

Crossmark NZ deal

RETAIL services specialist Crossmark Asia Pacific has announced the acquisition of NZ-based pharmacy services company Richmond Healthcare for an undisclosed amount.

CEO John Wright said the deal allows Crossmark to be the "first retail services company to provide a seamless service offering across the Australian and New Zealand pharmacy markets".

Crossmark said it intends to introduce an innovative approach to field presentation, sales ordering and client reporting in both countries that will "better allow clients to adjust to their respective market changes".

The combined business will be managed by Crossmark gm Pharmacy, Lane Russell, with Richmond chief Mark Hemmings to take on the new role of NZ business mgr, reporting to Russell.

Crossmark said it intends the integration of the two businesses to be as seamless as possible, with all key sales and administrative personnel from Richmond having been offered roles with Crossmark which mirror their current positions.

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CSO requirement breach?

CNS Pharma is accusing the three major full line wholesalers of breaching the conditions of the Community Service Obligation.

The company said that Sigma, API and Symbion are refusing to purchase its Esipram (escitalopram oxalate) in accordance with new trading terms introduced by CNS Pharma in mid-Oct.

CNS said as a result supplies of the medication to some pharmacies have been disrupted in recent weeks, and it's instead appointed DHL Exel Supply Chain as a distributor for Esipram direct to pharmacy, on an indefinite basis.

CNS Pharma gm Klaus Abel said the company had "repeatedly urged the wholesalers to

reconsider their stance," adding that he "regards their ongoing refusal to purchase as a breach of their Community Service Obligations which require guaranteed supply to pharmacy of PBS listed medicines."

The appointment of DHL is effective from tomorrow, and gives pharmacies several options for placing orders including phone, fax, online and via electronic ordering.

Abel said CNS Pharma was fully stocked and "committed to ensuring patients and pharmacies have the necessary and timely access to supplies of Esipram."

For more details see the flyer attached as page 2 of today's *Pharmacy Daily*.

US convictions for compounders

FIVE Florida-based pharmacists have been sent to prison for their roles in defrauding the US Medicare system.

The ringleader of the scam was a man named Rodolfo Aenile, who allegedly conspired with several pharmacies to make claims, with patients paid kickbacks.

Reports say Aenile entered into an arrangement with several corrupt Miami pharmacies, who were paid US\$14m between 2000 and 2003 to compound medicine based on prescriptions for non-commercially available aerosol medications.

Today's issue of PD

PHARMACY Daily today includes a full page flyer from CNSPharma, detailing how pharmacies can order supplies of Esipram - see p2.

GSK settles Reliant

GLAXOSMITHKLINE has completed its acquisition of US drugmaker Reliant Pharmaceuticals for US\$1.65b.

Reliant sells the cardiovascular drug Lovaza (omega-3-acid ethyl esters), with GSK saying it thinks the medicine has "significant potential to help larger numbers of patients, and we expect it to become an important driver of sales growth in the US".

Home care boost

THE new Federal Minister for Ageing, Justine Elliot, yesterday announced additional funding for Home and Community Care in NSW, Vic, NT, Tas and WA, with funding also supplemented by the various state and territory govts.

"Home and Community Care is a central element in the government's vision for a world-class community care system," Mrs Elliot said.

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DISPENSARY CORNER

FANCY getting married in a public toilet?

That's exactly what US couple Jennifer Cannon and Doy Nichols of Lexington, Kentucky did yesterday.

And Jennifer was dressed all in white - white toilet paper, that is, made under the popular US brand Charmin.

She wore a gown specially designed by Hanah Kim, who was this week announced as the winner of the 2007 Toilet Paper Wedding Dress Contest.

The event took place in New York's Times Square at special restrooms set up for the holiday season by Charmin.

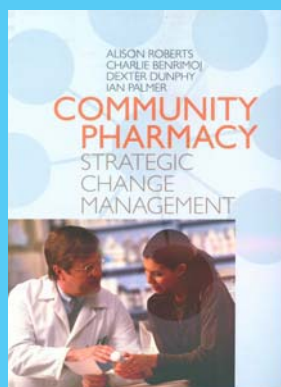
To complete the picture, officiating at the ceremony was a priest from rentareverend.com.

ANOTHER slim Santa has been discovered (*PD* yesterday), this time in the deep south of NZ.

The Santa working in the main shopping centre in the town of Invercargill yesterday said a "bulging belly is no longer acceptable".

He said he's now on a diet of carrots and water, with the move all in the name of good health - as well as being able to fit down the chimney.

Santa added that he was also unlikely to sip on beer left out for him on Christmas Eve, just in case there's a booze bus.



Get your copy of *Community Pharmacy* today!

Community Pharmacy: Strategic Change Management has hit the book shelves.

The book, which covers the essential trends and issues in successful pharmacy management for today and the future has been written by S.I. (Charlie) Benrimoj, Professor of Pharmacy Practice at the University of Sydney; Alison Roberts, a research fellow in the Faculty of Pharmacy at the University of Sydney; Dexter Dunphy, Distinguished Professor and Ian Palmer, Associate Dean (Research) and Professor of Management at the Faculty of Business, University of Technology, Sydney.

The book will help community pharmacists and pharmacy owners adapt to an increasingly competitive retail environment by providing industry-specific tools for change.

Key features include authentic pharmacy case studies, development by world leading authorities utilising the latest research and balanced coverage with theoretical insights and practical focus.

The book is highly suitable for pharmacy students, providing the knowledge and skills for best practice in community pharmacy - [click here to view a list of bookstores stocking the publication](#).



Level 5, Deutsche Bank Place
126 Phillip Street
SYDNEY NSW 2000

20 December 2007

DHL EXEL SUPPLY CHAIN NOW DISTRIBUTING ESIPRAM®

CNS Pharma advises all pharmacies that it has appointed DHL Exel Supply Chain as distributor for Esipram® direct to pharmacy on an indefinite basis effective from Friday 21st December 2007.

CNS Pharma has put this arrangement in place because the major wholesalers, Sigma, Symbion and API, are refusing to buy Esipram® in accordance with CNS Pharma's trading terms introduced in mid-October. This has caused some disruption to supplies to pharmacies over recent weeks.

CNS Pharma has repeatedly urged the wholesalers to reconsider their stance in relation to trading terms and regards their ongoing refusal to purchase as a breach of their Community Service Obligations (CSO) which require guaranteed supply to pharmacy of PBS listed medicines.

CNS Pharma is fully stocked and committed to ensuring patients and pharmacies have the necessary and timely access to supplies of Esipram®.

The new arrangement with DHL Exel Supply Chain offers several options for pharmacists to place direct orders for Esipram®:

- By phone - customer service toll free 1800 077 421
- By fax – toll free 1800 358 199
- Web ordering – <https://www.dhlpharmacysupply.com.au>. (If you do not have an existing username and password, please call 1800 077 421).
- Pharmacy POS electronic ordering system

If you have any inquiries please phone DHL Exel Supply Chain customer service on 1800 077 421.

Yours faithfully,

A handwritten signature in black ink, appearing to read "K. Abel".

Klaus Abel
General Manager
CNS Pharma Pty Ltd