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MEDIA STATEMENT

Pharmacy blueprint sets a clear vision for the future

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products today welcomed the blueprint for the future of community pharmacy released by the Pharmacy Guild of Australia (PGA).

The document, *'Roadmap - The Strategic Direction for Community Pharmacy'*, sets out a detailed future plan to guide all aspects of the way that community pharmacy will operate and integrate with the broader healthcare sector and the community.

The Executive Director of ASMI, Juliet Seifert said the paper presents a well thought out plan that will benefit the entire healthcare industry.

"Under the Federal Government's health reforms, community pharmacy must play a pivotal role if we are to get the best from our health resources and health budgets."

"The Roadmap provides a vision for how pharmacists can manage many minor and chronic ailments that are critical to improved preventative health and wellbeing," Ms Seifert said.

The strategic blueprint recognises pharmacy's role in addressing minor ailments in a way that will be of benefit to the community, and ease the pressure on overstretched GPs.

ASMI congratulates the Guild on the extensive work and the thinking that has helped to produce a clear-sighted vision for the future.

About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy. www.asmi.com.au

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