



24 September 2010

Media release

World Pharmacists Day 2010

Tomorrow (25 September) is World Pharmacists Day 2010. To mark the event pharmacists around the world are encouraging consumers to put “safety first with medicines, ask your pharmacist”.

The Pharmacy Guild of Australia has embraced the event – an initiative of international pharmacy body, the Federation International Pharmaceutique (FIP). This will be the inaugural World Pharmacists Day.

The theme for the day is “Safety first with medicines, ask your pharmacist”, a timely and relevant topic as pharmacists around the world are playing an increasingly important role in patient care.

“In a recent survey conducted by FIP and Pfizer, it was revealed that, on average, 120 patients visit a community pharmacy each day,” Guild National President Kos Slavos said.

“The advice and service at your local community pharmacy is the rarest of rarities – a professional service provided free of charge, almost always without the need for an appointment or long wait. The FIP survey reveals that one out of six patients asking for advice will do so without buying a product.

“Millions of Australians benefit from asking their pharmacists for advice on medicines and health in general,” he said.

In addition to filling prescriptions and providing reliable health and medicine advice, community pharmacies in Australia offer a number of specialised professional pharmacy services, including assisting patients with medicine management and the self-management of chronic diseases.

Research (conducted in 2009) indicates that 190,000 medication-related hospital admissions occur per year in Australia, with estimated costs of \$660 million. Up to 69 per cent of these hospitalisations may have been avoided.

Community pharmacists are the most accessible health professionals in the health system. For this reason the Australian Government Department of Health and Ageing, as a part of the Community Pharmacy Agreements, funds the implementation trials for and delivery of a number of professional pharmacy services.

Such services save the health system expense and help patients to live happier, healthier and more productive lives. Ask your local community pharmacist for advice and information on professional services, and put safety first with medicines.

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