

## NEWS



Piero Cambursano in his pharmacy at Newtownpark, Blackrock



Piero tells his customers all about the dabl 24-hour BP system



The system has been getting great feedback in the Blackrock pharmacy



Piero shows his customer how the system works

## New BP measure now available in pharmacies

Service could increase profession profile

By Elaine McFadden

Until now, a life-saving method of monitoring blood pressure was only available in specialist care units and more recently in general practice. But the 'dabl 24-hour BP system' is set to change all that as it is now available in pharmacies across Ireland.

And so far, it is generating great feedback in one Dublin pharmacy where it is being used.

"People are still a little surprised that this service is now available in the pharmacy but they really like that they can just pop in and ask for the test," according to Piero Cambursano, MPSI at from Newtownpark Pharmacy in Blackrock, Dublin.

The 'dabl 24-hour BP system' has the potential to save thousands of lives in Ireland each year, by improving the accessibility of 24 hour blood pressure measurement. The customer wears a small monitor around their waist which is connected to a cuff on their arm. The monitor takes a blood pressure reading during the day and night and after the 24-hour period, the readings

are downloaded into the dabl ABPM Pharmacy online system which instantly generates an automatically interpreted report.

While adding an important revenue stream to the pharmacy, Piero feels the system will offer a lot more to the profession.

"I would hope that revenue from the system will increase and while that is important, it is just as important that we increase the profile of pharmacy and the job we do with this new service," he said.

"We want to be right in there at the face of Primary Care and I certainly think if this service was available in more pharmacies, there would not only be savings over time for the government, but it would increase the public perception of pharmacy as a health profession, as well as your business profile.

"This could be seen as a standard service that pharmacy offers to its customers, over time, and with the ease of access for patients, we could start to see better health overall," he concluded.

## Cancer research trust screen film premier

**T**he Cancer Clinical Research Trust is to host the premier of 'Living Proof', a film which focuses on the research

that ultimately led to the discovery of the targeted therapy Herceptin - a drug which has ushered a whole new era of breast cancer research and treatment.

The event will be held in the Long Room at Trinity College Dublin on Thursday April 23 at 19.30pm and anyone with an interest in

breast cancer and in particular, this story, is invited to attend the evening screening. Attendance is limited to 200 people and tickets cost €150 each. To request a ticket contact Jo Ballot at Jo.Ballot@ccrt.ie. Starring Harry Connick Jr, 'Living Proof' tells the inspiring story of Dr. Dennis Slamon.