

## Chemmart loyalty

A NEW loyalty scheme introduced in Dec by Chemmart has signed up more than 30,000 members in its first month.

Dubbed Chemmart Rewards, the program is an initiative designed to defend the brand from the competitive threat posed by discounters, according to *Inside Retailing* magazine.

Members are able to earn 'Chemmart Cash' equivalent to 5% of non-prescription purchases.

It's now been rolled out to more than 160 Chemmart pharmacies across Australia, after a trial in which participants reported an increase in average transaction value and visitation.

Modelling showed that stores only needed to increase sales by 2% for the system to pay for itself.

The system utilises technology dubbed "Graphicard" which has a rewritable area on the cards.

When customers make a purchase the card is reprinted with the new points balance, giving instant feedback.



### NATURAL WOUND MANAGEMENT

#### APINATE: ACTIVE MANUKA HONEY & ALGINATE FIBRE WOUND DRESSING

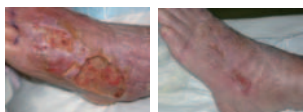
##### ATTRIBUTES

- A moist wound healing environment<sup>1</sup>;
- Osmotic action, resulting in:
  - Odour control<sup>1</sup>
  - Wound fluid reduction<sup>1</sup>
  - Antibacterial barrier protection<sup>1</sup>
- Autolytic Debridement<sup>2</sup>;
- Wound tissue re-growth<sup>2</sup>;
- Highly absorbent dressing

Sterilised for your protection. CE marked.

1. "A brief review of the use of honey as a clinical dressing". Mojan, R.C., Primary Infection (The Australian Journal of Wound Management); 6 (6): 144-148 (1998).
2. White, R., Cooper, R. and Mojan, P. (2005). Honey: A modern wound management product. Wounds UK Limited, Aberdeen, United Kingdom.

Always read the label and use only as directed. If symptoms persist, consult your healthcare practitioner. Monitor blood sugar levels of people with Diabetes.



11-08-05 Patient hospitalized with Tissue Necrosis Secondary to Cellulitis. 21-11-05 After treatment with Comvita Medical Apinate Active Manuka Honey & Alginate Fibre wound dressings.

**PRODUCT DESCRIPTION:**  
Pack of 10 Apinate Dressings 10cm x 10cm

**TO ORDER:**  
Available from **Clifford Hallam Healthcare** in your State, or call **National 1300 720 274** and quote item No: 1731841, or Contact your preferred medical supply company

#### FOR MORE INFORMATION CONTACT:

Comvita Medical Limited  
Peter Walshaw, Mobile: 0410 414 938  
Freephone: 1800 466 392, email: info@comvita.com

## EU pharmaceutical raids

SOME of the biggest drugmakers in the world were the subject of dawn raids by European Commission authorities overnight as part of a wide-ranging probe into possible collusion.

Information was reportedly sought from companies including Pfizer, GlaxoSmithKline, Johnson & Johnson, AstraZeneca, Merck & Co and Sanofi-Aventis.

EU Competition Commissioner Neelie Kroes said the regulator suspected a conspiracy between the firms which aimed to delay the development of generic alternatives to branded drugs.

"If innovative products are not being produced and cheaper generic alternatives to existing products are in some cases being delayed, then we need to find out why and if necessary take action."

At issue is whether the companies created barriers to competitors, whether they misused patent rights or engaged in "vexatious litigation".

The EU has previously undertaken so-called 'sector enquiries' into energy, financial services and telecommunications, but it's the first time a probe has

started with raids.

The commission said that patents, litigation and settlement agreements are "by their nature highly confidential."

"Such information may also be easily withheld, concealed or destroyed - this is why inspections have been considered appropriate," a spokesman said.

The commission said it's concerned about a lack of innovation, citing a drop in the number of new molecular entities launched in recent years.

### Vic Guild meeting

THE Australian Industrial Registry has requested that the Victorian branch of the Pharmacy Guild of Australia hold a "special general meeting" to present its 06/07 annual report to members.

The move is required because the Workplace Relations Act mandates that the report must be provided to members 21 days before the Annual General Meeting.

The AGM was held on 25 Sep 07 but due to awaiting audit clearance of PCA NU Systems the report was only available 14 days before the meeting, not 21.

Although it was available in full on the Victorian Guild's website from 11 Sep, the procedural requirement still applies and so the Special General Meeting will be held at 7.15pm on 05 Feb at Guild House, 40 Burwood Road Hawthorn Vic.

## HOT Travel Deals

WELCOME to *Pharmacy Daily's* new 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.

Fiji is the latest destination to offer great deals for travellers.

Located only 4 hours from Australia, Fiji's beautiful azure waters offer a relaxing escape for families and couples alike - with lots of accommodation options on the main island and outer islands.

Air Pacific in conjunction with Qantas Holidays is offering packages of 'Stay 6 nights, pay 3', on sale from tomorrow.

For further information and reservations, Qantas Holidays toll-free on 13 14 15.

Or how about something a

little bit closer to home?

**Rendezvous Hotels and Resorts** has a great offer on accommodation. at two of its fabulous properties in Australia. Cable Beach Resort in Broome, WA is offering studios and apartments from \$159 per night with free airport transfers, two for one camel rides and a fifth night free.

At the Reef Resort Port Douglas in Qld, villas are available from \$99 with availability over Easter and school holidays - see [www.rendezvoushotels.com](http://www.rendezvoushotels.com).

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### DISPENSARY CORNER

PUBERTY at the age of three?

That's what happened to a UK toddler, whose story is being reported this week.

Hayley Smith's mother said her daughter started developing body odour, greasy hair and mood swings in a condition known as precocious puberty.

The child started menstruating at the age of 8 and now wears a C-cup bra at the age of 12.

A number of causes have been postulated, including higher levels of hormones in the environment and even increasingly sexualised TV shows. A POINT of sale system glitch is being blamed for a near-riot at a German petrol station this week.

Massive queues developed at the servo in the town of Iserlohn when instead of increasing the fuel price by 3c per litre, the pumps began selling fuel for just 3c per litre.

The mishap, due to a computer hiccup, ended after about 5 hours when the service station was closed - with the assistance of the local police.

A NEW market for influenza vaccines has been highlighted by researchers in Switzerland.

The head of the National Influenza Research Centre at Geneva University, Yves Thomas, said a recent study had shown that flu viruses can survive on banknotes for up to 17 days.

"Our studies have convinced us that it is possible to catch flu from banknotes, but the chances are very slim and there is no cause for concern among the general population," he said.

However he warned that bank employees and others handling large quantities of notes each day "could be at risk".

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