Script
Charles Sturt University Pharmacy Foundation
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AWARD WINNING GRADUATES

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IT IS WITH GREAT PLEASURE THAT I GREET OUR GRADUATES AND SUPPORTERS OF THE BACHELOR OF PHARMACY AT CHARLES STURT UNIVERSITY (CSU).

At the beginning of this year I moved to CSU from the position of Senior Deputy Vice-Chancellor at James Cook University. It is a privilege and an honour to be taking on the role of Vice-Chancellor of CSU and I look forward to building on the enormous contribution CSU has made to rural and regional Australia.

On joining CSU I have been really struck by the affection that staff, students and alumni have for the university and I have found it a very welcoming community. I have chosen to work in the university sector because education and research seem to me to be unquestioned areas of public good and, in particular, I really enjoy the strong contribution that regionally based universities make to their communities.

I am committed to advancing the University’s essential partnerships with our stakeholders and continuing to ensure our resources are targeted so that our facilities, curriculum and staff are all focussed on meeting the needs of students and our communities.

Thank you for maintaining an interest in Charles Sturt University and its Pharmacy program and I look forward to working in partnership with you all in the future.

Professor Andrew Vann
Vice-Chancellor and President
Robert and Diane Lazzarini gifted $25,000 to the Charles Sturt University School of Biomedical Sciences for pharmaceutical research, leaving the specific use of the donation to Patrick Ball, Foundation Professor of Rural Pharmacy.

“I have a research thread looking at the problems arising with medications in parenteral (IV) fluid systems or ‘drips’,” Professor Ball said.

“A lot of this work is looking for small particles trapped on filter membranes or changes to emulsified lipid droplets. “A lot of this work is looking for small particles trapped on filter membranes or changes to emulsified lipid droplets. Changes to emulsified lipid droplets can cause significant problems to the body.”

“This is occurring with medications in parenteral (IV) fluid systems or ‘drips’,” Professor Ball said. “We have found that these small particles can cause significant problems to the body.”

After wide consultation within the Pharmacy group and the wider School of Biomedical Sciences it became apparent that the purchase of a new state-of-the-art microscope system with digital imaging would fit within the available resources and not only significantly facilitate my research, but also contribute to the needs of a number of other researchers, he said.

After approval, an end-of-line microscope was purchased at a significant discount, making the microscope was purchased at a significant discount, making the purchase of the new microscope possible. The new microscope is integrated with a range of additional techniques including fluorescence, compared to the previous instrument, and with a much more sophisticated, fully integrated digital imaging system.

“We anticipate this will support a range of research activities within the School for at least another 10 to 15 years. This will make existing projects much easier and quicker to do compared to the previous system and provide support in the wider school for a range of possible projects that the previous system could not support.”

“We are extremely grateful to Robert and Diane for this most generous gift. The overall research capability of the Pharmacy program and the School of Biomedical Sciences has been significantly enhanced.”

“After consultation with Dr. Lyn Angel, Head of the School of Biomedical Sciences, we are delighted to support this initiative.”

“We anticipate this will support research activities for at least another 10 to 15 years.”

The Pharmacy Guild of NSW has awarded its 2011 and 2012 awards for NSW Intern of the Year to graduates of CSU’s Pharmacy course.

Sally Whiting won the award in 2011 having graduated from CSU in Orange in 2010, with first-class Honours. She then undertook her internship in Mudgee before returning to Orange to commence work as a registered pharmacist in December 2010 at Blooms the Chemist in Orange.

An opportunity to enter the world of pharmacy ownership arose and on 16 December 2011, Sally became a part-owner of two pharmacies, Blooms the Chemist Mudgee (formerly Rozanna’s Pharmacy) and Southside Pharmacy Mudgee. Her business partner is Alexandra Kelpert, also a CSU graduate who was Sally’s preceptor in 2010.

“My entry into the workforce has been very rewarding and fulfilling. Owning a pharmacy was something that I had always dreamt of one day doing, however I hadn’t anticipated it to occur so early in my career. I am very grateful for the fantastic opportunity which has presented me with a new array of challenges and many more learning opportunities.”

“I am very much enjoying my life as a pharmacist and pharmacy owner, despite the lack of sleep,” Sally said.

“Completing my internship in a rural setting provided me with a diverse range of opportunities to apply my knowledge, enthusiasm and to help improve people’s quality of life. In rural areas people have less access to health services which further emphasises the role the pharmacist plays within the community.”

“I think my hard work and dedication at university, combined with my year practising in a rural pharmacy, helped me win the NSW Intern of the Year. The award meant a lot to me, it was humbling to be acknowledged by my peers.”

“CSU taught me to problem-solve and locate the information I require in a timely manner. These skills are invaluable in the pharmacy setting on a daily basis. CSU also taught me to apply these skills to the practical setting provided me with a diverse range of experiences which would not have been possible if I hadn’t attended CSU.”

“I was soon offered a position as the sole pharmacist at the private hospital which I, of course, accepted, as an opportunity like that doesn’t present itself every day. My acceptance was not without a little fear of the new role of being a manager after only just becoming a fully-fledged pharmacist.”

“Charles Sturt University maintains a high standard of education and this was one of the attractions of the Orange Campus. I preferred a rural university where I would be able to feel more at home. I found that the class sizes were smaller, which meant that I was able to get to know the lecturers and they were able to get to know me. The teaching staff were approachable, available to answer questions and were very willing to invest in us as students.”

“Throughout my studies I have found that the class sizes were smaller, which meant that I was able to get to know the lecturers and they were able to get to know me. The teaching staff were approachable, available to answer questions and were very willing to invest in us as students.”

“To those budding pharmacists and pharmacy students out there, I would say that you should work as hard at university as possible to get the most out of the course because you are going to need every bit of it when you graduate.”

“Try to get as much experience in pharmacies and talk to as many pharmacists as possible. Make sure that you take the time to enjoy your studies!”
Hi, I’m a First-Year

Morgan Kennedy
Bachelor of Pharmacy first-year student
Year Representative 2012
Pharmers’ Society for Pharmacy Students

“It has been quite an experience to be a first-year pharmacy student at Charles Sturt University and being part of Pharmers has made that experience all the more worthwhile. Getting into the rhythm of being a university student trying to maintain a study and social balance has been a bit of a juggle, but it seems that most are setting in quite well. “Apart from studying we have come to realise that university can also be a constant party with events happening every other night. Being a part of Pharmers has also allowed a lot of first-years to settle in and has been a great way to allow us to make friends, receive advice from different years and has helped us to become even more enthused about becoming pharmacists.”

Apply online from 4 September 2012
Continuing students applications close 11 November 2012
Accommodation applications close 16 January 2013
First-year students applications close 10 February 2013
Apply now: www.csu.edu.au/scholarships/foundation

RESEARCH AT CSU

Highlights of Pharmacy research at Charles Sturt University

Australian native plants under investigation for drug development

Under the direction of Dr Philip G. Kerr and Dr Ross Kennedy, researchers at CSU are studying Australian native plants as sources of effective medicines for a range of disease states. Specifically targeted are cancer, diabetes and neurological disorders. Also under the eye are antimicrobial effects of some of our desert flora. Dr Kennedy’s special focus is the development of controlled release formulations of drugs for internal use and external application.

Senior post-doctoral fellow, Dr Ashok K Balaraman, is working on a local member of the plant family Goodeniaceae with a view to identifying the antioxidant properties found in the plant and related species. Master of Pharmacy student, Sunil Varikuti, is investigating the release characteristics of compounds found in a paperbark species. This project is aimed at developing topical treatments for skin cancer, including melanoma.

Honours graduate, Tapash Sarker, has made the first forays into using thin layer chromatography as a way of investigating the antimicrobial properties of leaf extracts of a number of semi-arid plant species from the families Myoporaceae and Goodeniaceae.

Anti-mycobacterial drug discovery

Throughout the world, more than 2 billion people have been infected with the causative agent of tuberculosis (TB), Mycobacterium tuberculosis. About 10% of that population will go on to develop active TB during their lifetime. The present multi-drug therapy for TB takes approximately six months of constant treatment to be effective in curing the disease. Multi-drug resistant strains of Mycobacterium tuberculosis are now present in many countries and are extremely difficult to treat. The unusual, waxy cell wall of the bacterium and its slow growth rate makes this bacterium difficult to penetrate or attack.

The standard live vaccine, developed from Mycobacterium bovis, is of specific benefit in small rural communities and is of specific benefit in small rural communities. One pharmacy town research

Most Australians will spend their last 30 years taking at least one medication and their last 10 years taking multiple medications (Medicare, 2009). Australians are living longer but the burden of chronic disease is increasing (Australian Bureau Statistics, 2003). Patients with a chronic disease must collect prescription repeats every month, creating an opportunity for further regular intervention. Rural and remote pharmacies provide more intensive support, clinical intervention and monitoring to selected elderly patients with chronic disease to assess whether the additional input by pharmacists is of specific benefit in small rural communities.

Researchers: Ms Hana Morrissey and Professor Patrick Ball

One pharmacy town research

Pharmacy Foundation

Professor Patrick Ball
Ms Hana Morrissey and
Professor Patrick Ball

ied of the pharmacy and the pharmaceutical industry has to offer!”

OPSA is a great support network for students. They not only offer advice on the course itself, they supply support material such as discounted textbooks and also arrange social events across all universities so we can get to know our future colleagues.

“Our lecturers here in Orange offer great provision to all students. Small class sizes are pivotal to developing good relations leading to success. Michael Flannery (pharmacist and entrepreneur) has been a great role model to me. He has offered me advice on why to choose pharmacy and the future that the industry may face. He has also given me the opportunity of continual work experience so I gather an understanding of the profession, in particular in a rural context.

“This has sculpted my goals and what I want to achieve in pharmacy, which is to stay in a rural context, as the role of a pharmacist is much greater and more challenging than that of a metropolitan pharmacist. This is often due to the pharmacist being the first port of call to consumers with limited availability of resources in the health care system in rural areas. I also hope to work with Indigenous Australians as it offers a complex and challenging opportunity to decrease the mortality rate of Indigenous people, particularly in rural Australia. “Overall, my first six months at CSU has been a very rewarding and interesting journey. I look forward to what the future of CSU and the pharmaceutical industry has to offer!”

Research:

- Goodeniaceae with a view to identifying the antioxidant properties found in the plant and related species.
- Sunil Varikuti, is investigating the release characteristics of compounds found in a paperbark species. This project is aimed at developing topical treatments for skin cancer, including melanoma.
- Tapash Sarker, has made the first forays into using thin layer chromatography as a way of investigating the antimicrobial properties of leaf extracts of a number of semi-arid plant species from the families Myoporaceae and Goodeniaceae.
The National Australian Pharmacy Students Association (NAPSA) is a national body that represents approximately 3,500 of Australia’s pharmacy students and their interests, and is shaping this ever-changing industry. This dedicated committee, comprised of 17 universities, begins each calendar year with what can only be described as the ultimate pharmacy student experience.

NAPSA Congress is a week-long event where 250 pharmacy students from around the nation invade a single city for seven days, comprising educational sessions, networking and intellectual debate.

So what does this have to do with Wagga Wagga? Well, two years ago a group of very dedicated individuals (all pharmacy students) from the Pharmers’ Society Wagga Wagga had a crazy idea, to host a NAPSA Congress.

Many said it couldn’t be done and that no regional centre had ever hosted such an event. Despite all these remarks, a bid to host the 2012 NAPSA Congress was submitted. All of their efforts paid off when Wagga Wagga was granted the honour of providing pharmacy with the ultimate rural experience, and the Wagga Wagga Congress Organising Committee (WWCOC) was formed.

NAPSA Congress Wagga Wagga 2012 – Broadening Horizons
Pharmacy students all over Australia wait for one event every year and no, it’s not the High Distinction in our transcripts, celebratory drinks after a stressful exam week or the long-awaited graduation ceremony. It’s NAPSA’s annual Congress.

The next 18 months of their lives consisted of meetings, debates and planning. Finally the week was approaching. The Wagga Wagga Congress was held from 22 to 28 January 2012 and jam-packed into these seven long days were some of the most amazing, inspirational and prominent speakers that shape our industry.

To make the most of the week for all participants, nightly social events profiling the best of rural lifestyle were run which really helped to cement long-lasting friendships. The NAPSA Congress in Wagga Wagga was hailed a success by all those involved in any aspect of the pharmacy students’ biggest event of the year. It was an enlightening experience that everyone should get involved in and be a part of.

Speakers who presented included:

- Keynote Speaker – John Jackson
- Vice-Chancellor Charles Sturt University – Professor Andrew Vann
- Associate Professor Lyn Angel – “Ethics: Ethical reasoning and ethical practice as individuals, community members, researchers, health professionals and leaders”
- Dr Lisa Nissen – “Pharmacists sans frontiers”
- Pat Howard – “The degree is only the beginning”
- Matt Cane – Project Coordinator at Health Workforce Australia
- AMH 2012
- Rural session
- Fran Vaughn – “Pharmacists in remote – we need ‘em”
- Lindy Swan and Lloyd Smith – “Pushing the boundaries in rural health”
- Ben Crough – “National rural health student’s network”
- Walter Mikac - “Unlocking your potential”
- Andrew Rewell – “A vibrant future for retail pharmacy… all it needs is you”
- Interactive sessions: wine and cheese tasting, interview skills, CV planning, and ethics in health
- Compounding challenge
- NAPSA chair updates
- Dr Scott Andrews – “Veterinary pharmacy”
- Panel – Discussion topics:
  (Moderator: George John)
  - Patrick Ball
  - Nick Logan
  - Chris Owen
- Pharmacy Student of the Year – Finals
- Grant Kadarchi – PSA President – “Current climate in pharmacy”
On August 29 2011, the Head of the School of Biomedical Sciences Associate Professor Lyndall Angel, Hana Morrissey and Professor Patrick Ball, guided by John Nolan, conducted a visit to Mogila Station to determine suitability for fourth-year pharmacy students’ placement.

The bus destined for Orange left CSU’s Wagga Wagga Campus at 6am on 15 April with nine students, driven by Professor Ball. The group met up with an additional seven students from Orange and subject coordinator and lecturer, Hana Morrissey, at Mogila Station nine kilometres north-east of Goodooga, NSW.

The group was joined by John Nolan for the first culture brief over lunch in Dubbo before they arrived at Mogila Station placement 15 to 21 April 2012 proved to be a once-in-a-lifetime experience.

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Students learned about Schedule 100 supply arrangements for remote Aboriginal communities and the Closing the Gap program. They saw medication rooms, medication supply to rural areas, imprest stock and pre-dispensed lines, access to medications, changes difference in hospital and in primary health services, residential medication management review versus home medication review, GP chronic disease management plan and collaboration with pharmacy. They learned about the different nursing classifications, including how they affect the authority to administer medication to patients. They learned about Australia’s reciprocal health care agreements with other countries, due to the large number of visiting seasonal backpackers working as farm hands, as well as prescriptions, medication orders and patients’ records security.

The students saw the advanced trauma trolley medications set up, spill kits and how vaccines and antivenoms are stored and the cold chain maintained. They saw how S1 disposal in rural areas is handled and developed an understanding of the importance of medication standing orders, nurse initiated medications and Aboriginal health workers medication protocols.

The cultural awareness outcome was undoubtedly beneficial. A daily debriefing in the bus was an important element to prevent any emotional trauma from some of the strong messages that came across. Experience and appreciation of rural health and possibility to retain those students to serve in rural posts may be influenced positively by this placement.

Pharmacy practice, pharmacy education and quality assurance systems for education differ from country to country. While developments in practice and education are reducing this diversity, current differences on a global scale are still considered to be fairly significant.

The World Health Organization has concluded that in many countries health care targets cannot be realised until capacity is built in the health care system.

As part of the CSU degree initiative, internationalisation of the curriculum and incorporating an international theme into the undergraduate degree, global contexts have been promoted.

This includes practices that integrate international perspectives (knowledge, skills and attitudes) that students develop through courses and subjects studied. It also provides opportunities to investigate the similarities and differences of knowledge, traditions, ideas and practices, both within Australia and between Australia and other countries.

This assists students to develop as a global citizen in an increasingly international world and initiates an appreciation of social and cultural factors which may facilitate students’ employment both in Australia and overseas.

In December 2010, George John led 10 CSU students to India as part of an in-depth rural and public health rotation for students to work with local doctors on mobile vans, hospitals, clinics and at AIDS / HIV interventions.

The program combined work on a mobile health van, small local hospitals and field trips to see leprosy projects and cataract surgeries.

Students visited facilities including the World Health Organization and CERN in Geneva, the Zurich School of Life Sciences and the Med Institute in Berne among others.

A European trip is planned for 2012, expanding on the earlier trip to Switzerland, for visits to Royal Barts Hospital in London, the Pasteur Institute in Paris, The Max Planck Institute in Munich in addition to some of the Swiss locations. As part of the Pharmacy program’s ongoing commitment to the internationalisation agenda, CSU will be conducting trips in the next few years to destinations such as America, China, Korea and South Africa, among other countries.

CSU’s School of Biomedical Sciences sees this program as pertinent in offering students a unique and market relevant experience rurally, nationally and globally.

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As part of our ongoing commitment to the alumni of the Pharmacy program, CSU will be opening up the trip to the CSU Pharmacy alumni. If you are interested in taking part, please contact George John by emailing: gjohn@csu.edu.au
WHAT IS YOUR COMPETITIVE EDGE?

According to George, the CSU Pharmacy program is continuously ensuring that students and alumni are future-proof, cutting edge, unique and market relevant. As a first phase of this strategy, a partnership between the Pharmacy program and the Faculty of Business was developed, where there is opportunity for Pharmacy students to gain an additional qualification, the Graduate Certificate in Small Business Management. This pathway will ensure CSU Pharmacy graduates are sought after due to their market readiness in many areas. CSU Pharmacy alumni can also take advantage of this pathway by receiving credits for the management component of the subject (current version) Pharmacy Practice 2 (PHM315).

Courses Director, Associate Professor Jenny Wilkinson, has indicated that students wishing to enter the Graduate Certificate in Small Business Management and study it concurrently with their Bachelor of Pharmacy should complete and submit an application form by 1 October at: www.csu.edu.au/apply

The application will be for entry to the course in Session 3 of the year in which they study Pharmacy Practice 2 (PHM315).

Students who have successfully completed PHM315 will be considered for entry to the Graduate Certificate in Small Business Management with the final decision on entry being made by the Course Coordinator for this course in consultation with the Courses Director of the School of Biomedical Sciences.

Students accepted into this course will be granted transfer credit for Management Theory and Practice (MGT501).

Students may elect to enrol in Marketing for Small Business (MKT519) as their elective. Credit for this subject will be granted in the Graduate Certificate in Small Business Management once students have successfully passed MKT519.

The remaining two subjects, Managing People in Small Business (HRM539) and Small Business Strategic Plan (MGT529) can be completed in Session 3 between third and fourth year, Session 3 of fourth year or in subsequent sessions.

For CSU graduated alumni the proposed enrolment pattern would be as follows:

- apply for recognition of prior learning in the third-year subject Pharmacy Practice 2 (PHM315) and gain credit for Management Theory and Practice (MGT501) in the Graduate Certificate in Small Business Management
- complete all three subjects Marketing for Small Business (MKT519), Managing People in Small Business (HRM539) and Small Business Strategic Plan (MGT529).

George believes good pharmacists are not those who just have the most clinical knowledge. A lack of knowledge of how to manage resources and how the health care system works will only impede the pharmacist’s goal to provide pharmaceutical care.

In this modern world of pressure, pharmacists’ ability to manage their work environment can have a significant impact on their ability to cope with daily stressors of practice, increasing job satisfaction and diminishing likelihood of career burnout or impairment through substance abuse.

Good business and patient care are not mutually exclusive and are almost entirely mutually dependent. Superior patient care and implementation of clinical services are made possible by pharmacists who are skilled in management and business skills.

George encourages students to think differently and separate themselves from their peers. He also emphasises that the Pharmacy program looks forward to ensuring CSU’s Graduate Certificate in Small Business Management and Pharmacy program are engaging, enabling and exciting.

For further details, please refer to Dr Lan Snell’s article “Five reasons to study Small Business Management” in this edition of Script magazine, call 1800 334 733 or visit: www.csu.edu.au/smallbiz
Carl Cooper took the road less travelled, coming from a background in teaching music where he made the shift to working in Pharmacy. Script caught up with Carl as he embarks on the next stage of this journey where he returns to teaching, but this time in Pharmacy Practice.

Born in Tasmania and educated in Hobart and Melbourne, Carl Cooper dedicated 10 years to enriching the lives of young people as a high school music teacher with the Tasmanian Education Department. He moved to the ACT to continue his career in music and worked in ACT and NSW colleges and high schools. Carl pursued further study and completed a Master of Education at the University of Canberra and a Graduate Diploma in Music at the Australian National University.

Carl’s career headed in a different direction a decade ago when he decided to embark on the next stage of his journey. He moved to the ACT to continue his career in teaching music. Carl pursued further study and completed a Master of Education at the University of Canberra and a Graduate Diploma in Music at the Australian National University.

This year Carl accepted a position as Pharmacy Practice lecturer at CSU in Wagga Wagga. “I have great memories of my time as a mature-age student at CSU and believe that I can offer some recent perspective to the students as they embark on their professional careers once they have graduated. What I know from experience is that to be a good teacher or a good pharmacist you need to like people.”

Carl believes the business of community pharmacy is about using what you know to help people to improve their health. “With so much discussion about the national health agenda and giving large amounts of money for hospital reform, what has been lost in the debate is the regular requirement for people to maintain their relationships with community based health professionals so that, through our training, people can have improved outcomes, and live longer and healthier lives,” he said.

“The battle of chronic disease is going to be won in the community based activities and that is where the pharmacy professionals are ideally centred by their training and competencies to contribute meaningfully for health outcomes that are measurable.”

“The future direction of the pharmacy profession will be made by the graduates of today.”

Pina O’Hare
Bachelor of Pharmacy
Fourth-year student, immediate Previous Past President 2011 (Pharmers’ Society)

“In my three years on the Pharmers’ committee, I have been privileged to be involved in so many different aspects of Pharmacy and University life. It has helped me to make many friends and network throughout the pharmacy world.

“The greatest thing about Pharmacists’ would have to be its affiliation with the National Australian Pharmacy Students Association (NAPSA) and the NAPSA Congress, which this year was held in Wagga Wagga and I am looking forward to meeting other very passionate students organised. That would definitely be a highlight of my time at university, as well as being Pharmers’ President, which although at times very stressful, was very rewarding and has definitely been worthwhile.

“I am driven by my passion for the pharmacy profession and by being surrounded by such amazing Pharmacist mentors.”

Pharmacists are highly regarded in the community as a source of easily accessible advice, a friendly face and trustworthy partner in health. This role, as well as having the ability to help people with their problems, both great and small, attracted me to this profession and in my experience, pharmacy has certainly not disappointed me!

“I believe hard work and dedication will be rewarded in accordance with the amount of effort that is put into a task. Also, having grown up with interactions with the health care system at different times in my life, I don’t remember any of my doctors, or nurses, but I remember my childhood pharmacist as being a supportive friendly face in a time of illness. I hope that I can be that same face to my patients when they are in need of health,” she said.

Elise said her strongest influences are her father and the two female owners of the Pharmacy she is managing.

“My dad is my ultimate role model and his work ethic and determination are traits which I believe I have inherited and contribute strongly to the opportunities ahead of me today. The two female owners of Capital Chemist Warnambool are also important influences for me. They have shown me that female pharmacists have the capability to manage a business and staff effectively, while providing exceptional care to their patients and having fulfilling family life outside of work.

“The profession of pharmacy is changing, and this is an exciting time to take advantage of the diverse range of roles available to pharmacists. Being uniquely is the key to success, and this will be particularly important to new graduates of pharmacy who may not slip into the traditional roles of hospital pharmacist or community pharmacist as graduates before them have.

“Young graduates will be welcomed into a growing industry that has the capacity to evolve positions for pharmacists that haven’t even been thought of yet. The future of pharmacy is changing, and will ensure exciting opportunities for those brave enough to step outside the square!”

Spotlight on Alumni

Elise Taylor has made her mark in her profession since graduating in 2010 and has a bright future ahead. After completing her Bachelor of Pharmacy, Elise worked as an intern pharmacist for Capital Chemist for 13 months, registered as a pharmacist and now manages that same pharmacy with 30 team members.

“Capital Chemist and CSU always challenged me to think beyond my nine-to-five job and pursue further ventures. This enthusiasm has greatly shifted my focus, from originally being that of only a pharmacist, to now having roles on committees that advocate for young pharmacists.”

Elise has now completed studies to diversify her skill set in areas of management by completing a Diploma of Management, Certificate IV in Training and Assessment and Graduate Certificate in Pharmacy Practice.

“My goal is to have the knowledge and education to positively influence my staff, patients and other people in the pharmacy industry in the ACT to improve health outcomes for all those that come in contact with our services,” Elise said.

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Elise said her strongest influences are her father and the two female owners of the Pharmacy she is managing.

“My dad is my ultimate role model and his work ethic and determination are traits which I believe I have inherited and contribute strongly to the opportunities ahead of me today. The two female owners of Capital Chemist Warnambool are also important influences for me. They have shown me that female pharmacists have the capability to manage a business and staff effectively, while providing exceptional care to their patients and having fulfilling family life outside of work.

“The profession of pharmacy is changing, and this is an exciting time to take advantage of the diverse range of roles available to pharmacists. Being uniquely is the key to success, and this will be particularly important to new graduates of pharmacy who may not slip into the traditional roles of hospital pharmacist or community pharmacist as graduates before them have.

“Young graduates will be welcomed into a growing industry that has the capacity to evolve positions for pharmacists that haven’t even been thought of yet. The future of pharmacy is changing, and will ensure exciting opportunities for those brave enough to step outside the square!”
5 REASONS TO STUDY SMALL BUSINESS MANAGEMENT...

Community pharmacy is undergoing a significant period of change throughout the world. Due in part to the need to develop a new competitive advantage as a result of alternative channels, such as supermarkets and discount pharmacies coming into their traditional markets, community pharmacy is moving to increase its professionalism to develop a position of clinical expertise and service differentiation in order to compete. Approximately 85% of pharmacy graduates proceed to a career in retail pharmacy where business skills and management capabilities are essential in order to successfully run a small business. Findings from a study conducted by the University of Sydney suggest that pharmacy owners/managers expect pharmacy graduates to possess sufficient levels of management knowledge.

The study identified that the level of management competence was perceived as low from not only pharmacy owners/managers, but recent pharmacy graduates and current pharmacy students. This is due largely to the inadequate coverage of this area within traditional undergraduate Pharmacy courses. These findings suggest that pharmacists should consider small business management studies as part of their professional training.

Charles Sturt University (CSU) understands the unique operating environment of the small business sector. CSU has worked closely with a number of small business associations including the NSW government, business enterprise centres, local councils, and small business operators to develop the Graduate Certificate in Small Business Management, a new course delivered by distance education.

As CSU small business expert Dr Lan Snell explains, the Graduate Certificate in Small Business Management provides industry focused, flexible studies for small business operators with the completion of three core subjects in marketing, human resources and strategy, and one elective subject. “A key component of study is the linkage of theory with current issues in small business and the student’s own small business setting,” Dr Snell said. There are five key reasons pharmacists should undertake small business management studies:

1. Dual qualifications create a competitive advantage
Pharmacists with a dual qualification in pharmacy and small business management have a competitive advantage over pharmacists with a single pharmacy qualification. Small business management skills allow pharmacy graduates leverage in their technical skills in an applied retail setting.

Management skills also offer pharmacy graduates opportunities to maximise their productivity and career prospects.

2. Develop working relationships and networks
Pharmacists have the ability to develop relationships with other pharmacists and retail operators. The course uses industry streaming techniques to foster a truly collaborative and network based learning platform. Students will be assigned to business cycle clusters (e.g. start-up or growth) within their industry sector which provides networking opportunities and direct application of knowledge.

The use of action learning processes means students can benchmark their current business processes and develop practical insights to create the desired future state of their business.

3. Study at your convenience
CSU’s Graduate Certificate in Small Business Management subjects are offered online, allowing business operators to complete the course without having to come on campus and with minimal disruption to their business.

4. Discounts for CSU Pharmacy alumni
All registered CSU alumni are entitled to a 10% discount off postgraduate course fees. To take advantage of this alumni offer, make sure you are registered as a CSU alumni and simply note your alumni status on your application form to study the Graduate Certificate in Small Business Management. For more information or to register as an alumni, visit: alumni.csu.edu.au

Alumni interested in studying the Graduate Certificate in Small Business Management should contact George John on 02 6933 4435 or email: gjohn@csu.edu.au

5. Pathways
CSU has developed a pathway for pharmacy students in their final year of study into the Graduate Certificate of Small Business Management. From 2012, CSU Pharmacy students have the option of complementing their Bachelor of Pharmacy with the Graduate Certificate in Small Business Management. CSU Pharmacy alumni can also take advantage of this pathway by receiving credit for the management component of the (current version) Pharmacy Practice 2 (PHM315).

Current Pharmacy students interested in pursuing the pathway can contact Dr Jenny Wilkinson on 02 6933 4019 or jwilkinson@csu.edu.au

There are many layers to managing a small business. CSU’s Graduate Certificate in Small Business Management offers small business operators an opportunity to enhance existing knowledge and experience with the latest thinking in small business management.

CSU can help you put the icing on the cake.

For more details on the pathway please refer to George John’s article “The power of dual outcomes. What is your competitive edge?” in this edition of Script magazine.

For further information on the Graduate Certificate in Small Business Management call 1800 334 733 or visit: www.csu.edu.au/smallbiz

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Contact us

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