

## Three pages today

PHARMACY DAILY today includes a two page flyer from the Pharmacy Practice Foundation promoting its upcoming seminars in Brisbane.

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

## Ramadan pharmacist service

A BRITISH pharmacy chain will offer free medical checks for Muslims during the holy fasting month of Ramadan to help patients fast without endangering their health.

Adrian Price, Professional Practice Manager, Co-operative Pharmacy chain, told The Telegraph pharmacists had been trained to advise Muslim customers about options such as longer-acting slow-release alternative drugs.

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## Just 'an isolated incident'

THE Pharmacy Guild has condemned the alleged involvement of a pharmacist in trafficking pseudoephedrine - described as "an isolated incident" by the Victorian health minister (PD yesterday).

A statement was released to media today by the Guild following news that a Melbourne pharmacist had been charged with selling 101 boxes of PSE tablets & making plans to sell 40 boxes in a week to one customer

## Plavix clarification

THE Federal Court has found that the patent covering Plavix in Australia, clopidogrel bisulfate, is valid and infringed by the generic product that Apotex was seeking to market in Australia (PD Wed).

"As a result, neither Apotex nor any other company can register or sell clopidogrel bisulfate in Australia," a sanofi-aventis spokesperson told PD yesterday.

## New MEC member

THE Therapeutic Goods Administration is seeking expressions of interest for a position on the Medicines Evaluation Committee.

The TGA said applicants need "experience and expertise in the field of consumer representation" and applications should be sent by 19 Sep - [www.tga.org.au](http://www.tga.org.au).

- an undercover detective.

State Health Minister Daniel Andrews has confidence that there was no extensive problem among registered pharmacists, while the Guild's Victorian Branch President Dipak Sanghvi has said the Guild's 'Project Stop' will "ensure PSE-based products are available for health needs only."

## Cancer survival rate up by 30%

THE number of cancer patients surviving 5 years after diagnosis has grown by 30% since 1986, according to research released today marking Daffodil Day.

Cancer Council Australia Chief Executive Officer, Professor Ian Olver, said the findings of the new government report showed evidence-based cancer control programs were working.

"64% of Australian women & 58% of men are now alive five years after a cancer diagnosis, compared with 53 & 41% respectively between 1982 & 1986, with particularly good results for patients aged between 50 and 70," he said.

"The findings reflect the effectiveness of early detection & advances in chemotherapy, radiation therapy and surgery... extending the lives of people diagnosed".

## Win a Blender Bottle!

THIS week *Pharmacy Daily* has joined forces with Hipp Future to bring you another fantastic competition.

Today is the last day we're giving subscribers the chance to win one of five of Hipp Future's fantastic new 'Blender Bottles', the best mixer since the wire whisk, allowing you to make smooth, great-tasting drinks anytime.

Made from surgical grade stainless steel, the Blender Ball wire whisk makes short work of your mixing needs. All you need to do is drop the ball in with your ingredients and shake.

For your chance to win this fantastic prize, send your answer to each day's question to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

Today's question is:

**What two sizes does the Blender Bottle come in?**

**The first five subscribers to answer correctly each day will win.**

**Congratulations to yesterday's winners -**

Janette Wilson, PGA (NSW); Kunjan Ganatra, JR Pharmacy Services; Richard Elkhoury, Clare Chemplus Pharmacy; Con Kouskoris, Sigma Pharmaceuticals and Samantha McCourt, American Express.



## DISPENSARY CORNER

GROWING up with a childhood pet could significantly boost your risks of snoring in later life.

That's the intriguing conclusion of a Swedish study published this week in *Biomed Central*, which found that being exposed to a dog as a newborn increased the risk of snoring as an adult by a hefty 26%.

The scientists postulated that an allergic reaction to the canine at such a young age could permanently change the shape of a person's airways.

PHARMACIES could end up testing for skin cancer using a non-intrusive machine which simply sniffs the skin.

US researchers at the Monell Center in Philadelphia sampled the air close to basal cell carcinomas, and found it had distinctive differences from air near healthy skin.

Although they used very sophisticated spectrometry and gas chromatography techniques, they said the finding could lead to "cheap and painless testing" for some types of skin cancer.

IT'S not just athletes who have been banned from competing in the Olympic Games due to drug cheating.

The International Equestrian Federation has announced that four horses have been banned from competing in the Games after testing positive to a prohibited substance.

The horses, representing Brazil, Germany, Ireland and Norway, were all found to have taken pain reliever capsaicin.

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# “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.





## 'Specialty focus' is one attractive pathway... but be careful, this strategy requires careful planning and execution and a deep commitment!

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

### PPF SEMINARS : BRISBANE 2008

Seminars commence 7.00pm for 7.30pm start.

| SEMINAR  | DATE  | SPEAKERS   | VENUE                              |
|--|---|--|------------------------------------|
| <i>Achieving Retail Excellence via a Health-Solution Specialty Focus</i> | <b>SEMINAR 1</b><br>August 27,<br>Wednesday   | <ul style="list-style-type: none"> <li>• Hillary KAHN</li> <li>• Peter ROGERS</li> </ul>       | The Chifley at Lennons<br>Brisbane |
| <i>Managing the Change to a Health-Solutions Focussed Pharmacy</i>       | <b>SEMINAR 2</b><br>November 17,<br>Wednesday | <ul style="list-style-type: none"> <li>• Alison ROBERTS</li> <li>• Practitioner TBA</li> </ul> | The Chifley at Lennons<br>Brisbane |

BRIS2008

## BRISBANE

### ■ August 27, Wednesday

The Chifley at Lennons Brisbane

*Achieving Retail Excellence via a*

*Health-Solution Specialty Focus*

### ■ November 17, Wednesday

The Chifley at Lennons Brisbane

*Managing the Change to a Health-*

*Solutions Focussed Pharmacy*

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You can order a DVD of SEMINAR 1 "Achieving Retail Excellence via a Health-Solution Specialty Focus" at a cost of \$20, or pre-book and attend both seminars and receive a free DVD of SEMINAR 1

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