

## CONFERENCE PROGRAM

FRIDAY 11 OCTOBER 2019

### REGISTRATION DESK OPEN – LEVEL 2

8.30am – 7.30pm

### PRE-CONFERENCE WORKSHOP – BALLROOM 2

9.00AM - 12.00PM

9.00am –  
12.00pm



#### Pre-Conference Workshop: QCPP Refresher Training – Embarrassing Bodies

Pharmacy assistants can be exposed to some weird and wonderful conditions. Following on from the international success of the TV series 'Embarrassing Bodies', this interactive session will explore a myriad of embarrassing conditions to improve your confidence when dealing with potentially uncomfortable situations.

**Facilitator:** Alison Hope, Pharmacist & Projects Coordinator, The Pharmacy Guild of Australia, Queensland Branch

**Cost:** \$50 for conference delegates/ \$80 for non-conference delegates

**Inclusions:** Morning tea

10.30am –  
11.00am

#### MORNING TEA

10.30am –  
7.30pm

#### TRADE DISPLAYS OPEN

11.30am –  
12.30pm

#### LUNCH

**Venue:** Trade Exhibition

### PLENARY SESSION – BALLROOM

12.30pm - 3.00pm

12.30pm –  
1.00pm



#### Conference Welcome

Hosted by Pharmacy Guild trainers, this session enables you to get to know your fellow delegates. The session will also feature an introduction to the conference by 2018 Pharmacy Assistant of the Year (PATY) Alice Vanderpol, who will provide an overview of her year as a PATY Winner and what she has gained from the experience.

**Speaker:** Alice Vanderpol, 2018 Pharmacy Assistant of the Year

1.00pm –  
1.30pm



#### Industry update

This session will highlight the current issues affecting pharmacy and the impact of these on the role of pharmacy assistants.

**Speaker:** Kos Sclavos, Vice President, The Pharmacy Guild of Australia, Queensland Branch

1.30pm –  
2.00pm



#### Demystifying eye drops

Dry eye disease affects hundreds of millions of people throughout the world. Patients report burning, stinging or tired eyes and often seek advice from pharmacy assistants to recommend a product to help relieve their symptoms. Many of these patients may also visit a pharmacy to self-select treatment, but end up being confused by the wide range of eye drops available on the market. This session will discuss the signs and symptoms of dry eye disease and how you can help customers choose the best drop to address their symptoms.

**Speaker:** Anson Tang, Professional Affairs Associate, Alcon

2.00pm –  
2.30pm



#### 10 ways to sell more effectively to mums

Mums hold the overall purchasing power in the majority of households around the country. They are the primary decision makers when it comes to houses, cars, holidays, food and healthcare. This session will reveal key trends and the latest research to identify 10 low-cost ways to sell more effectively and successfully to mums.

**Speaker:** Katrina McCarter, Founder & CEO, Marketing to Mums

2.30pm –  
3.00pm



#### Pandora's Box

In this entertaining session author of 'Pandora's Box' Dr Cindy Pan will lift the lid on life's 'little nasties' and take a humorous look at health, relationships, sex and drugs.

**Speaker:** Dr Cindy Pan, General Practitioner, Television Personality & Author

3.00pm –  
3.30pm

#### AFTERNOON TEA & TRADE DISPLAYS

**FRIDAY 11 OCTOBER 2019 (CONTINUED)**

PHARMACY KNOWLEDGE STREAM – BALLROOM 2 3.30pm – 5.30pm		MANAGEMENT & OPERATIONS STREAM – BALLROOM 3 3.30pm – 5.30pm	
3.30pm – 4.00pm 	<p><b>Hayfever solutions for your customers</b></p> <p>Almost 1 in 5 Australians suffer from allergic rhinitis (commonly known as hay fever), however only 36% of sufferers are treating. Why are so many choosing not to treat? Recent studies have revealed that a lack of awareness of symptoms and misdiagnosis of hay fever contributes to under treatment or sub-optimal treatment. Pharmacy assistants play an important role in educating customers around hay fever and treatment options. This session provides you with the opportunity to increase your knowledge on hay fever and treatment options so you may confidently recommend the right hay fever solutions for your customers.</p> <p><b>Speaker:</b> Trisha August, Pharmacy Training Manager, Johnson &amp; Johnson</p>	3.30pm – 4.30pm <b>Pharmacy</b>	<p><b>Mental health and your workplace</b></p> <p>Healthy workers and healthy workplaces provide a plethora of benefits for individuals and businesses including enhanced personal and organisational resilience and success. A safe workplace is not just about physical but also mental health. Do you understand the hazards that can adversely impact on a workers' mental health such as workplace bullying and work related stress and how you can prevent and manage them? Do you know how you can support staff with a mental health condition? Learn how you can take an active role in looking after your own mental health and creating and supporting a mentally healthy workplace. This session will provide practical information and strategies to assist you in building your personal resilience and managing the mental health of your team.</p> <p><b>Speakers:</b> Tina Scrine, Industrial Relations Manager, The Pharmacy Guild of Australia, Queensland Branch; Amanda Seeto, Community Pharmacist &amp; Branch Committee Member, The Pharmacy Guild of Australia, Queensland Branch</p>
4.00pm – 4.30pm 	<p><b>The importance of hydration when treating dermatological skincare conditions</b></p> <p>This session will cover the importance of hydration when treating common skincare conditions such as eczema and acne and what to consider when recommending appropriate skincare to achieve a complete skincare solution. The aim of this session is to provide pharmacy assistants with strategies on how to best address their customers' skincare needs to manage their conditions and improve their quality of life.</p> <p><b>Speaker:</b> Amy Lamproglou, Pharmacist &amp; Brand Manager Skincare, Galderma</p>		4.30pm – 5.00pm 
4.30pm – 5.00pm 	<p><b>Choosing the right Magnesium for your customers</b></p> <p>Magnesium is used in the management and prevention of muscular cramps, stress and sleep-related issues. This session will explore the role pharmacy assistants can play in recommending well indicated Magnesium supplements to your customers and provide you with real-life skills to assist in your conversations with customers on the pharmacy floor.</p> <p><b>Speaker:</b> Amber Foley, Retail Training &amp; Education Manager, Metagenics (Ethical Nutrients &amp; Inner Health)</p>	5.00pm – 5.30pm 	<p><b>What does the future hold for digitally enabled health?</b></p> <p>This session will paint the vision for digital health in Australia and provide a progress update on how implementation of Australia's National Digital Health Strategy is improving patient health outcomes through integration of digital health services. Key pillars in the strategy include the national expansion of My Health Record and the development of secure messaging and an interoperable health system.</p> <p><b>Speaker:</b> Danny Agnola, Manager Clinical Peaks, Partnerships and Clinical Use, Australian Digital Health Agency</p>
5.00pm – 5.30pm 	<p><b>Why selling to your customers is caring for your customers</b></p> <p>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 be authentic when selling and learn how to stay customer focused when using sales techniques as a genuine way to show customers that you care.</p> <p><b>Speaker:</b> Nicky Miklos-Woodley, Sales &amp; Business Growth Consultant</p>	<p><b>Welcome Reception</b></p> <p>The Welcome Reception provides a further opportunity to view the trade exhibition and meet with suppliers, as well as a chance to network with fellow delegates and make new connections. Drinks and canapes will be served.</p> <p><b>Venue:</b> Trade Exhibition Area</p>	
5.30pm – 7.30pm 			

## SATURDAY 12 OCTOBER 2019

### PLENARY SESSION – BALLROOM

8.45am – 10.45am

8.45am –  
9.00am

#### 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.

**Guild Training**

9.00am –

9.30am



#### The Pharmacy Guild of Australia / Maxigesic Pharmacy Assistant of the Year Award 2019

This Q&A session will showcase the eight State and Territory Finalists of the Pharmacy of the Year Award for 2019. The winner of the Award will be announced at the Conference Dinner.

**Facilitator:** Katy Duldig, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch

9.30am –

10.00am



HEALTH - HYGIENE - HOME

#### Tackling osteoarthritis

During this session, former Wallabies captain Stirling Mortlock will share his career highlights, which spanned over 20 years and 80 appearances for the Wallabies National Australian Rugby team. Throughout his impressive career Stirling faced multiple serious injuries, including six knee and three shoulder reconstructions. In this session, he will discuss his diagnosis with osteoarthritis, how this affected his life and career, and the ways in which he manages his pain.

**Speaker:** Stirling Mortlock, Former Wallabies Captain

10.00am –

10.45am



The Pharmacy  
Guild of Australia

#### Practical wound management in Community Pharmacy

Customers come into the pharmacy every day for advice and help with wounds which may be a simple cut, a graze, a burn or an ulcer they have had for some time. How should you assess the wound and what issues should you consider before advising the customer? This session will examine the process in which wounds heal, factors that may delay healing, and which dressings and bandages you should recommend based on the wound type, position, level of fluid and need for an antibacterial product. When a pharmacist's involvement is required, for example if the customer has diabetes or another chronic disease, will also be discussed.

**Speaker:** Assoc Prof Geoff Sussman, Wound Management Expert

10.45am –

11.30am

#### MORNING TEA & TRADE DISPLAYS

10.45am –

2.00pm

#### TRADE DISPLAYS OPEN

### PHARMACY KNOWLEDGE STREAM – BALLROOM 2

11.30am – 1.00pm

11.30am –

12.00pm



#### Beauty from within

This session will examine how inadequate diets take their toll on how we look and feel and how providing our bodies with the right nutrients, rather than topical and temporary fixes, will result in longer lasting health. The session will also explore the benefits of BioBeauty, a range of skin health supplements which is formulated to support, improve, restore, balance and replenish the body with nutrients that combat the impact of stress, poor diet and the natural aging process.

**Speaker:** Jana Pechackova, Brand Manager, Enervite

12.00pm –

12.30pm



#### Want an extra \$105,000 in your super? BAM, let's find out how

With women retiring with a staggering 42% less super than men, discover how you can buck this trend without dipping into your take home pay. This session explores SUPERSUPER™, the first-ever shop-and-save-super rewards program which helps you grow your super. The session will also take a look at some real-life examples of how GuildSuper members have benefited by incorporating SUPERSUPER™ into their shopping experience.

**Speaker:** Melinda Di Vita, Head of Distribution, Guild Trustee Services

12.30pm –

1.00pm

**Guild Training**

#### Creating your career in pharmacy

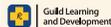
Whether you've been in pharmacy for 20 weeks or 20 years, this session is a must attend! From pharmacy assistant to dispensary assistant, stock controller or retail manager, where is your career in community pharmacy heading? This session will take a deeper look at the many opportunities we have in our careers as pharmacy assistants, and how we can plan and take control to make it happen!

### MANAGEMENT & OPERATIONS STREAM – BALLROOM 3

11.30am – 1.00pm

11.30am –

1.00pm



#### Leadership is an attitude

Leadership is not a role or a title. It is how you think, feel and see yourself and how you act as a leader. Leadership is an attitude – if your attitude says you are a leader then you will behave like a leader. To be a leader and create a unique leadership style, leaders need to focus on their strengths. That's what sets them apart from others, and the ROI on improving strengths is far greater than overcoming weaknesses. This interactive workshop will show you how to develop a leadership attitude which reflects your true self.

**Speaker:** Sonia McDonald, CEO and Founder, Leadership HQ

## SATURDAY 12 OCTOBER 2019 (CONTINUED)

1.00pm – 2.00pm	<b>LUNCH &amp; TRADE DISPLAYS</b>
<b>PLENARY SESSION – BALLROOM</b>	
<b>2.00pm - 4.00pm</b>	
2.00pm – 2.30pm	<p><b>Common upper airway conditions in children</b></p> <p>Join Consultant Paediatrician Dr Jonny Taitz as he reflects on a severe 'cold and flu' season. Dr Jonny will discuss common upper airways conditions and educate on preventative and protective measures to help answer instore questions you may receive from parents.</p> <p><b>Speaker:</b> Dr Jonny Taitz, Specialist Paediatrician</p>
	
2.30pm – 3.00pm	<p><b>Managing foot muscular and skeletal pain</b></p> <p>Jessica Gallagher was just 17 years old when she was diagnosed with a rare, degenerative eye disease. Despite this she became the first Australian athlete to medal at both the summer and winter Olympic Games. During this session, Jessica will discuss the challenges she faced during training and competing at the highest level in skiing, athletics and cycling and will discuss her experience with managing foot muscular and skeletal pain as both an athlete and an osteopath.</p> <p><b>Speaker:</b> Jessica Gallagher, Paralympian</p>
	
3.00pm – 3.30pm	<p><b>Stigma, discrimination and injecting drug use</b></p> <p>This session focuses on stigma, discrimination and drug use and examines the impact on stigma on individuals who are often marginalised in society. It will assist pharmacy assistants to develop personal and workplace strategies to address stigma and discrimination against people who use or have used drugs, people living with blood borne viruses and people on opioid replacement therapy.</p> <p><b>Speaker:</b> Niki Parry, Consumer Engagement Officer, Queensland Injectors Health Network (QuIHN)</p>
	
3.30pm – 4.00pm	<p><b>Responsible drinking – a role for pharmacy assistants?</b></p> <p>Australia has one of the highest alcohol consumption rates per capita in the world. Find out how pharmacy assistants can, when presented with a request for a hangover product, provide advice and recommendations to reduce the risk of harm from alcohol by way of motivational interviewing techniques.</p> <p><b>Speaker:</b> Arash Gol, Pharmacist &amp; CEO, Plus Daily</p>
	
4.00pm	<b>CONFERENCE CLOSE &amp; AFTERNOON TEA</b>
7.00pm – midnight	<p><b>Conference Dinner – AT THE MOVIES</b></p> <p>Lights, camera, action – come dressed as your favourite actor/actress or movie character and feel like a star at the PA2019 Conference Dinner! Join in on the excitement as the winner of The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award is announced, hit the dance floor with our live covers band, and enjoy a three course meal and drinks.</p> <p><b>Venue:</b> Ballroom</p>
	
	

## SUNDAY 13 OCTOBER 2019

<b>POST-CONFERENCE WORKSHOP – CONCORDE ROOM, LEVEL 2</b>	
<b>9.00am - 12.00pm</b>	
9.00am – 12.00pm	<p><b>Post-Conference Workshop: Building patient loyalty in the dispensary</b></p> <p>For the vast majority of community pharmacies, the dispensary patient is the most valued customer. Patient 'stickiness' is the buzzword, but how is it achieved? What are you doing to make more patients loyal? In this session Senior Health Strategist at Sinapse, Kos Sclavos will help you develop a plan for patient stickiness.</p> <p><b>Speaker:</b> Kos Sclavos, Senior Health Strategist, Sinapse</p> <p><b>Cost:</b> \$50 for conference delegates / \$80 for non-conference delegates</p> <p><b>Inclusions:</b> Morning tea</p>
	