








# PROGRAM

FRIDAY 7 SEPTEMBER 2018

7.30am – 6.00pm	<b>REGISTRATION DESK OPEN</b>		
8.30am – 9.15am  <i>Working to improve your health</i>	<p><b>Plenary: Options for management of acute pain – some global and Australian perspectives</b> Rescheduling changes to OTC products has driven change in the Australian market. The impact of these changes in the pharmacy market will be reviewed, as well as perspectives from international markets. Available OTC options in Australia ranging from oral to topical agents will also be discussed, along with available efficacy data.</p> <p><b>Speaker:</b> Dr Hartley Atkinson, Pain Researcher &amp; CEO, AFT Pharmaceuticals</p>		
9.15am – 10.00am 	<p><b>Plenary: Automation and community pharmacy – experiences from abroad</b> This session will discuss the importance of automation in today's growing DAA market and the role community pharmacy has to play.</p> <p><b>Speaker:</b> Dr Natalie Gauld, Consultant Pharmacist</p>		
10.00am – 10.45am 	<p><b>Plenary: The customer journey of modern pharmacies</b> The customer journey in a pharmacy starts several steps before the point of dispense. Consumers and patients are used to a high level of convenience in eCommerce (Amazon) and retail (grocery) shopping, and this experience needs to be reflected in pharmacy. Modern pharmacies are addressing the consumer needs for convenience and extraordinary shopping experiences in dedicated pharmacy customer journeys. This session will provide examples and case studies of such customer journeys.</p> <p><b>Speaker:</b> Dirk Bockelmann, Sales Director International, BD Rowa (Germany)</p>		
10.45am – 11.15am	<b>MORNING TEA – Trade Exhibition Area</b>		
10.45am – 4.00pm	<b>TRADE EXHIBITION OPEN</b>		
11.15am – 12.00pm 	<p><b>Education Session: Information privacy &amp; cyber security 101</b> Did you know that 90% of Australian businesses have experienced a cyber security breach or threat?? Every pharmacy holds a large volume of highly sensitive patient and financial information, and new data is created every minute. In this age of digital health records and patient/third-party controlled health apps, the potential for negative business outcomes is high. There are now obligations under the mandatory data breach notification laws. Join leaders from pharmacy, data security and insurance industries to learn how to protect your pharmacy from malicious and unintentional data privacy breaches.</p> <p><i>*Australian Cyber Security Centre's 2016 Cyber Security Study</i></p>	11.15am – 12.00pm 	<p><b>Business Session: Making numbers speak! Know what's going on in your pharmacy</b> This session will highlight to owners some of the metrics which should be explored when managing and improving a pharmacy. It's not just about the money; various numbers matter – customers, scripts and services – as well as the dollars. How to capture this data and present it regularly so that your decision making is well informed will also be discussed.</p> <p><b>Speaker:</b> Daniel Morrow, Senior Manager – Pharmacy Services, RSM Australia</p>
12.05pm – 12.50pm  The Pharmacy Guild of Australia	<p><b>Education Session: Report Card of 6CPA</b> While much industry discussion is on the next Community Pharmacy Agreement, there are still two years remaining in the current agreement. Is your pharmacy maximising the benefits? How is your pharmacy's uptake of professional programs compared to industry colleagues?</p>	12.05pm – 12.50pm 	<p><b>Business Session: Digital disruption – what's the hype and what really matters for your pharmacy?</b> There is plenty of hype about healthcare undergoing a technology driven disruption, and staying abreast of all the real advances and potential challenges to Australian pharmacies could easily be a full-time job. This session will provide an informed review of technologies such as blockchain, internet of things, artificial intelligence, 3D printing, paperless prescriptions and more. How do you separate the gold from the glitter? What technology should you be adopting now? What should you keep an eye on? What can you ignore? What can we learn from overseas experiences?</p> <p><b>Speaker:</b> Roger Boot, Partnerships Manager, eRx Script Exchange</p>

**FRIDAY 7 SEPTEMBER 2018**
**12.50pm – 2.00pm LUNCH – Trade Exhibition Area**

 2.00pm –  
2.45pm

**Education Session: Osteoporosis and the role of the pharmacist**

This session will highlight key QUM issues which will allow pharmacists to assist osteoporosis patients to ensure continuity of care.

**Speaker:** Dr Greg Lyubomirsky, CEO Osteoporosis Australia

 2.00pm –  
2.45pm

**Business Session: Are your competitors using technology more effectively than you?**

Most Australians want convenience and a great customer experience. 90% of Australians own a smart phone, but pharmacies only hold digital contact details for less than 10% of their customers, which limits how pharmacies can engage with their customers. This interactive session will provide valuable insights on the impact technology has on important business drivers for community pharmacy in Australia, and showcase best practices from high performing pharmacies.

**Speaker:** Robert Read, CEO, MedAdvisor

 2.50pm –  
3.35pm

**Education Session: Creating value from your data ethically and safely**

In this interactive and dynamic session director and co-founder of NostraData, Mike da Gama, will walk you through some of the practical and proven ways that you can leverage information from your pharmacy to create value for you and your customers. Simple steps you should take to increase the security of your information will also be explored.

**Speaker:** Mike da Gama, Executive Director, NostraData

 2.50pm –  
3.35pm

**Education Session: 7CPA – pharmacy's wish list for an engaged and healthy patient**

At this early stage of future planning the Guild, and indeed the Commonwealth Government, are canvassing opinions on future services through community pharmacy and voicing concerns about the need for pharmacy viability. Solutions will need to be through a patient focused lens.

3.35pm – 4.00pm

**AFTERNOON TEA – Trade Exhibition Area**

 4.00pm –  
4.45pm

**Clinical Session: Biologics and biosimilars – the role for pharmacists**

The Generic and Biosimilar Medicines Association (GBMA) has been granted \$5 million dollars from the Commonwealth Government for biosimilar education. A recent survey by GBMA explored areas of education that pharmacists desired. This session will detail some of those issues, and separate fact from fiction.

 4.00pm –  
4.45pm

**Judy Liauw Address: The Great Debate – the future is female**

Originating in 1972, the slogan “the future is female” has lasted through the decades and is re-emerging as an empowering statement for all. Join our influential and inspiring panellists for a comedic yet insightful debate that argues not whether equality will be achieved in the future, but how.

 4.50pm –  
5.35pm

**Education Session: My Health Record and Community Pharmacy – delivering more effective and efficient care**

My Health Record forms the cornerstone of a better health system and digital health innovations for Australia, enabling significant improvements in the safety, quality and efficiency of Australia's healthcare system by providing potentially lifesaving access to a patient's key health information including medications, allergies, conditions and test results. This session will explore the My Health Record's clinical and business value to community pharmacy in supporting patient-centred care and its potential for further adding value to professional services and improving business performance.

 4.50pm –  
5.35pm

**Business Session: Global retail industry trends – lessons for pharmacy**

This session will explore three of the key global retail industry trends which can be adapted for individual pharmacies to place them in a stronger position – personalisation, ‘small stores’ and retail entertainment. Gain insight from these trends to help your pharmacy to grow.








**Speaker:** Kos Sclavos, Past National President, The Pharmacy Guild of Australia

5.35pm – 7.30pm











**WELCOME RECEPTION – Zeta Bar, Hilton Sydney**


Hilton Sydney's internationally acclaimed Zeta Bar is the venue of the Pharmacy Connect Welcome Reception. Come and network with colleagues and suppliers in a relaxed environment and enjoy canapés and drinks following the first day of conferencing.

## SATURDAY 8 SEPTEMBER 2018

6.45am – 5.15pm	<b>REGISTRATION DESK OPEN</b>		
7.00am – 8.15am  The Pharmacy Guild of Australia	<b>Guild Member (Proprietor) Only Breakfast</b> This is a key opportunity for members to receive a confidential briefing on the latest issues impacting community pharmacy. <b>Speakers:</b> George Tambassis, National President, The Pharmacy Guild of Australia; David Heffernan, Branch President, The Pharmacy Guild of Australia, NSW Branch		
8.30am – 9.15am 	<b>Plenary: Best practice in managing complaints, official enquiries &amp; demands</b> The regulatory bodies overseeing the pharmacy profession are taking a greater interest in the responsibilities of proprietors – often it is the proprietor who receives the initial notification of a regulatory investigation, though they may have had no prior knowledge of the incident or complaint. Patient well-being is top priority when handling an incident. This session will explore how to handle incidents to minimise impact for patients, owners and employee pharmacists.		
9.15am – 10.00am  The Pharmacy Guild of Australia	<b>Plenary: Taking your performance from good to great</b> Presented by well-known Australian business and financial commentator Peter Switzer, this session will reveal the characteristics of winning businesses and business performers. Peter will also analyse how successful business owners and managers introduce change and outline ways to understand your strengths, weaknesses, opportunities and threats in order to succeed. <b>Speaker:</b> Peter Switzer, Business & Financial Commentator		
10.00am – 11.00am	<b>MORNING TEA – Trade Exhibition Area</b>		
10.00am – 1.30pm	<b>TRADE EXHIBITION OPEN</b>		
11.00am – 11.45am 	<b>Panel Session: Discovering a super cure for pharmacy employees' financial ailments</b> This panel discussion will explore the social and environmental barriers pharmacy employees face in growing a nest egg, and what solutions are available to change the current situation.	11.00am – 11.45am  The Pharmacy Guild of Australia	<b>Pharmaceutical Benefits Scheme compliance</b> The Provider Benefits Integrity Division is the area of the Department of Health that is responsible for Pharmaceutical Benefits Scheme compliance. Their role is to prevent, identify and treat incorrect claiming, inappropriate practice and fraud. This session will focus on how your pharmacy can support a culture of compliance within the practice. <b>Speaker:</b> Paul Hansen, Acting Assistant Secretary Compliance Systems Branch, Department of Health
11.50am – 12.35pm 	<b>Education Session: Insights into running a profitable Pharmacy business</b> This session will cover how successful implementation of professional services paired with high pharmacist to patient intimacy delivers positive patient health outcomes, while at the same time driving a profitable business for the pharmacy owner <b>Speaker:</b> Swarup (Sam) Afsar, Brand Development Manager, Pharmacy 777 Group	11.50am – 12.35pm 	<b>Panel Discussion: Tips and pitfalls of buying and selling a pharmacy business</b> This interactive panel session will provide an overview of current trends in the buying and selling of pharmacies and highlight some of the tips and pitfalls such as landlord consent, financing and security requirements and regulatory approvals. The sale and acquisition process, importance of partnership and shareholder agreements, due diligence and structure of the transaction will also be discussed. <b>Panellists:</b> Mark Fitzgerald, Principal, Meridian Lawyers; Georgina Odell, Special Counsel, Meridian Lawyers; Laura Dhana, Senior Associate, Meridian Lawyers
12.35pm – 1.30pm	<b>LUNCH – Trade Exhibition Area</b>		

## SATURDAY 8 SEPTEMBER 2018

<p>1.30pm – 2.15pm</p> <p>2018 National Student Business Plan competition</p>     	<p><b>Celebrating the innovators of the future – National Student Business Plan Competition</b></p> <p>Join the 2018 National Student Business Plan Competition finalists as they pitch their innovative business plans to the competition judges. The winner will be announced at the Gala Dinner.</p>	<p>1.30pm – 2.15pm</p> 	<p><b>Business Session: Real time prescription monitoring of controlled drugs – a national solution</b></p> <p>At the COAG Health Council in April 2018, the Health Ministers agreed to progress national real time prescription monitoring as a federated model, with jurisdictions committed to progressing development and adaptation of systems to connect to and interface with Commonwealth systems in order to achieve a national solution. This session will explore the Victorian system, for which Fred IT Group won the contract.</p> <p><b>Speaker:</b> David Freemantle, General Manager eHealth, Fred IT Group</p>
<p>2.20pm – 3.05pm</p> 	<p><b>Education Session: Tick bite prevention and management</b></p> <p>Tick-induced allergies comprise tick anaphylaxis and mammalian meat allergy after tick bites. Education is crucial in preventing these emergent allergies. Pharmacies have a pivotal role to play in advising the community regarding the techniques of prevention and appropriate management of tick bites. This session will describe and demonstrate these techniques.</p> <p><b>Speaker:</b> Clinical A/Prof Sheryl van Nunen, Convenor, TiARA (Tick-induced Allergies Research and Awareness) Committee</p>	<p>2.20pm – 3.05pm</p> 	<p><b>Business Session: The future of pharmacy ownership in Australia</b></p> <p>The fabric of ownership of Australian community pharmacies has changed dramatically over recent years. This session will present an update on pharmacy ownership structures and funding models, as well as cover pharmacy valuations, partnerships, and various other opportunities for pharmacists in managing risks and returns from pharmacy ownership.</p> <p><b>Speaker:</b> Frank Sirianni, Managing Director, Medici Capital</p>
<p>3.05pm – 3.30pm</p>	<p><b>AFTERNOON TEA – Trade Exhibition Area</b></p>		
<p>3.30pm – 4.15pm</p> 	<p><b>Plenary: An integrative approach to skin health for adults &amp; children</b></p> <p>This session will highlight the role complementary medicines play in the management of skin health alongside pharmaceutical intervention strategies. Focussing both on the role the microbiome plays in the development and mediation of skin health, as well as the role key nutritional protocols play in skin health management, the session will also explore the role the pharmacist plays as a frontline practitioner working to improve the health of the skin for adults as well as children.</p> <p><b>Speaker:</b> Joanne McNeill, Technical Education Officer, Metagenics Australia</p>		
<p>4.15pm – 5.30pm</p>  <p>The Pharmacy Guild of Australia</p>	<p><b>Plenary: Community Pharmacy in 2025</b></p> <p>The Guild's research project CP2025 has laid down a realistic vision and roadmap for community pharmacy. This session will bring delegates up to speed on the likely direction of the sector.</p>		
<p>7.00pm – midnight</p>	<p><b>GALA DINNER</b></p> <p>Offering a night of networking, fun and entertainment for conference attendees and their guests, the Pharmacy Connect Gala Dinner is a night not to be missed. Join in the excitement as the winner of the National Student Business Plan Competition is announced, and dance the night away with our live cover band. A three course dinner and drinks will be served.</p>		