

CONFERENCE PROGRAM

THURSDAY 25 OCTOBER 2018

1.30pm – 5.30pm	Registration Desk open – Conference Centre
2.00pm – 5.00pm	<p>Pre-Conference Workshop: QCPP Refresher Training – Assisting customers with products for gastrointestinal conditions</p> <p>Take the uncomfortable feeling out of assisting customers with ‘bums and tums’ complaints by attending this pre-conference workshop. Designed to get to the bottom of questioning techniques so that customers aren’t so uncomfortable when discussing such sensitive topics, the workshop will be followed by an accredited assessment which will meet your QCPP refresher training requirements.</p> <p>Facilitators: Kelly Danvers, Business Support Officer, The Pharmacy Guild of Australia, Queensland Branch; Linden Pirrone, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch</p> <p>Cost: \$50 for conference delegates/ \$80 for non-conference delegates</p> <p>Inclusions: Afternoon tea</p> <p>Venue: Ocean Room, Sea World Resort</p>
5.00pm – 7.00pm	<p>Welcome Reception</p> <p>The Welcome Reception provides the perfect opportunity to meet fellow delegates and make new friends. This function will be held in the Trade Display area, allowing you to meet with suppliers and view the exhibition before the conference officially begins on the Friday morning.</p> <p>Venue: Trade Exhibition Area</p>

FRIDAY 26 OCTOBER 2018

6.30am – 9.30am	Breakfast – SHORELINE RESTAURANT, SEA WORLD RESORT
7.55am – 8.45am	<p>Shark Bay Experience – Sea World</p> <p>Join us on an exclusive tour of Sea World’s award winning attraction, Shark Bay, before the theme park opens. Numbers are limited to 150 delegates so register early to avoid disappointment. Delegates are to meet in the hotel lobby at 7.55am sharp.</p>
8.15am – 5.30pm	Registration Desk open – Conference Centre
PLENARY SESSION – SEA WORLD CONFERENCE CENTRE MC: Michael Hann	
9.00am – 9.15am	<p>Conference Welcome</p> <p>Speaker: Stephanie Meiklejohn, 2017 Pharmacy Assistant of the Year</p>
9.15am – 9.45am	<p>Industry update</p> <p>This session will highlight the current issues affecting pharmacy and their impact on the role of pharmacy assistants.</p> <p>Speaker: Kos Sclavos, Immediate Past National President, The Pharmacy Guild of Australia</p>





PLENARY SESSION – SEA WORLD CONFERENCE CENTRE (Continued)
MC: Michael Hann

9.45am – 10.15am

Session details will shortly be available on the conference website at www.pharmacyassistants.com



10.15am – 10.45am



Express your expertise, improve your influence
 This session will uncover the secrets to creating better connections, building better teams and communicating with confidence and influence.
Speaker: Amanda Stevens, Customer Experience Expert

10.45am – 11.30am

Morning Tea & Trade Displays

PHARMACY KNOWLEDGE STREAM – ROOM 1
11.30am – 12.35pm

MANAGEMENT & OPERATIONS STREAM – ROOM 2
11.30am – 12.35pm

11.30am – 12.00pm



Family friendly approaches to allergy & eczema management

This session will explore the role pharmacy assistants play in supporting the ongoing management and care of children and adults with allergies and eczema, with a focus on natural health and lifestyle interventions. The session also aims to provide real-life skills to assist in your conversations with patients on the pharmacy floor.

11.30am – 12.00pm



The Pharmacy Guild of Australia

State of the Industry: Q&A Session

This interactive Q&A session will examine the current state of the industry and allow you to ask questions of our industry experts.

Facilitator: Michael Hann
Panellists: Kos Sclavos, Vice President, The Pharmacy Guild of Australia, Queensland Branch; Marsha Gomez, The Pharmacy Guild of Australia; Trent Twomey, Senior National Vice President & Queensland Branch President, The Pharmacy Guild of Australia

12.05pm – 12.35pm

Session details will shortly be available on the conference website at www.pharmacyassistants.com

12.05pm – 12.35pm



The Pharmacy Guild of Australia

Beyond the box – engaging with your local community

Community engagement goes far beyond the four walls of your pharmacy; true community engagement comes from knowing your local market and immersing yourself, your staff and your business into your community's world. This session will explore success stories of effective community engagement and the benefits it can bring to your pharmacy.

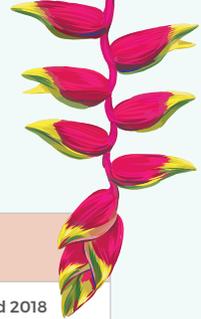
Speaker: Leigh Medcalf, Retail Manager, Cooloolo Pharmacy

12.35pm – 1.30pm

Lunch & Trade Displays

PHARMACY KNOWLEDGE STREAM - ROOM 1 1.30pm - 3.10pm		MANAGEMENT & OPERATIONS STREAM - ROOM 2 1.30pm - 3.10pm	
1.30pm - 2.00pm 	<p>Healthy growing - nutritional support for children's wellbeing</p> <p>It is estimated that less than 1% of children are consuming the daily recommended serves of vegetables/legumes/beans daily, while only around a third are consuming sufficient fruits. Despite a greater choice of foods being available than ever before factors such as fussiness, lack of parental awareness and time pressures can mean that children and teenagers are consuming diets that are high in energy, but low in vitamins and minerals. In this session we will discuss children's health and wellbeing and detail practical considerations for achieving a better nutrient status to encourage children and young people to thrive.</p> <p>Speaker: Isabelle Baissac, Naturopath, BioCeuticals</p>	1.30pm - 3.00pm 	<p>A united front for the future of your pharmacy</p> <p>As the frontline customer service providers, pharmacy assistants have always been vital to retail success. With a change in expectations and an increase in opportunities, pharmacy is becoming more focussed on professional services and pharmacy assistants, together with their pharmacists, play a key role in starting conversations and fostering relationships to ensure the customer's health solutions are maximised. This interactive session brings together real examples and practical solutions from a pharmacy which has succeeded in making significant changes to their dispensary workflow and retail environment.</p> <p>Speakers: Bianca Havukainen, Professional Services Account Manager, Instigo; Andrew Pattinson, General Manager, Instigo; Loretta Musumeci, Pharmacist Proprietor, Babinda Pharmacy</p>
2.00pm - 2.30pm Guid Training	<p>Companion selling, up-selling and cross-selling - what's it all about?</p> <p>Is companion selling appropriate in community pharmacy? Can we really apply a McDonald's approach to health care? 'Selling product' in pharmacy can feel 'dirty', but what if we were actually providing improved patient care or customer service by recommending complete solutions? This session will explore the reasons why community pharmacies need to get serious about solution selling, workshop practical case studies and address strategies for hosting successful sales conversations.</p> <p>Speaker: Carolyn Clementson, Professional Services Pharmacist, Good Price Pharmacy Warehouse</p>		
2.30pm - 3.00pm 	<p>The customer is always right - or are they? A closer look at dealing with difficult behaviours in the pharmacy</p> <p>Health problems can affect patient behaviour and create challenges for pharmacy assistants trying to communicate with and assist patients. The unique dynamic of pharmacy businesses as combinations of health and retail add to the complexity of the issue. This session examines various communication approaches and techniques that can be used when dealing with customers.</p> <p>Speaker: Nick Wilson, Resource Development Pharmacist, Guild Learning & Development</p>		
3.00pm - 3.30pm	Afternoon Tea & Trade Displays		





PLENARY SESSION – SEA WORLD CONFERENCE CENTRE
MC: Michael Hann

3.30pm – 4.15pm



The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award 2018

This Q&A session will showcase the eight State and Territory Finalists of the Pharmacy of the Year Award for 2018. The winner of the Award will be announced at the Conference Dinner.
Facilitator: Kathy Gribble, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch

4.15pm – 4.45pm



Improvise, adapt & overcome

On 11 February 2009, Paul de Gelder was on exercise in Sydney Harbour when he was attacked by a massive bull shark, resulting in the loss of his right leg and right hand. In a race against time, Paul's mates hauled him from the water and rushed him to the wharf to await the paramedics. His recovery is an inspirational story of mental and physical courage. Today he is back surfing, diving, running and training in the gym with the help of specially made prosthetics, and has since dived with sharks all over the world. Join Paul as he shares how his mantra 'improvise, adapt and overcome' aided him with his recovery, and how it can help you.
Speaker: Paul de Gelder, Navy Diver, Shark Attack Survivor, Author, Motivational Speaker

4.45pm – 5.00pm



Pharmacy Feud – Trivia Session

This fun, team-focussed session will test your pharmacy knowledge and general trivia. A prize will be awarded to each member of the winning team.

7.00pm – midnight



Conference Dinner – '90s'

The social highlight of the conference, the Conference Dinner will allow delegates to try their hand at Sea World's carnival games before moving onto the Paradise Room for a night of celebration and fun as the winner of The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award is announced. In celebration of the Guild's 90th anniversary, the theme of this year's dinner is '90s'. Dinner includes a three course meal, drinks and live entertainment.
Venue: Sea World



SATURDAY 27 OCTOBER 2018

6.30am – 9.30am	Breakfast – Shoreline Restaurant, Sea World Resort
8.45am – 9.30am	Dolphin Discovery Presentation – Sea World Enjoy a behind-the-scenes sneak peek of a dolphin training session at Sea World’s Dolphin Cove. Delegates are to meet in the hotel lobby at 8:45am sharp.
9.00am – 4.00pm	Registration Desk open – Conference Centre
PLENARY SESSION – SEA WORLD CONFERENCE CENTRE MC: Michael Hann	
9.45am – 10.15am 	Not a Dry Eye in the room – solutions for customers with Dry Eye Millions of people suffer from dry eyes, yet some who experience the symptoms don’t realise the cause. This session will focus on the differential diagnosis of the red, sore eye in the pharmacy setting and outline the signs and symptoms of each, enabling pharmacy assistants to assist customers with the correct treatment. Dry Eye subtypes will also be discussed, including information on which topical lubricants are the most appropriate to treat each subtype.
10.15am – 10.45am 	Infant and toddler nutrition – information for pharmacy assistants This session will cover the pharmacy assistant’s role in the Infant nutrition category, important guidelines for the industry, and other vital information pharmacy assistants need to know. Speaker: Sarah Egerton, Product Specialist, Aspen Nutritionals
10.45am – 11.30am	Morning Tea & Trade Displays





PHARMACY KNOWLEDGE STREAM - ROOM 1 11.30am - 1.10pm		MANAGEMENT & OPERATIONS STREAM - ROOM 2 - 11.30am - 1.10pm	
11.30am - 12.05pm	 <p>Vital nutrition for the first 1000 days of life – from preconception to happy and healthy infants</p> <p>Pharmacy assistants play a critical role in supporting parents to ensure the best health outcomes for their children. Be updated on the latest research and improving health outcomes for brain, immune and gut health early in life, with the journey starting before conception and continuing through pregnancy and breastfeeding to independent young children.</p> <p>Speaker: Di Mitchelmore, Medical Scientist, Wellness Coach & National Training Manager, Swisse Wellness</p>	11.30am - 1.10pm	 <p>Harm minimisation workshop: Fighting the Dragon with Luck – our addiction to pleasure</p> <p>This unique and eye-opening session will feature the presentation of an uplifting documentary, <i>Fighting the Dragon with Luck</i>, which is about recovering heroin addicts who attend a local community pharmacy. Seen through the eyes of six former addicts, the documentary retraces stories of hopeless addiction, survival, broken dreams, a new hope and eventual recovery. One of the stars of the film, former World Health Organization doctor, Dr David Jacka will then discuss our ‘addiction to pleasure’ - how much is in our genes, the long term nature of dependence and the universality of pleasure seeking. Question time will allow attendees to see how this ties into their role in community pharmacy.</p> <p>Speakers: Dr David Jacka, Addiction Medicine Specialist, Monash Health; Angelo Pricolo, Film Producer & Former National Councillor, The Pharmacy Guild of Australia</p>
12.05pm - 1.10pm	 <p>The right professional service for the right patient – the important role of pharmacy assistants</p> <p>This not-to-be-missed session will focus on how the pharmacy assistant can play a unique and vital role in linking patients with the plethora of professional services now available. Using real world scenarios, attendees will build their knowledge about professional services while also gaining a better understanding of what their patients may need to improve their health.</p> <p>Speaker: Nicole Floyd, Professional Services Manager, The Pharmacy Guild of Australia, Queensland Branch</p>		
1.10pm - 2.00pm	Lunch & Trade Displays		
PLENARY SESSION – SEA WORLD CONFERENCE CENTRE MC: Michael Hann			
2.00pm - 2.45pm	 <p>Feeding issues in the first 18 months of life</p> <p>Join Consultant Paediatrician Dr Jonny Taitz as he addresses feeding problems in the first 18 months of life and answers commonly asked questions to help you understand the role you can play to assist parents with their enquiries in store.</p> <p>Speaker: Dr Jonny Taitz, Specialist Paediatrician</p>		
2.45pm - 3.15pm	Session details will shortly be available on the conference website at www.pharmacyassistants.com .		
			
3.15pm - 3.45pm	 <p>Wound care – a holistic approach</p> <p>Pharmacy assistants are often the first point of contact in the pharmacy for people requiring support with wound care. This session will take a holistic approach to wound care and will explore wound types most common in pharmacy, provide information on initial and on-going treatment options, and identify factors that may slow the healing process.</p> <p>Speaker: Amanda Hart, Occupational Health Nurse</p>		
3.45pm	Conference Close & Afternoon Tea		