, Director of Advertising Education and Assurance, Therapeutics Goods Administration; Emi Gosling, Principal Consultant & Pharmacist, e-MAS Medicine Advertising Service; Scott Harris, National Manager Workplace Relations & Business Policy, The Pharmacy Guild of Australia; Brett Simmonds, Chair, Pharmacy Board of Australia

MANAGEMENT & OPERATIONS STREAM

VENUE: Meeting Rooms 5&6

11.00am – 11.30am



**Looking forward – legal tips for navigating 2021**

This session will highlight the key legal lessons learned from 2020 and share top tips to help you navigate a range of legal issues that may impact on pharmacy businesses in 2021.

**Speakers:** Mark Fitzgerald & Sharlene Wellard, Principals, Meridian Lawyers

11.30am – 12.30pm



**Pharmacy rentals: COVID-19 impact – where are we heading?**

This session will outline some of the key takeouts from The Pharmacy Guild of Australia Rental Report. Meticulous planning is key before any rental negotiation.

**Speakers:** Phil Chapman, Director, Lease 1; Philip Chindamo, Group Executive Health Economics, The Pharmacy Guild of Australia

12.30pm

TRADE EXHIBITION & CONFERENCE CLOSES

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