



The Pharmacy Guild of Australia

## This week's update from the Guild

### Pharmacy recognised in National Primary Health Care Strategy

This week the Federal Government gave some well overdue recognition to the extremely important role that primary health care providers play in Australia's health care system.

GP's, nurses, community health workers and pharmacists are at the front line.

They are at the forefront of those aiming to keep people well and out of hospital as well as ensuring that patients receive the right medication and advice when they're ill.

Health Minister Nicola Roxon told the National Press Club in Canberra on Thursday that for too long the emphasis has been at the "crisis point" and not enough energy has been put into preventative health strategies and broadening the roles of our qualified health professionals to relieve overburdened doctors.

Already pharmacy has carved an important role in primary care in the areas of asthma, diabetes, weight management, smoking cessation etc.

On average, people visit a pharmacy once every 11 days – what perfect place for many of the preventative or 'wellness' programs to be delivered.

Pharmacy as the independent 'dispensing' element of the supply chain will play an ever important role as up to 10 professions may become 'prescribers' under a new health model.

Medication continuance and greater flexibility for pharmacy to support medicines supply to patients will no doubt be part of the new health model.

"How can we more fully use their abilities to deliver health care to families?", said Ms Roxon.

"We need to have a primary health care system that enables people to see the right health professional for their needs, in an appropriate place at the right time.

"That may mean rethinking who the 'right health professional' is in certain situations", she added.

The Minister acknowledged the role that pharmacists play in community care and said that "we must ask how we can appropriately value these contributions, how the professions can work together to better utilize their skills, and what, if any, role Government should play in supporting them".

## Connect via pharmacies

PHARMACIES across Australia are set to become a key point of contact between thousands of people and community groups.

Community services minister Jenny Macklin yesterday formally launched the 'Join in Join Up' program which was announced last year (PD 27 Oct).

When the program is rolled out over the next few months participating pharmacies will "use their customer knowledge and

### ASMI lauds primary health care strategy

THE Australian Self-Medication Industry has welcomed the gov't strategy to promote primary health care, which includes measures to address preventative health and the treatment of chronic conditions, as well as moves to improve access to a broader range of health professionals.

ASMI executive director Juliet Seifert said: "There is a great deal that individuals and families can do to manage their health with the assistance of pharmacists and other health professionals before other interventions become necessary."

### Expo correction

THIS weekend's Pharmacy Expo in Sydney (PD yesterday) is a jointly run event between the Pharmaceutical Society of Australia and the Pharmacy Guild.



1300 554 694

**BUNDLE & SAVE**  
Barcode Scanner  
+ Receipt Printer

**\$525** EX GST

Epson TM-T88IV + Symbol LS2208



## DISPENSARY CORNER

FRUIT flavoured sugar pills are on sale in the USA for parents to use as a way of placating hypochondriac children.

The tablets cost US\$6 for a bottle of 50, with the makers saying they harness the "placebo effect" to make users feel better because they falsely believe they've taken medicine.

One scientist in the UK said the pills are a way of "medicalising love" while another suggested they would make children more reliant on pills later in life.

They're sold as a health supplement, with a spokesperson for the manufacturer saying the tablets "stimulate the body to heal itself."

They're marketed under the palindromic name of "Obecalp".

A WOMAN in the Indian state of Orissa has given birth to twins - but instead of having the same birthday, the babies were born almost six weeks apart.

The first child of 25-year-old Babina Patra, a 1.3kg boy, was born on 27 Apr.

His 2kg sister was born a few weeks later on 07 Jun.

The rare occurrence happened because the babies developed from two separate eggs which had become implanted in the womb.

Despite low birth weights doctors said the babies were healthy and progressing normally.

"We are happy with the twins," said the babies' father, Patra Dhableswar.

## Win a Facial Rejuvenation Kit!

**CONGRATULATIONS** to Lillian Kwan of APHS Botany Pharmacy, Sydney who was the first subscriber yesterday to tell us that the main ingredient in DermaNew is Corundum Crystals.

Each day this week PD is giving you the chance to win a Facial Rejuvenation Kit from DermaNew, courtesy of **Total Beauty Network**.

DermaNew is a personal microdermabrasion system you can use in your own home.

It diminishes the appearance of fine lines and wrinkles, decreases visible signs of sun damage, skin discolouration and damaged pores.

DermaNew encourages skin cell renewal safe and effectively.

To win, send your answer to the below question to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**What are the two anti-oxidant ingredients in DermaNew?**

The first person to answer correctly each day will win.

**HINT:** Go to [www.tbn.com.au](http://www.tbn.com.au) and click on the DermaNew logo.



**DermaNew™**  
MICRODERMABRASION

**Tell your pharmaceutical friends about Pharmacy Daily**

**They can sign up for a free subscription at**

[www.pharmacydaily.com.au](http://www.pharmacydaily.com.au)

**Click here**