

Three pages today

PHARMACY DAILY today includes a full page of news and a two page flyer from the Pharmacy Practice Foundation (PPF).

For more info see [pg 2](#) and to reserve your free place at the seminar, complete and fax the registration form on [pg 3](#).

pharmacy women's congress



20
08

motivate - inspire - empower

melbourne

29 - 31

august

2008

visit www.guildevents.com.au



Win Designer Fragrances!

CONGRATULATIONS to Erica Jones of Webstercare who was the first subscriber yesterday to tell us that the three fragrance families in the Designer Brands range are **Woody Oriental**, **Floral** and **Soft Oriental**.

Each day this week *Pharmacy Daily* is giving you the chance to win a beautiful fragrance from Designer Brands, courtesy of **Total Beauty Network**.

For your chance to win this fantastic prize, send your answer to the below question to: comp@pharmacydaily.com.au.

Name five of the designers in the range?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au each day and click on the Designer Brands logo at the top of the page.



Epilepsy generics warning

EPILEPSY patients should not be switched to generics as they may increase seizures, US neurologists have warned.

A survey of 69 doctors revealed 50 cases of patients who had breakthrough seizures or more frequent seizures when switched to a generic version of the medication that had previously provided good control of their epilepsy.

Generic versions of phenytoin, valproic acid, carbamazepine and gabapentin were mostly reported in the cases, published in the journal *Neurology*.

Authors of the study, which was funded by GSK, said their findings suggested generic bioequivalence standards may not be strict enough for epilepsy drugs that

Selim suit to settle

THE TGA is today expected to announce the settlement of the \$200m court case brought against it by Pan Pharmaceuticals founder Jim Selim.

Today's *Financial Review* says the Federal Court will be presented with details of the settlement, which follows long-running litigation alleging that the TGA had a "vendetta" against Pan and deliberately caused its 2003 collapse by forcing the recall of travel sickness drug Travacalm.

CSL \$3.5b US deal

AUSTRALIAN drug maker CSL has announced the \$3.5b purchase of US-based Talecris Biotherapeutics, reinforcing CSL's position as one of the leading global players in specialised blood transfusion products.

have a narrow margin of safety and efficacy.

Bioequivalence tests conducted on small numbers of healthy patients do not reflect real-life epilepsy management, the researchers claimed.

"We believe that in a seizure-free, fully compliant patient it is prudent for the physician to ensure that the antiepileptic drug preparation does not vary," they concluded.

Guild's eightieth

THE Pharmacy Guild will mark its 80th birthday with a black-tie gala dinner on 04 Oct at the Grand Hyatt Melbourne.

Tickets are \$140, with special accommodation packages also available at the hotel

Invitations have been distributed and should be returned by next Wed 20 Aug.

Psychiatrist session

A BREAKFAST session will precede the Pharmacy Community Forum '08 in Adelaide this Sun.

Case studies in mental health, "Psychiatrist Aspects of Pain Management", will be presented by guest speaker Dr Linda McCarthy, Psychiatrist and Clinical Director, Repatriation General Hospital.

The interactive session will be held at 8am on 17 Aug at Hilton Hotel Adelaide, costing \$38.50 including a hot breakfast.



DISPENSARY CORNER

YOU could get all sorts of drugs at a pharmacy in Boston, USA, where one of the staff has been arrested for selling cocaine.

According to police, customers would phone a 26-year-old man and he would send them to his girlfriend working in the cosmetics department at a local Walgreens store.

She would then take the customer to a private area in the store (perhaps a counselling room?) where a drug transaction would take place.

The woman was arrested at the pharmacy and both suspects face various drug charges.

IT'S all because of the Pill.

A British research project has suggested that taking the oral contraceptive does more than just control fertility.

Hormonal changes associated with the Pill could also cause changes to a woman's taste in men, leading to couplings which are "genetically less compatible", said scientists at the University of Liverpool.

They said the Pill could "disrupt an instinctive mechanism that brings together people with complementary genes and immune systems," eventually leading to fertility problems, marriage breakdown and the downfall of society.

HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we plan to highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

Here's a unique opportunity, a 14 day rail journey through the arctic circle. The roundtrip journey from Moscow departs June 13, 2009 and calls at St Petersburg, Kola Peninsula and other regional centres. There are grades of accommodation from \$8,883pp to \$24,661 pp. Carriages will be hauled by steam locomotives for 75% of the journey. For more details call Beyond Travel on 1300-363-554 or visit www.beyondtravel.com.au.

Or see the other end of the world on a 15-night cruise to South Georgia and Antarctica

from Cruiseabout. Departing December 5 and 20 from Ushuaia, Argentina you will see penguins, seals and sea elephants. Visit the first whaling station during the stop in South Georgia. Once in Antarctica, Zodiac excursions will cruise around icebergs and glaciers for an up close view of the wildlife. Prices start from \$5009pp if booking before Aug 31. The package includes all meals, a polar parka, guest speaker and all excursions. For more information phone Cruiseabout on 1300 363 428 or see www.cruiseabout.com.au.

“Achieving Retail Success via a Specialty Focus”

BOOK NOW!

The Pharmacy Practice Foundation is running its **FREE** Retail Seminar Series again in 2008.

Focussed specialty pharmacies offer a narrow range of specialised products and/or services focussed on a ‘niche’ patient market. This strategy is increasingly attractive to Australian community pharmacists to try to develop a competitive advantage over low-price rivals. But success is not straight forward! The PPF Strategic Retail Seminar 3 titled ‘Achieving Retail Success via Specialty Focus’ hosts two leading pharmacy marketing experts.



Ms Hilary Kahn is the Managing Director of Frontline Strategies and innovator of the well known FeelGood Guide approach to pharmacy retail category presentation and marketing. Hilary Kahn has been involved in finding ways to assist retailers become more relevant, profitable and productive – for themselves and their customers for over 25 years. In this time she has worked for a ‘who’s who’ of retailers and manufacturers, and is also a member of the illustrious Ebeltoft Group think tank of retail consultants. Hilary is well known to pharmacy.



Mr Peter Rogers is Managing Director and founder of Kate Morgan weight loss centres. Kate Morgan is a pharmacy based weight loss franchise now present within over 160 pharmacies throughout Australia. Weight loss is an example of a “specialty focus” category,

a formula that Peter believes provides a good future for the pharmacy industry. Peter’s previous roles have included running Symbions’ retail division and General Manager Marketing for Coles Supermarkets.

These two highly expert and motivational speakers will share their vast experience and show that health retailing must involve significantly more than a wish to be different.

They will demonstrate how to determine a specialty-focus strategy and discuss the deep commitment which is needed to navigate health retailing success.

Australian community pharmacists are searching for ways to navigate a path to sustainable competitive advantage in an environment of dropping PBS volumes and margins and with ever expanding low-price offers. ‘Specialty focus’ is one attractive pathway... but be careful, this strategy requires careful planning and execution and a deep commitment! Come and hear the expertise of two leading national pharmacy marketers – Hilary Kahn and Peter Rogers in Sydney and Brisbane.





'A SPECIALITY FOCUS'

The PPF seminars are a real opportunity to instigate positive change in your business. **Don't miss out!**

PPF SEMINARS : SYDNEY 2008

Seminars commence 7.00pm for 7.30pm start.

SEMINAR	DATE	SPEAKERS	VENUE
<i>"Aligning Your Pharmacy with the Future"</i>	SEMINAR 1 June 24, Tuesday	<ul style="list-style-type: none"> Fabian DWYER Brendan O'LOUGHLIN 	Stamford Grand, North Ryde
<i>"Do I get bigger or do I specialise? How do I choose?"</i>	SEMINAR 2 July 21, Monday	<ul style="list-style-type: none"> Peter FEROS Brendan O'LOUGHLIN 	Stamford Grand, North Ryde
<i>Achieving Retail Excellence via a Health-Solution Specialty Focus</i>	SEMINAR 3 August 25, Monday	<ul style="list-style-type: none"> Hillary KAHN Peter ROGERS 	Pharmacy Lecture Theatre, University of Sydney
	SEMINAR 3A August 26, Tuesday (Repeat of Seminar 3)		Stamford Grand, North Ryde
<i>How to lift Retail Performance & Profitability</i>	SEMINAR 4 September 30, Tuesday	<ul style="list-style-type: none"> Bruce ANNABEL 	Pharmacy Lecture Theatre, University of Sydney
<i>Managing the Change to a Health-Solutions Focussed Pharmacy</i>	SEMINAR 5 November 10, Monday	<ul style="list-style-type: none"> Alison ROBERTS Practitioner TBA 	Pharmacy Lecture Theatre, University of Sydney
	SEMINAR 5A November 11, Tuesday (Repeat of Seminar 5)		Stamford Grand, North Ryde

SYDNEY 2008

PPF understands the high work commitments for Pharmacist. To maximise availability of these seminars we have provided repeats of **SEMINARS 3 and 5** to allow the choice of a more convenient time and place.

SYDNEY

- August 25, Monday**
 Pharmacy Lecture Theatre, University of Sydney
- August 26, Tuesday**
 Stamford Grand, North Ryde
Achieving Retail Excellence via a Health-Solution Specialty Focus
- September 30, Tuesday**
 Stamford Grand, North Ryde
How to lift Retail Performance & Profitability
- November 10, Monday**
 Pharmacy Lecture Theatre, University of Sydney
- November 11, Tuesday**
 Stamford Grand, North Ryde
Managing the Change to a Health-Solutions Focussed Pharmacy

Reserve your **FREE** place now with:

Pharmacy Practice Foundation

Phone: 02 9351 7829 Fax: 02 9351 3980

Email: ppf@pharm.usyd.edu.au



SANDOZ

A healthy decision

You can order a DVD of SEMINAR 1 at a cost of \$20 or pre-book and attend three seminars and receive a free DVD of SEMINAR 1

Name

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Seminar Date

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