



The Pharmacy  
Guild of Australia

# APP 2020 / **ONLINE**

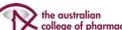
# **PROGRAM**

ACCESS SESSIONS AT:

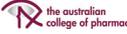
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THURSDAY 19 MARCH 2020	
OPENING PANEL SESSION	
Room A	
9.00am – 10.00am    	<p><b>Opening Panel: COVID-19 - a pharmacy perspective</b></p> <p>2020 was supposed to bring forth a new Community Pharmacy Agreement and establish certainty in Community Pharmacy. COVID-19 has changed the world. Several medical experts predict we are yet to see the full impact on the health, as well as the economy, of the world. Community Pharmacy will play an ever increasingly important role in the weeks and months ahead. This panel session will cover some of the key pharmacy issues as well as early feedback from countries such as Italy, France and Spain, where community pharmacies remain open during the newly imposed lockdown.</p> <p><b>Moderator:</b> Kos Sclavos, AM, Immediate Past National President, The Pharmacy Guild of Australia  <b>Panellists:</b> Trent Twomey, Senior National Vice President, The Pharmacy Guild of Australia; John Dowling, Branch President, The Pharmacy Guild of Australia, Tasmania Branch; Gerard Benedet, Branch Director, The Pharmacy Guild of Australia, Queensland Branch</p>
BUSINESS, INNOVATION & LEADERSHIP STREAM	CLINICAL PHARMACY/PRODUCT UPDATE STREAM
Room A	Room B
10.15am – 11.00am    	10.45am – 11.15am    
11.15am – 12.00pm    	11.30am – 12.30pm    
12.00pm – 12.30pm  	
<p><b>PANEL SESSION: The strength of standing together: how interdisciplinary care can build your business</b></p> <p>Join Australia's pain expert Joyce McSwan, who will uncover the best kept secrets to a thriving pharmacy business – multidisciplinary care. Joyce will discuss how to make all the moving parts of a cross-functional healthcare team excel when it comes to addressing musculoskeletal pain, one of pharmacy's biggest opportunities. A leading panel of allied healthcare professionals will then join Joyce to discuss best practice from the view of pharmacists, physiotherapists and general practitioners. Find out how sharing the care can translate to better patient outcomes and a more efficient and engaging business.</p> <p><b>Facilitator:</b> Joyce McSwan, Clinical Program Director of the Gold Coast Primary Health Network Persistent Pain Program  <b>Panellists:</b> Karalyn Huxhagen, Consultant Pharmacist; John Bell, Specialist Practitioner/Teacher, University of Technology Sydney; Ian Harris, Principal Physiotherapist, Coastal Physiotherapy and Sports Injuries Clinic; Dr Dionne Litton, Rehabilitation Specialist, Gold Coast Pain Centre of Excellence</p>	<p><b>CLINICAL PHARMACY UPDATE: Preventing HIV transmission in Australia</b></p> <p>More than ever, community pharmacies are playing a key role in preventing and treating HIV. The introduction of PrEP after extensive Australian trials a few years ago has changed the way we think about sexual health in men who have sex with men. Pharmacist advice on the proper use of PrEP is vitally important for its efficacy and tolerability.</p> <p><b>Speaker:</b> Brett MacFarlane, Senior Pharmacist, Australian College of Pharmacy</p>
<p><b>Alan Russell Oration: Global search for innovation - learnings for Community Pharmacy in Australia</b></p> <p>This session will detail the findings of an international pharmacy study tour investigating innovative pharmacy practices. Conducted in September/October 2019, the study mission encompassed Sweden, Germany, Scotland, England, Ireland, USA, Canada and New Zealand. Find out how Australian pharmacies can benefit from these investigations.</p> <p><b>Speaker:</b> Lucy Walker, Community Pharmacist &amp; 2018 Churchill Fellowship Recipient</p>	<p><b>Panel: Unique opportunities to improve patient outcomes and drive commercial possibilities for pharmacies</b></p> <p>The recent Aged Care Royal Commission focus on safety of medications presents some challenges and significant opportunities for pharmacists, specifically around surveillance and medication reviews. This panel will discuss innovations and assessment opportunities for patients with anticholinergic load, highlighting diagnosis, monitoring and safe management of Overactive Bladder. The session will help identify hidden anticholinergic load of medications and symptoms to monitor and present a new solutions based calculator.</p> <p><b>Speakers:</b> John Bell, Community Pharmacist &amp; Practitioner/Teacher, Graduate School of Health, University of Technology Sydney; Karalyn Huxhagen, Consultant Pharmacist; Debbie Rigby, Advanced Practice Pharmacist</p>
<p><b>Closing the gap – how pharmacy can help</b></p> <p>Aboriginal and Torres Strait Islander people have 2.5 times the burden of disease as non-Indigenous Australians. Community pharmacies have an important role in addressing this inequity by providing high quality, culturally safe pharmacy services that meet the needs of the local Aboriginal and Torres Strait Islander community. This will provide attendees with the opportunity to explore community and patient engagement strategies to determine and address local priorities and develop co-designed services that will work to close the gap.</p> <p><b>Speaker:</b> John Briggs, John Briggs Consultancy</p>	

THURSDAY 19 MARCH 2020 (CONTINUED)	
BUSINESS, INNOVATION & LEADERSHIP STREAM VENUE: Room A	CLINICAL PHARMACY/PRODUCT UPDATE STREAM VENUE: Room B
<p>12.30pm – 1.30pm</p> <p><b>Break</b></p>	<p>12.30pm – 1.15pm</p> <p></p> <p><b>CPD</b></p> <p><b>CLINICAL PHARMACY UPDATE: Queensland Pharmacy Needle &amp; Syringe Program</b> The Queensland Pharmacy Needle &amp; Syringe Program aims to reduce the incidence of blood borne viruses and injecting related injuries and disease. This talk will discuss the value of the needle and syringe program in terms of cost-effectiveness, as well as the type of drugs and injecting equipment commonly used by those that frequent the program. <b>Speaker:</b> Dr Hidy Chan, Professional Practice Pharmacist - Pharmacy Needle &amp; Syringe Program, The Pharmacy Guild of Australia, Queensland Branch</p>
<p>1.30pm – 2.00pm</p> <p></p> <p><b>Real time monitoring</b> This session will provide an update on the current status of Real Time Prescription Monitoring across Australia and share some of the learnings from the successful SafeScript RTPM solution in Victoria. <b>Speaker:</b> Paul Naismith, CEO, Fred IT Group</p>	<p>1.15pm – 2.00pm</p> <p></p> <p><b>CPD</b></p> <p><b>CLINICAL PHARMACY UPDATE: Sleep apnoea - more than just a bad night's rest</b> Sleep apnoea is common, but still incompletely understood and underdiagnosed. Sleep apnoea has a significant effect on quality of life, but also on long term health outcomes. Pharmacists need to be able to identify potential cases of sleep apnoea and discuss the treatment options with patients. <b>Speaker:</b> Brett MacFarlane, Senior Pharmacist, Australian College of Pharmacy</p>
<p>2.15pm – 3.00pm</p> <p></p> <p><b>What are ePrescriptions and what do they mean to me?</b> ePrescriptions without paper have long been discussed and are finally a reality. This session will focus on two new models for ePrescriptions, demonstrate how they work, and discuss the changing role of pharmacy in the medications supply process. <b>Speakers:</b> Danielle Bancroft, Product Manager Product Manager &amp; Experience Designer, Fred IT Group</p>	<p>2.00pm – 2.30pm</p> <p></p> <p><b>CPD</b></p> <p><b>CLINICAL PHARMACY UPDATE: UV protection - an essential update for pharmacists.</b> Hear from a Queensland dermatologist on the topic of UV protection, with a focus on the frequently asked questions in pharmacy practice on UV protection and the science of sunscreens. By the end of the session, pharmacists should have greater confidence in answering tricky questions around filters, application and the environment. <b>Speaker:</b> Dr Samantha Davidson, Dermatologist</p>
<p>3.15pm – 4.00pm</p> <p></p> <p><b>Electronic prescriptions – changes to patient engagement with the pharmacist and pharmacy workflow</b> There is much focus regarding the benefit of electronic prescriptions is on having access to a more complete electronic record. This change, however, will have major impact on how the pharmacist interacts with patients, and workflow configuration in the pharmacy will need to change. After reviewing health systems overseas, this session will outline the most efficient and effective way community pharmacy in Australia should set up their systems to maximise the benefits of electronic prescriptions. <b>Speaker:</b> Paul Naismith, CEO, Fred IT Group</p>	<p>2.30pm – 3.00pm</p> <p></p> <p><b>CPD</b></p> <p><b>CLINICAL PHARMACY UPDATE: Herbal formula improves upper and lower gastrointestinal symptoms</b> The “Gut Relief Study” run by the National Institute of Integrative Medicine (NIIM) in Melbourne shows that the Nutrition Care “NC Gut Relief” formula can reduce the frequency and severity of gastrointestinal symptoms by 60-80%. The study revealed significant improvements in gastrointestinal symptoms including indigestion, heartburn, nausea, constipation, diarrhoea, abdominal pain, stool consistency, gut microbiome, troublesome flatulence and bad breath. There were also evident improvements in quality of life, energy and sleep. <b>Speaker:</b> Associate Professor Dr Karin Ried, Director of Research, National Institute of Integrative Medicine</p>
<p>3.15pm – 4.00pm</p> <p></p> <p><b>Electronic prescriptions – changes to patient engagement with the pharmacist and pharmacy workflow</b> There is much focus regarding the benefit of electronic prescriptions is on having access to a more complete electronic record. This change, however, will have major impact on how the pharmacist interacts with patients, and workflow configuration in the pharmacy will need to change. After reviewing health systems overseas, this session will outline the most efficient and effective way community pharmacy in Australia should set up their systems to maximise the benefits of electronic prescriptions. <b>Speaker:</b> Paul Naismith, CEO, Fred IT Group</p>	<p>3.00pm – 3.30pm</p> <p></p> <p><b>CPD</b></p> <p><b>CLINICAL PHARMACY UPDATE: Osteoarthritis (OA) pain management – a critical role for pharmacists</b> Recent changes in both Australian (RACGP) and UK (NICE) guidelines for management of OA, the imminent change in scheduling of modified-release paracetamol, changes in paracetamol overdose management and the latest information on the efficacy and safety of topical NSAIDs not only increase the need for pharmacist intervention, but provide the opportunity to enhance pharmacy’s professional role and develop business potential. This session will discuss these issues, explore what they mean for pharmacists and staff, and how evidence-based strategies can be best used to help patients as well as pharmacy businesses. <b>Speaker:</b> John Bell, Community Pharmacist &amp; Practitioner/Teacher, Graduate School of Health, University of Technology Sydney</p>
<p><b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> VENUE: Arena 1A</p>	
<p>4.00pm – 4.45pm</p> <p></p> <p><b>How far can you go?</b> In business and in life, we all face obstacles and crossroads. While John Maclean’s story of becoming a paraplegic seems like an extreme account of setbacks and facing up to them, the message is not about the obstacles but about overcoming the challenges they create. In this session, John will share how adversity can be harnessed and turned into an energy to drive achievements, and more. <b>Speaker:</b> John Maclean OAM, Motivational Speaker &amp; Founder, John Maclean Foundation</p>	
<p>4.45pm – 5.30pm</p> <p></p> <p><b>How to connect with your customers</b> This session will make an immediate impact in the areas of communication, sales, leadership and building customer relationships. Business Communication Expert, Chris Helder will reveal a fresh approach that concentrates on understanding those you are trying to influence, in order to create a stronger connection and ultimately results. <b>Speaker:</b> Chris Helder, Business Communication Expert</p>	

FRIDAY 20 MARCH 2020	
<b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> VENUE: Room A	
9.00am – 10.00am 	<b>Panel Discussion: The state of pharmacy including an update on 7CPA</b> The Community Pharmacy Agreement is at the forefront of mind of many in the pharmacy sector, especially community pharmacists. While confidential negotiations are ongoing, this session will provide an update to delegates and discuss how broader economic issues are impacting the Commonwealth Government. <b>Moderator:</b> Kos Sclavos, AM, Immediate Past National President, The Pharmacy Guild of Australia <b>Panellists:</b> Trent Twomey, Senior National Vice President, The Pharmacy Guild of Australia; Gerard Benedet, Branch Director, The Pharmacy Guild of Australia, Queensland Branch; John Dowling, Branch President, The Pharmacy Guild of Australia, Tasmania Branch
<b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> VENUE: Room A	
10.15am – 11.00am  	<b>The Reviewed Pharmacy Industry Award</b> The Fair Work Commission has been reviewing and amending the <i>Pharmacy Industry Award 2010</i> as part of the four Yearly Review of Modern Awards. Some of the amendments have been significant. Understand the changes to the Award and how they impact on employment related obligations and entitlements in the community pharmacy industry. <b>Speaker:</b> Tina Scrine, Industrial Relations Manager, The Pharmacy Guild of Australia, Queensland Branch
11.00am – 12.00pm 	<b>Understanding and engaging with the ever changing customer</b> With greater choice and change, today's customers are more diverse and empowered than ever before. This session will give an overview of consumer macro segments and emerging micro segments, and how community pharmacies can analyse and track new consumer cohorts. In a world of global brands and empowered customers, social researcher Mark McCrindle will outline the key influences and decision drivers for today's consumers. <b>Speaker:</b> Mark McCrindle, Principal, McCrindle Research
12.15pm – 1.00pm 	<b>Medicinal cannabis – why each Community Pharmacy needs to be engaged in the care network</b> The relatively new market access to medicinal cannabis is bypassing the majority of community pharmacies, and more alarmingly is bypassing pharmacy all together. Doctors and specialty clinics sees doctors prescribing and dispensing these unapproved medicines. The lesson from our pharmacist colleagues overseas is that community pharmacy needs to be engaged. This session will discuss some of the key issues. <b>Speaker:</b> Kos Sclavos AM, Industry Consultant
<b>CLINICAL PHARMACY/PRODUCT UPDATE STREAM</b> VENUE: Room B	
10.15am – 10.45am  	<b>CLINICAL PHARMACY UPDATE: Nutritional solutions for pain</b> The International Association for the Study of Pain defines pain as “an unpleasant sensory and emotional experience associated with actual or potential tissue damage”. Pain is a condition that is subjective and difficult to quantify, and therefore can be difficult to treat. This session will review the differences between acute and chronic pain and investigate the power of nutritional support, both in food and supplements, to help manage the symptoms of both types of pain. <b>Speaker:</b> Isabelle Baissac, Naturopath
10.45am – 11.15am  	<b>CLINICAL PHARMACY UPDATE: Gut health, probiotics and improving immune health - what do we know?</b> It is known that approximately 70% of the immune system is found in the digestive tract. Many researchers have identified key links between the gut microbiome and the immune system and an immune interaction is increasingly being recognised as a significant probiotic mechanism. This session aims to provide an update on the clinical data and explores the mechanism behind the interaction between the gut microbiome and the immune system. <b>Speaker:</b> Professor Georgina Hold, Researcher, Microbiome Research Centre, UNSW Sydney
11.15am – 12.00pm  	<b>CLINICAL PHARMACY UPDATE: Changes to management of the asthma patient: the role of community pharmacy</b> The management of asthma is evolving in line with new evidence and strategies. Community pharmacists play an active and important role for patients suffering chronic respiratory diseases, such as asthma, through provision of health services in their pharmacy, diagnosing those at risk of disease progression and educating patients on the importance of medication compliance. This session will explore the latest guidelines from the National Asthma Council of Australia and the 2019 update of the Global Initiative for Asthma (GINA) global strategy. It will explore practical tools and resources to help pharmacists in delivering services, and the impact on improving health outcomes. <b>Speaker:</b> John Bell, Community Pharmacist & Practitioner/Teacher, Graduate School of Health, University of Technology Sydney
12.00pm – 12.30pm  	<b>CLINICAL PHARMACY UPDATE: Infant formula</b> Cows' milk allergy in infants can be a challenge for parents and carers. Pharmacists have an important role to play in helping identify potential cases of cows' milk allergy and helping families understand the management options. <b>Speaker:</b> Brett MacFarlane, Senior Pharmacist, Australian College of Pharmacy
12.45pm – 1.30pm 	<b>Marketing in a downturn - survive and thrive during these times</b> This is a concerning time for all. From supply chains, to tourism, to our teams on the ground in pharmacy, COVID-19 is affecting everyone, both professionally and personally. In times of trouble, pharmacy needs to listen deeply and be in tune with customer sentiment, and meet those needs with empathy and connection, across all channels including in-store and online. This session will highlight marketing needs and discuss some of the top fast, smart, affordable marketing strategies to drive business success as we traverse these challenging times. <b>Speaker:</b> Gillian Fish, Director The 6AM Agency

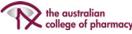
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FRIDAY 20 MARCH 2020 (CONTINUED)	
BUSINESS, INNOVATION & LEADERSHIP STREAM VENUE: Room A	CLINICAL PHARMACY/PRODUCT UPDATE STREAM VENUE: Room B
<p>1.15pm – 2.00pm</p>  <p><b>Hitting CP2025 goals - your future pharmacy</b> BD Rowa’s product range is evolving with the future of pharmacy. Their products have been developed to help streamline your business operations, provide accurate stock management and improve your pharmacy workflow and resource allocation, enabling you to extend your capabilities as a pharmacist. In this ever-changing pharmacy landscape, it’s important to align with the CP2025 strategy and keep your business ahead of the game. Find out how BD Rowa’s technologies contribute to this and where their products will feature in your future pharmacy. <b>Speaker:</b> Robert Allen, Sales Director, BD Rowa</p>	<p>1.30pm – 2.00pm</p>  <p><b>PRODUCT UPDATE: Product innovation - the lifeblood of pharmacy</b> This session will explore an innovative new range of pharmacy-exclusive products which can help your pharmacy thrive in 2020. With advances in opioid-free pain relief emerging, an update on developments in day and night treatment options that will impact pharmacy will be provided, as well as an innovation on diarrhoea relief for children that offers relief for all the family and which will help expand the category. Globally, liposomal technology is delivering consumer benefits in natural health and this session will reveal how Australian consumers and pharmacies can benefit from the power of the mighty liposome. <b>Speaker:</b> Daniel Shalhoub, Regional Sales Manager NSW/QLD, AFT Pharmaceuticals</p>
<p>2.15pm – 3.00pm</p>   <p><b>Mythbusters – busting employment myths</b> Employees can be terminated for any reason during their probationary period. Employees don’t need to be paid for time spent attending training outside their working hours. Employees must receive three warnings before they can be dismissed. Only written contracts are recognised as contracts. Which are myths and which are not? Operating your business on the basis of a myth can be costly. This practical and informative session will differentiate fact from fiction. <b>Speaker:</b> Tina Scrine, Industrial Relations Manager, The Pharmacy Guild of Australia, Queensland Branch</p>	<p>2.00pm – 2.45pm</p>   <p><b>CLINICAL PHARMACY UPDATE: Erectile dysfunction - a window on the heart</b> Erectile dysfunction (ED) is common, and a cause of distress for many men. The cause of ED is often misunderstood by patients. So too is the fact that ED is related to a number of different serious health conditions. Pharmacists have an important role to play in advising on the correct use of ED medicines and lifestyle advice. <b>Speaker:</b> Brett MacFarlane, Senior Pharmacist, Australian College of Pharmacy</p>
<p>3.00pm – 3.30pm</p>   <p><b>Fracture prevention through pharmacy partnerships – The APPOINT Pharmacy Program</b> Osteoporosis is a national health priority that results in a new fracture every 3.6 minutes and is growing rapidly as our population ages. Given that 6 out of 10 patients with osteoporosis are untreated, it’s estimated a new fracture will occur every 2.9 minutes by 2022. Join our expert speakers, who will share how busy pharmacies, with limited time, can introduce valuable health services through funded patient interventions. Practical advice on how to best implement this remunerated professional pharmacy program will support your pharmacy to reduce the risk of fracture and allow more of your patients to maintain their independence. <b>Speakers:</b> Jessamine Kwan, Pharmacist Manager, Priceline North Rocks; Kos Sclavos AM, Immediate Past National President, The Pharmacy Guild of Australia</p>	

END OF FRIDAY SESSIONS

SATURDAY 21 MARCH 2020	
<b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> <b>VENUE: Room A</b>	
9.00am – 9.45am  	<b>How pharmacies can use digital technologies to connect with their patients during the COVID-19 pandemic</b> As misinformation spreads panic, the trust placed in your local pharmacy is more valuable than ever. Don't miss this expert advice on how your pharmacy should be using digital technologies to communicate with clarity, engage with authority and help your community conveniently connect with you. <b>Speaker:</b> Aaron D'Souza, General Manager, Guild Digital
<b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> <b>VENUE: Room A</b>	
10.00am – 10.30am    	<b>Q&amp;A SESSION: Biosimilar medicines in Community Pharmacy</b> Following GBMA Education's 'Your Patients, Your Government' multidisciplinary workshop for biosimilar medicines held 2 October 2019, this Q&A style discussion will look to further address the opportunities, concerns and practicalities of biosimilar medicines in community pharmacy. In particular, the session will focus on patient-centric care - understanding the information needs of patients, the views of specialists, and communication strategies to support patient understanding and confidence. <b>Speakers:</b> Nader Mitri, PharmaPrograms Manager, PharmaPrograms; David Ford, Executive Director of Pharmacy and Redevelopment, North East Health Wangaratta; Carolyn Clementson, Professional Services Pharmacist, Good Price Pharmacy Warehouse
<b>CLINICAL PHARMACY/PRODUCT UPDATE STREAM</b> <b>VENUE: Room B</b>	
10.00am – 10.30am    	<b>CLINICAL PHARMACY UPDATE: The Brain-Intestinal Mucosa-Appendix-Microbiome-Brain Loop</b> The brain and the gut are connected from early foetal life. The mother's exposure to microbial molecules is thought to exert <i>in utero</i> developmental effects on the foetus. These effects could importantly underpin the groundwork for subsequent pathophysiological mechanisms for achieving immunological tolerance and metabolic equilibrium post birth, events that continue through to 3-4 years of age. Bacteria promote cues that instruct the neonate's mucosal tissues in the language of molecular and cellular biology. Post birth mucosal lymphoid tissue formation and maturation is microbiota-encouraged co-establishing the intestinal microbiome with a developing immune system. <b>Speaker:</b> Professor Luis Vitetta, Director of Medical Research, Medlab Clinical
11.00am – 11.30am    	<b>An economic and management update for community pharmacy</b> In light of the current economic climate, this session will provide an overview of the impact of the Australian economy on community pharmacy, as well as discuss strategies that should be applied to address the challenges the economy raises for pharmacy. Based on extensive research and experience, this practical, action-oriented presentation will address the viable strategies for the various pharmacy business models and market differences. <b>Speaker:</b> Christian Sirianni, Medici Capital
10.30am – 11.15am  	<b>Driving Professional Services beyond CPA – Session 1</b> How do pharmacy health service offerings impact a customer's journey to store loyalty? What is your pharmacy's brand position and how can it be improved to really make your mark within the community? This two part session series will help you maximise your pharmacy's health services income through meaningful customer interactions using real life examples encouraging attendees to implement immediate action. In session 1, we will explore the current state of industry and examples of what pharmacies are currently executing, plus explore the setting up and execution of a mental health service in pharmacy. <b>Speaker:</b> Michael Garrett, Business Support Pharmacist, The Pharmacy Guild of Australia, Queensland Branch
<b>BUSINESS, INNOVATION &amp; LEADERSHIP STREAM</b> <b>VENUE: Arena 1A</b>	
11.30am – 12.15pm   	<b>Ann Dalton Address: The Rosie Batty Story</b> Rosie Batty knows pain no woman should have to suffer. Her son was killed by his father in a violent incident that shocked not only the nation, but the world. Rosie became an outspoken and dynamic crusader against domestic violence, which led her to be named Australian of the Year in January 2015. Since then, Rosie has made the most of her position of influence, campaigning and advocating for necessary systemic and attitudinal change to address the family violence epidemic. <b>Speaker:</b> Rosie Batty, 2015 Australian of the Year

PROGRAM CONTINUES OVERLEAF

SATURDAY 21 MARCH 2020 (CONTINUED)	
BUSINESS, INNOVATION & LEADERSHIP STREAM VENUE: Room A	CLINICAL PHARMACY/PRODUCT UPDATE STREAM VENUE: Room B
<p>12.30pm – 1.15pm</p>  <p><b>PANEL SESSION: Pharmacy education in Australia – are we ‘future ready’?</b> As community pharmacy continues to evolve, pharmacy education will need to transform to ensure that Australian pharmacists are ready to meet the workforce needs and seize emerging practice opportunities. Don’t miss your chance to hear our panel of experts as they discuss how education and training will shape the community pharmacist of the future, empowering them to practice to the full extent of their professional scope and deliver high quality outcomes to patients and the community. <b>Facilitator:</b> Aaron D’Souza, General Manager, Guild Digital <b>Panellists:</b> Sarah Roberts-Thomson, Associate Dean (Academic), Faculty of Health and Behavioural Sciences, The University of Queensland; Carolyn Clementson, Professional Services Pharmacist, Good Price Pharmacy Warehouse; Nicolette Ellis, Clinical Pharmacist; Brett MacFarlane, Senior Pharmacist, Australian College of Pharmacy; Ali Hope, Training Manager, The Pharmacy Guild of Australia, Queensland Branch</p>	<p>12.30pm – 1.00pm</p>   <p><b>Conflict 101 - understanding interpersonal conflict and developing strategies to manage cases of professional conflict or demand in pharmacy</b> Most pharmacists and interns will have to deal with a challenging patient, prescriber or colleague at some stage in their career. Demanding, threatening or aggressive behaviour against pharmacists is not only stressful, but has the potential for consequence for patients and the community. Responses by pharmacists in these situations may lead to regulatory action against the pharmacist. This session will discuss interpersonal communication skills that provide insights into developing conflict resolution strategies for pharmacists. Case studies based on PDL incident reports will relate these skills and strategies to real life examples. <b>Speaker:</b> Gary West, Professional Officer, PDL</p>
<p>1.30pm – 2.00pm</p>  <p><b>How to gain more customers</b> This session will delve into the simple things pharmacies can do to ensure every marketing cent spent counts towards building a strong, engaging business that values customers’ attention and their wallets. Topics covered include why customer journeys matter, how content can help drive revenue, and why small pharmacies need to think outside of the ‘price and convenience’ bubble. <b>Speaker:</b> Aaron D’Souza, General Manager, Guild Digital</p>	<p>1.00pm – 1.45pm</p>   <p><b>Driving Professional Services beyond CPA – Session 2</b> How do pharmacy health service offerings impact a customer’s journey to store loyalty? What is your pharmacy’s brand position and how can it be improved to really make your mark within the community? This two part session series will help you maximise your pharmacy’s health services income through meaningful customer interactions using real life examples encouraging attendees to implement immediate action. In session 2, we will build on our learnings from session 1 and look at how to successfully implement a vaccination service, including the total wrap around of health services a pharmacy can execute. We will also work through how to implement health services well, including the psychology of transitioning your team to be powerful health services advocates. <b>Speaker:</b> Michael Garrett, Business Support Pharmacist, The Pharmacy Guild of Australia, Queensland Branch</p>
<p>2.00pm – 2.30pm</p>  <p><b>Disconnect to reconnect</b> The irony of our increasingly connected world is that we – as individuals and as organisations – are becoming more disconnected than we ever have before. The more time we spend being digitally distracted, the more we forget the importance of the human relationship. Our love of technology and devices is leading to shorter attention spans, increased anxiety and depression, sleep deprivation, and declines in creativity and critical thinking, which has a huge impact on people, productivity and profits. This session will discuss real-life examples and practical ideas to help you reconnect with your colleagues and staff, customers and community. <b>Speaker:</b> Mel Kettle, Communications &amp; Social Media Expert</p>	
<p>2.30pm – 3.00pm</p>  <p><b>Why selling to your customers is caring for your customers</b> It is natural to hold back from offering additional products or services to your customers for fear of coming across as pushy or not wanting to be ‘salesy’. But what if by not offering a complimentary product or service you are actually doing a disservice to your customers? What if selling is a way of going above and beyond for your customers? Find out how to stay authentic when selling and learn how to make sure you stay customer focused when using sales techniques as a genuine way to show customers that you care. <b>Speaker:</b> Nicky Miklos-Woodley, Sales &amp; Business Growth Consultant</p>	

END OF SATURDAY SESSIONS