



**DID YOU WIN THE GIANT WEBSTER-PAK?**  
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'Innovative Solutions to Medication Management'

APRIL 2019

## PROMOTE FUCHSIA ON PARKINSON'S DAY

Parkinson's Day on **11 April** offers all pharmacies an opportunity to promote their role in supporting the treatment of Parkinson's disease and highlight the specific services available, such as the Webster-pak® **fuchsia** coloured folder which was developed specifically for people with Parkinson's disease.



Parkinson's disease is the second most common neurodegenerative disorder, after Alzheimer's disease. It is a progressive, chronic condition that affects a person's control of their body movements.

In Australia, there are approximately 80,000 people living with Parkinson's disease, with one in five being diagnosed before the age of 50. Almost 14,000 Australians are diagnosed with the disease every year. Without a medical breakthrough, this number is expected to double in 15 years.

While the disease cannot be cured its symptoms can be managed with a combination of medication and multidisciplinary support, enabling people with Parkinson's to live independent and productive lives.

*"Taking medications late, even a minor change in timing, can have major negative impact and severely hamper the movements of a person living with Parkinson's. The uneven release of dopamine can result in a person suddenly not being able to move, get out of bed, walk down a corridor, or more serious complications,"* says Julie Austin Parkinson's NSW Specialist Nurse

Developed in partnership with **Parkinson NSW**, the distinctive fuchsia Webster-pak folder sets out

medication in a useful blister pack that arranges the medications and the specific times they need to be taken throughout the day. The Parkinson's Webster-pak is specifically aimed at aged care facilities but is equally appropriate for home use.

Founder of Webstercare Gerard Stevens says that community pharmacists play a critical role in Parkinson's management and education.

*"These are high-risk patients in relation to medicine use and community pharmacists are easily accessible to give guidance. Many patients need to take many medications, multiple times a day, and not just for Parkinson's, with non-compliance unfortunately often resulting in unnecessary and preventable admissions to hospital. We hope the Parkinson's Webster-pak will provide much needed support and peace of mind to people living with Parkinson's and their loved ones."*

The fuchsia coloured folder and colour reference is available for Webster-pak, Unit Dose 7® Webstersystem® and Webstercard® systems.

For further information, for promotional support or to place an order, contact Webstercare's Customer Service team on 1800 244 358 or send an email to [info@webstercare.com.au](mailto:info@webstercare.com.au)

### PARKINSON'S IN AUSTRALIA



There are approximately **80,000** people living with Parkinson's



With **one in five** being diagnosed before the age of 50.

**Fuchsia** coloured Webster-pak highlights the importance of taking Parkinson's medications on time, every time.



The total economic cost of the disease last year estimated at

**\$12.3 billion**

IN THIS TOGETHER  
**parkinson's**  
NSW



**EASTER AND ANZAC ORDERS**

Webstercare will be closed from Friday 19 April - Monday 22 April and Anzac Day on Thursday 25 April. To ensure you have enough stock during this busy period, **please place your orders by Friday 12 April.**

# THE GIANT WEBSTER-PAK WINNER IS...

As a fun competition, pharmacies were encouraged to send stories about how a Webster-pak system has benefited either their pharmacy or a customer. The prize for the winner is a customised giant Webster-pak to help promote their Webster-pak business!

Highly prominent and interactive, pharmacies will be able to grow their Webster-pak business with this new promotional resource.

We have received SO many emotional, happy and fun stories it was so hard to choose a winner. We are excited to announce the winner of the Giant Webster-pak Competition is ...

## Rosebud Plaza Amcal Pharmacy –

Here is their winning story ...

"Now remember Dad, the Doctor said that you have to take the new tablet every day as soon as you wake up, I've popped it on the bench next to your corn flakes."

"I know, I know!" replied Sidney gruffly as he shuffled over to his favourite recliner, the tea in his mug splashing wildly against the rim with every laboured step. As Sidney lowered himself into the chair, he felt his body settle into its familiar position amongst the cushions. "Like a hug from an old friend" he thought to himself. He reached down the side and pulled the lever, his legs bouncing enthusiastically towards the ceiling as the old footrest sprung to action.

"Not much that can't be solved with a good brew and relax, Pat my girl!" he shouted at his daughter, who was busy putting the shopping away.

"Now Dad, I've put out a piece of cake for your afternoon tea and there are chops in the fridge ready to go for dinner. I have to go now but I'll call you later to check in okay?"

"All good love, I think I can manage."

As Pat closed the door behind her, Sidney picked up the remote and flicked through the channels, stopping on The Chase. The host fired the next question at a terrified contestant:

"What year did the Berlin Wall come down?"

"1989" Sidney shouted at the screen. "Correct" said the host. "Nothing wrong with my memory" chuckled Sidney proudly. As the show reached its end, Sidney could feel his eyelids

becoming heavy. His energy wasn't what it used to be, and his afternoon naps had become more of a necessity than a luxury, but as he wasn't one to complain, he simply chose to make the best of it. "Could be much worse" he thought as he drifted off to sleep.

Upon waking, Sidney jogged his memory. "That's right I need to take those tablets as soon as I wake." So, Sidney slowly made his way to the kitchen and swallowed down a tablet. "May as well make another cuppa while I'm up, can't have cake without a cuppa!" thought Sidney as he spotted the delicious slice of cake that Pat had left.

Sidney relaxed back into his chair and savoured every crumb of cake before he felt the sweet pull of sleep beckoning him back. Upon waking, Sidney thought: "What did Pat say? That's right I need to have one of those tablets as soon as I wake." And so, began the endless loop of napping, waking and taking his tablet.

By the time Pat arrived the next afternoon Sidney had repeated his routine half a dozen times and was beginning to feel quite dizzy. As he pushed himself out of his chair to greet his daughter, his body gave way. From the ground, Sidney watched as the blurry outline of Pat called the ambulance. When the paramedics arrived shortly afterwards, all he could manage was a slight smile and "thank you" as they hurriedly did their tests and loaded him into the ambulance.

"Sidney it would appear your blood pressure is very low" said the Doctor. "Have you started any new medications?"

"Yes" chimed in a worried Pat. "He started it yesterday. But would one dose have this affect?"

"One dose? Try six doses" said Sidney with a wobbly voice.

"Six?" came the puzzled reply from both Pat and the Doctor.

"You told me to take it every time I woke up. So, that's what I did! You know I have a lot of

naps Pat." replied Sidney matter-of-factly.

"Well I think we have solved the mystery" said the Doctor to an astonished Pat. "Have you ever heard of a Webster-pak? I think it would be very helpful for Sidney."

When Sidney returned home a few days later, he brought with him his new Webster-pak and a peace of mind that his future naps would be less disastrous.

\*A PocketProfile™ would have been handy for Sidney to show the Doctor his latest medication profile!

NOTE: This story is based on true events, but names have been altered to protect the identities of those involved.



## EASTER/ANZAC BREAK WITH THE INTERIM PACK

With the Easter period fast approaching and Anzac Day soon after, it's an ideal opportunity to promote the Interim pack as the perfect medication management solution for short getaways.

The Webster-Pak Interim is a disposable medication pack that accommodates medication requirements for up to four days. Perfect for storing a short supply of medication, it's convenient and easy for the pharmacy to prepare. A cover provides privacy and extra protection for the medications within, while still being compact enough to fit in your handbag or gym bag.

This product provides a more convenient way of travelling with medications rather than taking numerous bottles and boxes.

Contact us to be sent some samples or for more information at 1800 244 358 or email [info@webstercare.com.au](mailto:info@webstercare.com.au)



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