

Loss of GP Nurses

AMA president Rosanna Capolingua has called the poor intake rate of nursing students a 'national tragedy'.

The AMA blames initial training in poorly funded public hospitals for burning out the new nurses with long hours and poor pay.

"If the govt. realised this, and acted accordingly then more people would be attracted into nursing in the first place", she said.

HIMSS AsiaPac09

REGISTRATIONS are now open for the HIMSS AsiaPac09 conference, to be held in Kuala Lumpur from 24-27 Feb.

For more info incl session topics see www.himssasiapac.org.

Right said Fred

FRED Health has applauded the Australian Government's new National Health Strategy.

"We are pleased to see e-prescribing as one of two high priority national solutions."

eRx, to launch in Apr, will provide a secure gateway for pharmacists and prescribers for e-prescriptions.

ADs popular for women

ANTIDEPRESSANTS are the most common PBS medicines used by young women, not the contraceptive pill, according to a major study.

The report, 'Use and costs of medications and other healthcare resources: Findings from the Australian Longitudinal Study on Women's Health', found that in females aged 18-23, the most commonly identified PBS claims were for nervous system drugs, particularly antidepressants.

New women's policy

THE Government has released a paper outlining the aims of the new National Women's Health Policy.

The new policy - a Federal Labor election commitment - will emphasise prevention and health inequalities in Australia and address the needs of women of all ages and cultural backgrounds.

The govt. will consult with consumers, health service providers, and state and territory governments.

To download a copy of the paper, see www.health.gov.au.

**GO BADGE!
PRINT YOURSELF!**
Print your own plastic loyalty, staff security & gift cards



Contact us today on 1300 554 694 or click here to request a sample pack



DISPENSARY CORNER

LOOK out Giorgio Armani, Christian Dior and Calvin Klein.

Burger King is the latest master of the men's fragrance market.

'Flame', a body spray for men, is the retail giant's newest invention, described as "the scent of seduction with a hint of flame-broiled meat".

Around a mere \$5, as compared to the \$80 plus of its competitors, this magnificent manly musk is sure to be a hit for christmas...lunch perhaps?

HANNAH Montana (Miley Cyrus), beloved 'tween' idol of the mass market, lowers I.Q!

Yes it's true, but not for the reasons you're conjuring.

It's not the pop songs or annoying scandals, but her merchandise found containing perilous levels of lead.

Her 'lead free' childrens jewelry kit contained double the legal amount of lead, whilst the trendy Hannah Montana bracelet had 445 times the limit.

Sucking on or swallowing the products can cause drops in I.Q, vomiting, diarrhoea and cramping - just a bit of a Miley Merry Christmas.

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.

Dreaming of a White Christmas close to home?

Long-range forecasts are predicting soft white falls in the Snowy Mountains, and to celebrate, the Novotel Lake Crackenback Resort is offering an old-fashioned Christmas day to make Santa feel at home.

Adults can enjoy a Christmas buffet with all the trimmings for \$60 for dinner or \$115 for lunch (incl 2.5hr drink package).

For more info and children's prices, phone (02) 6451 3000.

The Ibis King Street Wharf will open its doors today, and to celebrate, it's offering a Wet &

Wild package incl overnight accom, a full breakfast for two, a two-for-one morning Sydney Harbour coffee cruise and an adult pass for Sydney Wildlife World, plus a complimentary first drink when dining at Bungalow 8 bar for \$159 per room per night.

Bookings phone 1300 116 771.

And for those looking for a hassle free adventure, AAT Kings is offering a 25% discount off a companions tour price on specified departures on the 17-day New Zealand Adventure.

More info phone 1300 556 100 or visit www.aatkings.com.

Antidepressants were also common among mid-age women (14%) and older women (18%) with the prevalence of these medications increasing with age.

But not all young women diagnosed with depression were taking the drugs - in 2005, 60% had no claims for any antidepressant medication, up from 40% in 2002.

But women who ceased antidepressants between 2002 and 2005 were scoring higher on the Mental Health Index, "indicating positive outcomes for women in this group", the report concluded.

2009 bad for pharma

PHARMACEUTICALS may not be as recession-proof as commonly believed, according to the latest Fitch ratings.

The highly regarded ratings agency has issued a negative outlook for both the US & European pharmaceutical sectors for 2009.

With the approach of 2010-2012, when a number of blockbuster drugs come off patent, the concern is that big pharma companies will respond through debt-based acquisitions.

Fitch also expects the wider US healthcare industry to struggle under the new Obama Government.

WIN Sensitive Skin Cleansing Crème

EACH day this week *Pharmacy Daily* is giving subscribers the chance to win a bottle of DermaNew's Sensitive Skin Cleansing Crème, courtesy of **Total Beauty Network**.

This newly released cleanser is designed specifically to hydrate, balance, soothe, calm and soften the skin.

To be in the running to win your very own bottle, simply send your answer to the below question to: comp@pharmacydaily.com.au.

The crème is suitable for what skin types?

The first person to answer correctly each day this week will win.

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

CONGRATULATIONS to **Shelley Jeans** of **Signet** who was yesterday's winner.



DermaNew
MICRODERMABRASION



Stay across it all with advice that matters.

Guild