

**ARE YOU A HEALTH PROFESSIONAL?
ARE YOUR DETAILS CORRECT?**

As a health professional, did you receive today's special edition? Click here to change your subscription details via email.



Dispensary Corner

APPLE is taking a swing at hearing loss with a new innovative feature for its AirPods Pro that's sure to make conversations less awkward.

With around 1.5 billion people around the world living with hearing loss, Apple's latest innovation transforms AirPods Pro into over-the-counter, clinical-grade hearing aids for those with mild-to-moderate hearing loss.

"Hearing health is an essential part of our overall wellbeing, yet it can often be overlooked - in fact, according to the Apple Hearing Study, a staggering 75% of people diagnosed with hearing loss go untreated," said Sumbul Desai, Apple's Vice President of Health.

"We're thrilled to provide breakthrough software features with AirPods Pro that puts users' hearing health front and centre."

Once you've taken Apple's new hearing test and set up the feature, the company claims you'll enjoy crystal-clear sound, whether you're chatting, watching movies, or ignoring work calls.

And the best part is no fiddling with settings as your hearing profile is automatically applied across all devices.

Apple's hearing test can be taken from your couch.

After a few beeps and buzzes, your results are privately saved in your Health app, ready to share with a healthcare professional (if you feel like it).

Hearing loss is no laughing matter, but Apple's solution is music to everyone's ears.

Pair celebrate 37 years in rural areas

EXCLUSIVE

TWO regional pharmacists in New South Wales are celebrating 37 years of combined business partnership on World Pharmacists Day, which recognises the global contributions of pharmacists.

Sarah Hazell from Flannery's Pharmacy Forbes and Meagan Gunn (pictured) from Orana Mall Pharmacy, Dubbo, first met as students at Charles Sturt University in 1998, and are friends and business partners - they were even bridesmaids for each other.

Both pharmacists, in partnership with Life Pharmacy Group, emphasised the importance of their roles in rural healthcare, where access to health services is limited.

"Pharmacists are highly valued members of the health care team, especially in rural areas where



access to health services are often more limited than in metropolitan areas," Gunn told *Pharmacy Daily*.

"We can collaborate with local health services to optimise patient health outcomes," she added.

The emergence of pharmacy prescribing pilots is an exciting addition to scope of practice and is a step in the right direction in improving timely access to medicines for all Australians, commented both pharmacists.

"In this way we are better able

to meet the health needs of our community, where there is often a long wait for an appointment with a GP," explained Gunn.

Hazell remarked, "I've just absolutely loved my role as a pharmacist in a small, rural community in NSW".

"A lot of young people are amazed to learn I've only ever had one job.

"I started here at the age of 18 and that was my first job, at Flannery's Pharmacy, and I'm still here today, as I think it's been so rewarding professionally.

"It's a great environment to get to know your patient and see them again, and again, and get those regular follow-ups.

"You build those wonderful relationships and you truly become their community pharmacist, it's really lovely," Hazell concluded. *JG*

PRODUCT SPOTLIGHT

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Mag-Sup Powder - a better way to absorb magnesium

Mag-Sup powder is a high absorption magnesium supplement for use in magnesium deficiencies. It contains magnesium aspartate which has increased bioavailability compared to other forms of magnesium. Magnesium aspartate has a better oral absorption than magnesium citrate, magnesium glycinate, magnesium chloride and magnesium oxide.

- High dose, once a day
- Rapidly absorbed
- Natural forrest berry flavour
- Up to 300mg elemental magnesium per day
- Contains no artificial preservatives, colours or flavours

Available in 200g packs equivalent to 40 doses.

Supplier: Available from Symbion, Sigma, API & CH2. Contact your Clear Sales representative on 1800 640 043 for special deals.

RRP: \$21.57

Website: [CLICK HERE](#) for more information.

