

Win a Wii!

PHARMACY Daily is giving away a Nintendo Wii video game to one lucky attendee at this weekend's Healthcare in Pharmacy Conference, which kicks off this morning at the Melbourne Exhibition Centre.

To enter, visit our stand at the conference and sign up to receive your free personal subscription to *Pharmacy Daily*.

The theme for this year's bi-annual conference is 'The Next Direction' and will focus on the educational and management needs of a community pharmacist and their senior staff.

Healthcare in Pharmacy is an initiative of the Victorian branch of the Pharmacy Guild.

PSA on diabetes

THE Qld branch of the Pharmaceutical Society is hosting a CPD seminar on 'Diabetes - New Insulins & DMAs' on Tue 03 Jun.

The practical update for pharmacists will be held at the University of Qld at 7.30pm.

And on the Sunshine Coast, Dr Phil Bird of the Gosford Clinic will present an update on ADHD & Childhood Development Disorders on Mon 02 Jun at Chancellor State College Secondary Campus.

Both sessions are free for PSA members and cost \$50 for non-members; more info 07 3844 4900.

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Sigma to target banners

SIGMA Pharmaceuticals said yesterday that growing its Amcal and Guardian banner group membership would be a "key focus for 2009" with a range of initiatives planned to combine "the pharmacist's role as a provider of advice with the sale of products and services."

Speaking at the Sigma agm in Melbourne, ceo Elmo de Alwis said the firm's retail business continued to add to the membership benefits of the brands including the launch of on-line training, the Xndo weight loss program and the rollout of digital interactive healthcare kiosks.

He said "almost one in every three pharmacies in Australia" had signed up for Sigma's Embrace program and "attention continues to be focussed on further improvement to purchase compliance levels" in the scheme.

De Alwis also outlined a number of initiatives underway, including a major expansion of its OTC range through a deal with pharmaceutical company Cipla.

The Cipla arrangement will see Sigma source a large range of OTC products in analgesics, complementary medicine and other categories "that will significantly enhance our product offering under both the Herron and Sigma brands."

He said Sigma sees the growth of the OTC category as a key initiative for growing its retail

PBS seminars

THE Health Department has confirmed arrangements for its upcoming Cost Recovery seminars giving information about the new PBS listing procedures, with sessions to be held in Melbourne on 10 Jun at 11.30am and at 2.15pm, and in Sydney on 12 Jun 2008 at 9.30, 12.00 and 3.00pm.

Companies not already in receipt of invitations should email pbscostrecovery@health.gov.au.



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DISPENSARY CORNER

ALL we can say is ouch.

Brazilian woman Elaine Davidson (pictured below) is unlikely to ever have her world record broken.

She's the "World's Most Pierced Woman," showing off some of her latest piercings in Scotland this week.

As of 16 May 2008 she had 5,920 piercings in total, with the total weight of the jewelry estimated at more than 3kg.



A LOLLY shop in far north Queensland is selling 'Viagra-flavoured' sweets.

Kuranda Candy Kitchen, in the hinterland behind Cairns, offers a wide range of lollies made on the premises, with the Viagra-inspired flavours said to be particularly popular with senior travellers.

The bizarre idea has also been used overseas, with the picture at right reportedly taken in a gelato bar in Vancouver, Canada.



pharmacy customers' profitability.

On the pharmaceutical side De Alwis also confirmed that Sigma is close to finalising arrangements with a "large international generics company" to further expand its generics portfolio.

He said Sigma had pulled out of the bidding for Symbion's pharmacy and consumer divisions, but outlined the establishment of a logistics joint venture with grocery firm Metcash which would come into operation if Metcash buys the Symbion businesses.

Under the Metcash JV the logistics and buying functions of the Sigma and Symbion pharmacy wholesaling businesses will be combined to deliver buying and cost synergies to both companies.

De Alwis also declined to forecast Sigma's profits, citing "unprecedented market uncertainty in the lead-up to the introduction of the PBS reforms in August 2008, with pharmacy customers de-stocking to minimise the impact from the price reductions."

SHPA on clinics

THE Society of Hospital Pharmacists of Australia has welcomed the establishment of GP Super Clinics.

SHPA ceo Yvonne Allinson said it was easy to envisage that in the clinics "pharmacists could develop new work patterns with GPs and other health professionals, including collaborative management plans and pharmacist prescribing."

Pharmacist roles could include taking complex medication histories, documenting medication management plans, consumer education and developing pharmacist managed prescribing programs, she said.

"GP Super Clinics provide the pharmacy profession with a great opportunity to improve consumer health outcomes," Allinson said.

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