

# **Pharmaceutical Compounding in Australia**

**Mark Feldschuh  
President  
Pharmaceutical Society of Australia  
Victorian Branch**

## **Compounding in Australia**

- Community Pharmacy Agreements (CPA) started in 1990. 5th CPA to start July 2010
- Started as National Health Service in 1949. Now Pharmaceutical Benefit Scheme (PBS)
- 90% of prescriptions on PBS
- 10% private
- Less than 1% compounded/extemp.

## US System

- No pharmacist only category
- No money in prescriptions (?)
- No money in medicines
- Pharmacies have been forced to look for niches.
- What would happen if the Australian PBS changed to a US style model in which prescriptions became a commodity?

## Look for specialties/Gaps in the Market

- Wound Care/First Aid/ Home Health Care
- Continence
- Natural Medicines
- Nutrition
- Beauty Products
- Beauty Services
- Asthma Management
- Diabetes Management
- Weight Loss
- Smoke Cessation
- Pharmaceutical Care/Compliance
- Compounding

## Trends

- Personalisation/Genomics
- Reductions in New Medicines
- Lack of dose forms
- PBS-lack of incentive to bring in new molecules
- Health
- Demographics
- Self Care
- Anti-Ageing

## Australian Pharmacy Environment

- PCCA-150 members
- Doctor Groups/Marketing
- Others
- PBS
- Hospitals

## Hot Areas

- Bio Identical Hormone Replacement (BHRT)/Menopause
- Andropause
- Impotence
- Anti Ageing
- Veterinary
- Sterile

## Other Specialties

- Sports Medicine
- Dermatology
- Anaesthetics
- Beauty
- Pain
- Hospice
- Paediatrics





## Working with Physicians

- Who to target
- How to Engage
- Solutions Driven Marketing
- Questions to Ask
- Tips for the Unwary



## Drivers

- Unmet demand
- Physician Base
- Doctor and Hospital Location
- Marketing: Create a Market