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
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 into the chair, he felt his body settle into its

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?”

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

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

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

“I need to have one of those tablets as soon as I wake.” And so, begun the endless loop of

pat’s 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.