

## Two pages today

TODAY'S *Pharmacy Daily* includes a second page with photos from the 2008 Healthcare in Pharmacy Conference.

## Nintendo Wii winner

THANKS to everyone who visited the *Pharmacy Daily* stand at the Healthcare in Pharmacy conference, held in Melbourne over the weekend.

Congratulations to **Tony Maher** from **Wyndham Vale Pharmacy** who is the lucky winner of a Nintendo Wii.

## Guild offshore conference 09

THE inaugural Pharmacy Guild of Australia offshore conference will be held in Penang, Malaysia from 27 Sep to 03 Oct 09.

Education session topics will include maximising your business with IT programs, the 5th agreement and the impact of the PBS reforms on your pharmacy.

Delegate packages including airfares, accom, transfers and most meals start from \$3,995pp.

Pharmacists interested in receiving more info should email [events@vic.guild.org.au](mailto:events@vic.guild.org.au).

## Symbion glucosamine complaint

LA TROBE University's Ken Harvey has submitted another official complaint to the Therapeutic Goods Complaints Resolution Panel.

This time he's taken exception to the advertisements published by Symbion last week defending glucosamine (*PD* 21 May) after a CHOICE report which claimed there was little evidence that the supplement was effective apart from as a placebo (*PD* 08 May).

Harvey claims the Symbion ad

## Guild pushes MedsIndex

THE Pharmacy Guild of Australia will heavily promote *MedsIndex* to consumers in the upcoming weeks.

Launched at the APP Conference earlier this year, *MedsIndex* is a compliance monitoring and support service comparing patients medication taking against doctors' prescribed instructions (*PD* 26 Mar).

The scores calculated will assist community pharmacists to assess what professional support the patient requires and develop strategies to improve the patient's medicines compliance.

Research conducted by the Guild last year showed that almost 50% of patients do not take their medicines as directed due to intentional and non-intentional compliance factors.

As part of the Guild's media spend, it will be advertising *MedsIndex* on the *David & Kim Morning Show*, Dr John D'Arcy and Charles Woolley's radio shows and through advertorial in health support group publications.

Guild national president Kos Sclavos told *PD* at the Healthcare



in Pharmacy conference that the Guild is seeing data with outstanding results from the 500 pharmacists that have already implemented *MedsIndex*.

"Pharmacists are reporting back an increase in loyalty from patients, but more importantly because patients are thinking about medication taking there's been an increase in compliance.

"Rural pharmacies who have implemented the program have undergone over 280 *MedsIndex* courses in which 130 have been paid for by patients and the remainder done as a complimentary service for CN and SN customers", he said.

A four-part series of audio visual web streams will soon be available at [www.guild.org.au](http://www.guild.org.au) as a learning tool for pharmacists and their staff to understand the key points and benefits of *MedsIndex*.

"It is the most successful and professional program in terms of financial outcome Pharmacy has created that offers tangible, immediate benefits which the pharmacist can see", said Sclavos.

## New API cfo

AUSTRALIAN Pharmaceutical Industries has appointed Ashley Killick as its Chief Financial Officer.

He's been acting in the role since Feb 2008, with ceo Stephen Roche saying he was delighted that Killick had joined the company, adding that he would "help API maintain its improving performance."

## Champix warning

NATIONAL Prescribing Service is urging health professionals to monitor patients using Champix (varenicline) for any behaviour or mood changes.

The call follows the release of a US study which suggested the product had been linked to a large number of adverse events including seizures, cardiovascular problems and suicides.

NPS says psychiatric symptoms were previously noted so "that information is not new" but said the new report "may be highlighting side effects that have not been previously identified."

## Aussie whingers

DERMATOLOGISTS say that Australians are the world's worst hypochondriacs when it comes to skin allergies.

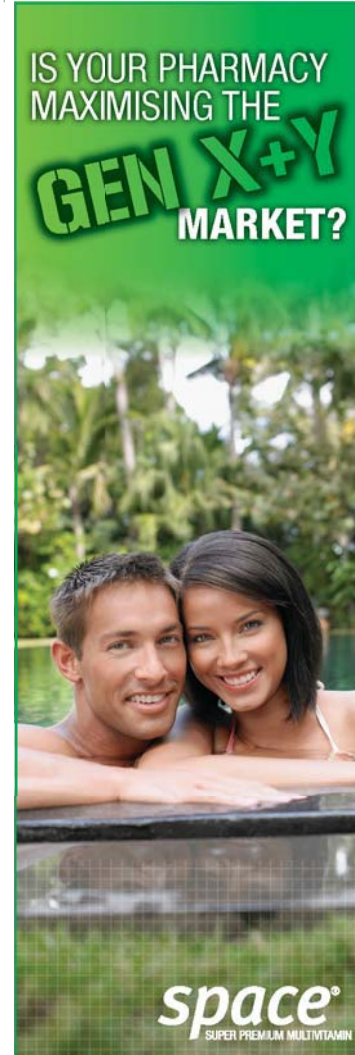
A conference in Sydney last week was told that more than 10% of Australian adults claim to suffer from food allergies - when in reality just 1-2% have a true allergy to food.

"These imagined food allergies are far more likely to be reported by women than by men," said Professor Connie Katelaris of Campbelltown Hospital.

"An individual often feels that they have control over their symptoms if they blame food."

She said that allergy problems lessen with age, with 97% of people who are allergic to dairy as kids no longer allergic as adults.

20% grow out of peanut allergies, while about two thirds grow out of egg allergies.



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## Healthcare in Pharmacy Conference '08

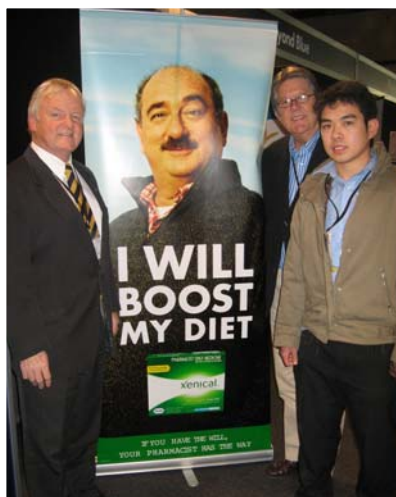
OVER 400 people attended the Healthcare in Pharmacy Conference held over the weekend at the Melbourne Exhibition Centre.

The theme for this year's conference was 'The Next Direction', addressing changes community pharmacy is facing including new technologies, new disease state programs and a new federal government.



**LEFT:** Kos Sclavos, Guild national president; Carolyn Jack, director communications; Dipak Sanghvi, Vic president and Wendy Phillips, deputy exec secretary/director strategic policy.

**BELOW:** Maurice Sheehan, Guild Vic branch director; Trevor Clarkin, Gold Cross gm and Ambrose Yuen from Boronia Junction Pharmacy.



**LEFT:** Major sponsors of the HIP Conference, Ranbaxy. Pictured at their exhibition booth are Paul Marcos, Francesca Comisso and Steve Zafiriu.

**RIGHT:** Did you know that more than 70% of pharmacists in Australia hold an American Express card?

Samantha McCourt, Mel Casale and spinning the wheel is Sharon Keenan.

**BELOW:** It must be Beer O'Clock! Karina Bloomfield, Guild Vic; Peter Broadhead and Steve White, Thompson Parkway Pharmacy, Cranbourne North and Lauren Sullivan, Guild Victoria.



**RIGHT:** Glucojel, Australia's favourite jelly bean and Gold Cross' number one product.

Pictured here are Jessica Burley from Gold Cross in Canberra and William So from Pharmacy 517 in Melbourne.

## DISPENSARY CORNER



**SOME** fascinating statistics about allergies were revealed at last week's Australian College of Dermatologists meeting in Sydney (*see story p1*).

One of the speakers reported on a study of 250 doctors in Britain, which found that 63% reported an increase in patient numbers complaining of allergies after a number of high profile celebrities discussed the matter.

Singers Geri Halliwell and Victoria Beckham, as well as actor Orlando Bloom announced they were sensitive to dairy and wheat products, leading to the massive surge in consumer awareness of the problem.

Another study found that 20% of a 1000-adult sample had learnt about food intolerances and allergies from magazines, celebrity interviews and TV chat shows.

**A GERMAN** couple who put their eight-month-old son up for auction on eBay claim the move was a joke.

However it's backfired somewhat, after police launched a probe into baby trafficking, took the child into custody and ordered that the parents undergo a psychiatric evaluation.

A number of users of the auction site called authorities after seeing the ad on eBay reading 'Baby - collection only. Offer my nearly new baby for sale because it cries too much. Male, 70cm long.'

**HOLLYWOOD** star Harrison Ford has had his chest waxed to help save the planet.

The stunt was part of a video made for climate change group Conservation International, trying to make a point about the global effects of deforestation.

"Every bit of rainforest that gets ripped out over there," he says - as a beautician pats down a wax strip on his hairy chest and then rips it off, "really hurts us over here."

Reports say that although the Indiana Jones star winces, he doesn't actually cry out during the painful procedure.

