



PHARMACY ASSISTANT  
NATIONAL CONFERENCE

28/29 OCTOBER  
2022 BRISBANE



The Pharmacy  
Guild of Australia

Featuring

PATY  
2022

PHARMACY ASSISTANT  
OF THE YEAR



CONFERENCE  
PROGRAM

2022



VERSION 5 - 8 SEPTEMBER 2022

PHARMACYASSISTANTS.COM

## Friday 28 October 2022

8.30am – 7.30pm REGISTRATION DESK OPEN

9.00am – 12.00pm



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### Pre-Conference Workshop: Pharmacy assistants' role in pain management

This interactive pain management session will provide attendees with the knowledge and understanding of what pain is, how to recognise pain, appropriate treatments and how to help your customers manage their pain management needs. QCPP Refresher Training approval is being sought for this workshop.

**Facilitators:** Training Team, The Pharmacy Guild of Australia, Queensland Branch

**Cost:** FREE for conference delegates/ \$55 for non-conference delegates

**Inclusions:** Morning tea

**Venue:** Ballroom 2, Sofitel Brisbane

10.30am – 11.00am MORNING TEA

10.00am – 7.30pm TRADE DISPLAYS OPEN

11.30am – 12.30pm LUNCH

Venue: Trade Exhibition

## PLENARY SESSION – BALLROOM

MC: Michael Hann

12.30pm - 12.45pm

### Conference Opening Address



The Pharmacy  
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**Speakers:** Colm Maguire, Chief Operation Officer, The Pharmacy Guild of Australia

12.45pm – 1.00pm

### Conference Welcome



This session will feature an introduction to the conference by the 2021 Pharmacy Assistant of the Year (PATY), Ashleigh Hutson, who will provide an overview of her time as a PATY Winner and what she has gained from the experience.

**Speakers:** Ashleigh Hutson, 2021 Pharmacy Assistant of the Year

1.00pm – 1.30pm

### Industry update



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This session will provide an update on the latest industry trends and developments including pharmacy's post COVID recovery, an overview of pharmacists practicing at full scope, and the impact of these on the role of pharmacy assistants.

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

1.30pm – 2.00pm



### Management of eczema-prone skin in infants

Eczema is a chronic health problem that affects many people of all ages but is most common in infants. Eczema often appears before 12 months of age and requires optimal everyday skin management. Suboptimal skin management is the most common cause of eczema flares and negatively impacts upon a child's quality of life. This session will focus on the role of the pharmacy assistant in providing advice to caregivers on how to optimally care for their baby's eczema-prone skin, including common triggers, the proper use of emollients and how to identify the signs of an eczema flare that require referral.

**Speaker:** Dr Philip Tong, Dermatologist

2.00pm – 2.30pm

### A pipeline of innovation for pharmacy



AFT Pharmaceuticals has a bulging pipeline of new and innovative products that will be available in Australian pharmacies for 2022, and this session will provide information on the most significant upcoming launches. Maxigesic®, the major sponsor of the PATY Award, is expanding its paracetamol + ibuprofen pain relief range in 2022 with first-to-market innovation, and there is much more on the near horizon. Globally, liposomal technology is delivering enhanced consumer benefits in natural health, and now it's Australia's turn to discover next generation liposomal technology to help boost immunity in a radically different world.

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

2.30pm – 3.00pm

### 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

3.00pm – 3.30pm

### AFTERNOON TEA & TRADE DISPLAYS

PHARMACY KNOWLEDGE STREAM - BALLROOM 2

3.30pm – 5.45pm

MANAGEMENT & OPERATIONS STREAM - BALLROOM 3

3.30pm – 5.45pm

3.30pm – 4.00pm

### Men's water works



Studies have indicated a 3-11% prevalence rate of incontinence in the male population. Urge incontinence is the prominent symptom, followed by mixed incontinence and isolated stress incontinence (stress incontinence in men is rare unless the patient has undergone prostate surgery or suffered neurological injury or trauma). Incontinence in men increases with age and appears to rise more steadily than it does in women. As pharmacy assistants, you are in an ideal role to assist and support these men to choose a treatment option that can best assist their issues.

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

3.30pm – 4.00pm



Quality Care  
Pharmacy Program

### Busting myths and finding facts about the Quality Care Pharmacy Program

This session will bust the myths and share the facts about QCPP accreditation, including how pharmacy assistants have an important role in the process. You will learn about the QC2020 Requirements, what it means for pharmacy, how the remote assessment works and what helpful resources are available. There will also be a Q&A session at the end to answer all your burning questions.

**Speaker:** Emily Burrell, QCPP Technical Advisor, Quality Care Pharmacy Program

4.05pm – 4.35pm

Further details about this session will be available soon.

Please revisit [the Program webpage](#) for regular program updates.

4.05pm – 4.35pm



### 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

4.40pm – 5.10pm



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### The diabetic foot

Diabetics are one of the most at risk groups in the community - an Australian loses a limb to diabetes every three hours. 86% of all diabetic limb amputations started as a minor wound that if treated early will heal. Pharmacies are in a position to help diabetic patients with good foot care. You can make a difference.

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

4.40pm – 5.10pm



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### Pharmacy Programs - Men's Health Downunder

Join 2022 Guild Pharmacy of the Year Winner, Brad Butt, as he steps through how he set up Men's Health Down Under, a pharmacy-led clinic for male urological issues which helps men get back to a full life after prostate cancer. This case study will provide tips on how your pharmacy can set up and run successful pharmacy programs.

**Speaker:** Brad Butt, Founder, Men's Health Downunder

5.15pm – 5.45pm



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### Medication Assisted Treatment for Opioid Dependence (MATOD)

Over 90% of the 55,000 patients are on MATOD through their community pharmacy. It is estimated many more should also be in treatment. This gives pharmacy a unique opportunity to save lives by offering non-judgmental effective treatment.

**Speaker:** Angelo Pricolo, Community Pharmacist

5.15pm – 5.45pm



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### Digital healthcare journeys

This session will explore customers' digital healthcare journeys - what is the big picture, and how does your pharmacy fit? The secret to better business outcomes, the right digital tools and how to use these, customer trends and needs, the use of apps and booking tools, and pharmacy operations will be covered.

**Speaker:** Aaron D'Souza, Pharmacist & Health Technology Leader

5.45pm – 7.45pm



### WELCOME RECEPTION

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.

**Venue:** Trade Exhibition Area

## Saturday 29 October 2021

### PLENARY SESSION – BALLROOM

MC: Michael Hann

8.00am – 4.15pm REGISTRATION DESK OPEN

8.30am – 8.45am



#### 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.

8.45am – 9.15am



#### The Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award 2022

This Q&A session will showcase the eight State and Territory Finalists of the Pharmacy of the Year Award for 2022. The winner of the Award will be announced at the Conference Dinner.

**Facilitator:** Alice Vanderpol, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch

9.15am – 9.45am



#### The evolution of blood pressure measurement

The method in which information for an individual's blood pressure is gathered is dramatically changing. What used to be a single reading taken at home, the pharmacy or a doctor's surgery will be completely different in the future. Importantly, blood pressure can now be recorded with Bluetooth enabled monitors and wearable devices, with the resulting data sent to practitioners via a mobile app at the touch of a button. What role will pharmacy play in this rapidly growing technological change and how can the retail pharmacy industry adapt itself to maintain its relevance with a customer's future health information requirements?

**Speaker:** Simon Mitchell, Director, JA Davey

9.45am – 10.15am



#### Become a Nicorette quit smoking ambassador and help quitters quit for good

Giving up smoking can be one of the hardest things anyone can do. If a customer can get through the first week of quitting without a cigarette, they are NINE times more likely to quit\*<sup>1</sup>. As a pharmacy assistant, you can play an integral part in increasing your customers chances of quitting by providing them with expert NRT knowledge including product selection and correct use advice, and introducing them to the world's first OTC medicine connected to a behavioural support app that can help them with their quit journey once they leave the store. Become a Nicorette quit smoking ambassador with this fun, interactive training that will help you help your customers quit for good.

\*Compared with smokers who were not abstinent in week 1 as part of an abrupt quit attempt. 1. P. Tonnesen et al, Eur Respir J 1999;13: 238-246.

**Speaker:** Jo Rodgers, HCP Training Specialist – Johnson and Johnson

10.15am – 10.45am



#### Life/Life Balance post pandemic

The world as we know it has changed since the COVID-19 pandemic. Work/Life (Life /Life) Balance is now more important than ever, and success is quickly becoming based on happiness rather than financial gain. Find out the role sport plays in this 'new normal'.

**Speaker:** Richard Champion, Former AFL Player

10.45am – 11.30am MORNING TEA & TRADE DISPLAYS

10.45am – 2.00pm TRADE DISPLAYS OPEN

## PHARMACY KNOWLEDGE STREAM - ROOM 2 11.30am – 1.00pm

11.30am - 12.00pm



Further details about this session will be available soon.

Please revisit [the Program webpage](#) for regular program updates.

## MANAGEMENT & OPERATIONS STREAM - ROOM 3 11.30am – 1.00pm

11.30am – 12.00pm



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### Making in-store promotions a success

Join Karen Brown and Chantelle Day from Terry White Chemmart to explore how you can successfully set up an in-store promotion to gain new customers and build customer loyalty. Karen and Chantelle will share their insights on introducing in-store promotions from inception to completion, including reviewing the results for success and improvements. Make your pharmacy stand out from the rest with successful in-store promotions that customers will be lining up to join.

**Speaker:** Karen Brown, Managing Partner, TerryWhite Chemmart Arana Hills; Chantelle Day, Operations Manager, TerryWhite Chemmart Arana Hills

12.05pm – 12.35pm



### Stress and wellbeing: The new frontier for pharmacy assistants

Health and wellbeing have been front-of-mind over the past 2-years, more-so for pharmacy assistants at the frontline of customer support. The health of our body and mind is not separate - understanding the importance of whole-body health, and self-care principles particularly during times of stress, will assist in getting the best out of life for yourself and your customers. Our mental wellbeing and physical health can be affected by stress, contributing to symptoms such as fatigue, sleep disturbances, brain fog and even digestive upsets. This session will explore how to build resilience during times of stress utilising lifestyle tips, key nutrients, and specific probiotic strains for emotional and whole-body wellbeing.

**Speaker:** Elenna Barton, Healthcare Professional Education Officer, Metagenics

12.05pm – 1.05pm



### How to engage your staff to be better sellers

Patient health outcomes is at the forefront of pharmacy values, yet many pharmacy staff still see "selling" as a negative term and shy away from it. As a pharmacy assistant, you only begin to help patients and customers when you ask them questions to understand their true needs. This session will focus on how you can help your team members provide the best customer service by understanding the true value and purpose of selling. You will leave this session with a simple plan to help every team member embrace the philosophy of sales in order to help every customer/patient that walks through your doors.

**Speaker:** Reem Borrows, Human Performance Specialist, Dreem Coaching & Consulting

12.35pm – 1.05pm



### Simplifying eye health solutions

This session will explore some of the common eye symptoms that present at a pharmacy, the cause of these symptoms, and how Alcon can offer a range of solutions to help meet patients' and shoppers' needs. Dry eye and allergic eye disease will be a particular focus of the presentation.

**Speaker:** Megan Zabell, Professional Affairs Associate, Alcon

1.00pm – 2.00pm LUNCH & TRADE DISPLAYS

PLENARY SESSION – BALLROOM

MC: Michael Hann

2.00pm – 2.30pm



**Everyone has a plan until the shit hits the fan – how to build Practical Resilience**

There will be a time in your life where you face a crisis, whether this be financial difficulties, a death in the family, a relationship breakup, or even a life-threatening situation. So how do we deal with these highly stressful moments? This session will examine Practical Resilience, an important tool to guide you mentally out of any adversarial and grim situations.

**Speaker:** Tofe Evans, Resilience Thought Leader

2.30pm – 3.00pm



**Kids cold & flu in 2022**

Join Specialist Paediatrician, Dr Jonny Taitz, who will cover paediatric cold and flu and related airway conditions such as asthma, croup, bronchiolitis and congestion. Be armed with all you need to know to help your customers help their little ones.

**Speaker:** Dr Jonny Taitz, Specialist Paediatrician

3.00pm – 3.45pm



**Panel Session: Career paths through pharmacy**

This session will reveal how pharmacy assistants of all levels can grow and develop their skill set and qualifications. Discover where your pharmacy career path can take you.

**Facilitator:** Alice Vanderpol, Workplace Trainer/Assessor, The Pharmacy Guild of Australia, Queensland Branch

**Panellists:** Ashleigh Hutson, 2021 Pharmacy Assistant of the Year; Ben King, 2020 Pharmacy Assistant of the Year (TBC), Brianne Shephard, NSW Regional Manager, The Platform Alliance Group; Karen Brown, Managing Partner, TerryWhite Chemmart Arana Hills

3.45pm – 4.00pm CONFERENCE CLOSE & AFTERNOON TEA

7.00pm – 11.00pm



**CONFERENCE DINNER – BLACK & WHITE**

Put your imagination to the test! Come in a creative costume or simply wear something black and white to the social highlight of the event, the 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.

**VENUE:** Ballroom, Sofitel Brisbane





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