

## NOT ALL MULTIVITAMINS ARE CREATED EQUAL

Exclusive brand to pharmacy and health food retailers



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www.pharmacydaily.com.au

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The Pharmacy **Guild of Australia** This week's update

### from the Guild **APP Pre-Conference** Program

Next year's Australian Pharmacy Professional (APP) Conference will offer the following workshops and sessions:

• Fifth Community Pharmacy **Agreement Feedback Session** (Guild Members Only)

This interactive session exclusively for Guild members will gather feedback on key Agreement issues and options. Cost: \$66.

 AACP Accredited Pharmacists' Forum – Clinical and Practical Skills for MMRs – Building Your Portfolio (6)

This forum will provide accredited consultant pharmacists; those undergoing accreditation; and other pharmacists, with a program covering pathophysiology, therapeutics, practice and business issues. Cost: \$295.

• Rural Pharmacy Forum – Future

**Opportunities for Your Business** This forum will cover various topics as well as an interactive workshop on rural programs leading up to the Fifth Agreement. Cost: \$95.

• QCPP Workshop: The Quality Quest 2009 - how healthy is your pharmacy?

This workshop will help pharmacies to recognise and benefit from 'Continuous Quality Improvement' tools. Cost: \$55. Please Note: This workshop will conclude at 12:30pm not 3:00pm as previously advised.

 State of the Industry Symposium This session will detail international trends, with views provided by guest speakers from the UK, US and NZ. Attendance by invitation, but tickets are available to Guild members. \* Plenary: Category Management -

Can Pharmacy Match it with the **Big Boys?** 

Find out why pharmacy requires a more focused category management solution for the front of store.

For further information about the APP program and speakers please visit www.appconference.com

PHARMACISTS are being urged to make submissions to a current review of the existing Pharmaceutical Benefits Scheme supply arrangements for residential aged care facilities (RACF) and private hospitals.

The review is being conducted by Healthcare Management Advisors (HMA), in collaboration with PharmConsult, who have been commissioned under an agreement between the Federal Government and the Guild.

"The regulatory and operational requirements of the PBS do not reflect the different requirements and procedures for medication management" in the context of RACFs and private hospitals, the Guild said.

#### Flucoxacillin pricing

THE Health Department has advised of amended pricing for LN Brand flucoxacillin, with item 9194M priced at \$15.94 not \$13.05 and item 9150N \$19.65 not \$15.88 as noted in the PBS schedule.

The amended prices are effective for all claims from 01 Dec and the schedule will be updated as soon as possible.

Aged care PBS review The review aims to identify ways to improve PBS supply to these facilities, which may include changes to legislation and new supply models.

A discussion paper on the topic has been prepared, and HMA is now welcoming submissions addressing the issues raised.

The discussion paper is available on the Guild website www.guild.org.au, and responses can be submitted by email or post before 9am EST on Wed 21 Jan. Email PBSreview@hma.com.au.

#### Elaprase funding

FROM this month Elaprase (idurasulfase), an enzyme replacement therapy used to treat the rare Hunter Syndrome or Mucopolysacchiridosis Type II, will receive Federal funding.

The move to fund the treatment, which would normally cost families up to \$500,000 a year, will ensure that eligible MPS Il patients have affordable access to the therapy.

Around 11 people are expected to receive govt-funded Elaprase in 2008-09, with a further two patients to commecne treatment in each year thereafter.

**PSA NSW dinner** 

THERE are still limited tickets available for tomorrow night's Pharmaceutical Society of Australia NSW Branch Annual Dinner, to be held tomorrow night at the Waterview Restaurant, Homebush Bay.

The special guest speaker is NSW Deputy Opposition Leader and Shadow Minister for Health, Jillian Skinner.

More info 02 9431 1100.

#### CORNER

THIS really sucks.

A woman in southern China has lost the hearing in one ear after her boyfriend ruptured her eardrum during an "excessively passionate kiss."

A doctor who examined the girl explained the incident, saying "The kiss reduced pressure in the mouth, pulled the eardrum out and caused the breakdown of the ear."

He said her hearing would probably return to normal after about eight weeks.

Chinese media warned that while kissing is normally very safe, doctos advise people to proceed with caution."

# Win a 6 pack of Slimmm UHT!

THIS week Pharmacy Daily has teamed up with Slimmm and API once again to bring you another fabulous competition!

Each day this week we will be giving away a pack of the new Slimmm Ready to Drink UHT!

Slimmm is a weight management, meal replacement program designed to fit in with busy lifestyles. With a unique break out day

each week, Slimmm helps you to lose weight and make smarter, healthier food choices in the long run.

The Slimmm program offers your customers the variety they want with the convenience they need to lose weight!

To enter, simply send the correct answer to the following question to: comp@pharmacydaily.com.au



Today's qustion is: How many days per week does a customer stay on Slimmm? The first person to respond with the correct answer each day will win.

HINT! For clues and information visit www.slimmm.com.au

Congratulations to yesterday's winner, njoy life the smart way Carolyn Raynor of National Pharmacies.



HAPPINESS is contagious. That's the conclusion of a study published this week in the British Medical Journal, which found that a person's happiness is strongly dependent on the happiness of those around them.

In fact having a happy friend who lives within 1.6km increases your likelihood of happiness by about 25%, the study of 5000 adults reported.

And the effect increases the closer the friend lives, with a bigger 42% impact if their house is less than 800m away.

"Most important from our perspective is the recognition that people are embedded in social networks and that the health and wellbeing of one person affects the health and wellbeing of others," said study leader Professor Nicholas Christakis.

Experts said the research had important implications because of an association between happiness and general health.

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