



Media Release

CHC Professional Development Program Designed for Pharmacists with Consumer's Best Interests in Mind

The Complementary Healthcare Council of Australia (CHC) fully supports the theory that education of pharmacy employees is the way to ensure appropriate and confident selling of Complementary Medicines.

Complementary Medicines are a distinct class of medicine from Over the Counter (OTC) and Prescription medicines and as such do require a separate base of knowledge and understanding. The CHC agrees whole-heartedly with the suggestion made by Grant Kardachi, PSA National President, in an article in Pharmacy News (25 November 2011) that it is the role of the Industry to ensure pharmacy staff hold knowledge (equivalent to that held on OTCs) of the Complementary Medicines they are selling.

As the peak body for the Complementary Medicines Industry in Australia, the CHC is known for its commitment to leading edge training for the Complementary Medicines Industry. Given that approximately 40% of all Complementary Medicines in Australia are purchased in Pharmacies, the CHC plays a critical role in educating Pharmacists and Pharmacy Assistants, as well as Consumers, on all aspects of the Complementary Medicines Industry.

Over the last few years the CHC has established a professional development program specifically designed for those looking to improve their knowledge around Complementary Medicines, in particular Pharmacists and Pharmacy Assistants.

The program is suitable for anyone from marketers and retailers to manufacturers and suppliers, and even consumers. Our non-product, non-brand based program provides in-depth training in key areas of the industry. Made up of individual certificates designed to complement existing skills, knowledge and interests in the Industry, the program offers participants in-depth and up-to-date training on all aspects of the Complementary Medicines Industry.

"Our professional development program is unique to the CHC. Industry accredited and soon to be attracting significant CPD points, it exists to bridge the gap for Pharmacists, Pharmacy assistants and anyone else looking to gain further knowledge and understanding of the Complementary Medicines Industry," commented Dr Wendy Morrow, Executive Director of the CHC.

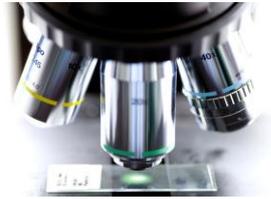
"In addition to our Professional Development Program, the CHC continues to actively work with the TGA and other stakeholders to develop better guidance documents for those in Industry, as well as offering regular education and training seminars for both Industry and Consumers." Dr Wendy Morrow went on to say.

Through continued education and the provision of information, the CHC is working towards the development of the most informed Complementary Medicines consumer base in the world. The recent and continued growth of the Industry, currently worth ~AUS\$1.9 billion in revenues, claiming ~5000 highly skilled direct manufacturing jobs, ~60,000 indirect jobs and exporting to more than 20 countries globally, goes some way to expressing consumer satisfaction and with work continuing on further improvements the Industry is set to thrive.

Complementary Healthcare Council of Australia

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PO Box 450 Mawson ACT 2607 | Tel: +61 (0)2 6260 4022 | Fax: +61 (0)2 6260 4122 | Website: www.chc.org.au



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For more information about the CHC's professional development program, please visit the Education and Training pages of the CHC website: <http://www.chc.org.au/Education-Programs>

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Contacts

Executive Director
Public Affairs and Media Officer

Dr Wendy Morrow
Sophie Dimmock

04 0707 2151
02 6260 4022