

Conflict of interest

LAST year's Sigma-operated luxury 11-day Mediterranean cruise for 300 pharmacists and doctors appears to be in conflict with several provisions of a medicines industry code of conduct, according to today's *Daily Telegraph*.

Sigma charged the doctors and pharmacists \$8490 - about \$3000 less than the normal price for the cruise - to hear luminaries such as former Aussie cricket captain Mark Taylor speak, however the Medicines Australia code of conduct states that "any hospitality offered by companies to healthcare professionals must be secondary to the education content".

But Sigma isn't bound by the code because it is not a Medicines Australia member.

Other major generic drug firms also escape the code and its sanctions because it only applies to Medicine Australia members.

Medicines Australian chief Ian Chalmers said his organisation was of the view that "all companies marketing prescription medicines should be required to abide by the Medicines Australia code of conduct".

Asides from being a good bloke and a great cricketer, it is not sure what medical background, if any, Taylor possesses.



Guild compliance tool

THE Pharmacy Guild has developed a world first system for measuring patient medication compliance, and says it could be a key means of reducing nursing home admissions.

Dubbed 'MedsIndex', the tool will be available as a standalone spreadsheet and also as an integral part of most electronic dispensing software systems.

MedsIndex provides a score out of 100 for patients, and is simply based on correlating how often they get repeats filled with the number of doses in each script.

The system has been trialled at a number of pharmacies already, with Guild President Kos Sclavos telling *PD* early indications are that this will be "a big success".

He said that as well as improving the effectiveness of medications for patients, MedsIndex was also likely to increase loyalty as clients will be encouraged to fill repeats at the same pharmacy in order to have an accurate MedsIndex score.

2-day Famvir on PBS

A NEW approach to treatment of genital herpes will be available on the PBS from next week with the addition of 2-day Famvir (famciclovir).

The product is a big change from current treatment options which require courses of up to five days.

The new 2-day variant has white packaging and contains 20x250mg tablets in four blister strips - enough to treat four herpes outbreaks.

Anti-clotting drugs

ASTRAZENECA is recalling 100,000 doses of heparinised saline, after last week's FDA contamination alert (*PD* yest).

TGA tests revealed contamination by the substance suspected of causing hundreds of serious adverse reactions and even deaths in the USA.

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See us at APP

PHARMACY Daily will be reporting on location from the Gold Coast tomorrow and Fri at this year's Australian Pharmacy Professional Conference and Trade Exhibition.

It's the 17th year that APP has operated and 2008 will be the biggest and best yet, with more than 2000 pharmacists expected to be in attendance from across the country.

The Gala Dinner for the conference, to be held at Conrad Jupiters Casino, is already a sellout with attendees clearly eager to see special guest entertainers Mental as Anything.

APP2008 will also feature a keynote speech on Fri from Parliamentary Secretary to the Minister for Health and Ageing, Jan McLucas, who will give an overview of the ongoing partnership between the government, pharmacy and the Pharmacy Guild.

Two pages today

TODAY'S *Pharmacy Daily* includes our regular New Products feature on page two.

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Certified organic and clinically tested

Trilogy commissioned an independent clinical study to demonstrate the efficacy of its certified-organic rosehip oil. According to the findings, using the oil improves skin moisture by 44%, decreases the visible appearance of fine lines and wrinkles by 23% and improves skin softness by 21%. It also has a new look with revamped packaging and is available in both 20ml and 45ml for face and body.

RRP: \$18.95 - \$34.95

Stockist: Trilogy

Tel: (03) 9533 1336



DISPENSARY CORNER

CHOLESTEROL levels will be soaring in the Croatian city of Zagreb, where a man last week created what he claims was the world's biggest chocolate castle.

Krunoslav Budiselic used about 100,000 chocolate bars to create the 3m-high edifice, which was estimated to weigh as much as ten tonnes.

After the 24-hour construction period and an official commemorative ceremony the castle's "bricks" were sold off as part of a fundraising effort to assist disabled athletes attend the upcoming Paralympic Games in Beijing.

HEALTH professionals in the UK have blasted an internet game in which young girls are encouraged to purchase facelifts and breast operations for virtual online dolls.

Dubbed 'Miss Bimbo', the aim of the game is to become the "hottest, coolest, most famous bimbo in the whole world."

Participants have a virtual character to look after, and earn "bimbo dollars" to outfit the doll with sexy outfits and take her to nightclubs.

Other activities include having plastic surgery at an online clinic and the use of diet pills to keep the "bimbo" at her target weight.

The game's creator Nicholas Jacquart insists "It is not a bad influence for young children.

"They learn to take care of their bimbos," he said, claiming that feedback within the game which sees happiness levels lift when the bimbos eat fruit and vegetables "reinforces positive healthy-eating messages."



Adventurous aftershave for thrill-seekers

Actor Ewan McGregor endorses Davidoff Adventure, a new men's fragrance that explores uncharted fragrance territory - from the spicy woody base of Peruvian cedarwood, to the heart of South American pimento, with a top note of chilli pepper to evoke raw masculinity.

RRP: \$90

Stockist: Coty

Tel: (02) 8263 9919

Light up your lips

Party girls will wonder how they lived without Australis Night Lights - lip glosses with a built-in light and mirror. Perfect for touch-ups in the dark, it's handy in pubs, nightclubs, cars, taxis and bedrooms at any time of day or night. The range of colours has equally cheeky names such as Demanding Diva, Attention Seeker and Pash 'n' Dash.

RRP: \$14.95

Stockist: Creative Brands

Tel: 1300 650 981



Pure for pets

The Purist Company has ventured into pet care, with irritant-free grooming products to be sold in pharmacies. PAW (Pure Animal Wellbeing) is a range of natural, clinically tested skincare for sensitive dogs, puppies and 'normal' adult dogs. The new shampoo, conditioner, calming gel and aroma-mist will keep coats clean, soft and smelling fresh, without any itchiness.

RRP: \$14.95 to \$29.95

Stockist: Purist Company

Tel: 1800 631 283



Manuka honey loves Huni

NZ company Comvita has extended its Manuka honey expertise to develop a natural skincare range, including a cleanser, toner, three moisturisers, body lotion and soaps. Huni products use UMF 20+ active Manuka honey, chosen for its moisturising properties, and are free from parabens, SLS detergents, artificial colours and genetically-modified plant materials.

RRP: \$10-\$49

Stockist: Comvita

Tel: 1800 466 392



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