

## Today's issue of PD

PHARMACY Daily today has three pages, including a flyer from the Pharmacy Practice Foundation about its upcoming Sydney and Brisbane seminars.

The free sessions are on the topic 'From product to patient. Managing the change' and will take place this month - see p2,3.



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## Breast milk key to health

BREASTFEEDING significantly lowers the risk of allergy and obesity in infants, according to new research.

The findings, presented at the Nestle Nutrition Institute Satellite Symposium in Sydney yesterday, show that breast milk reduces the risk for infant wheezing.

Exclusive breastfeeding can also reduce the risk of childhood obesity by about 20% compared to non-breastfed infants.

"Our preliminary data, as part of the large European Childhood Obesity Project... suggests that improving the quality and reducing the quantity of protein in infant formula to levels closer to that found in breast milk, may also help lower the risk of later obesity," said Professor Berthold V Koletzko, who travelled from Munich to present at the event.

For those not being breastfed, a

hypoallergenic (allergen-reduced) infant formula is the best choice, said another German expert, Dr Andrea von Berg.

The recently published 'GINI' study showed that infants fed a hydrolysed formula have approximately one-third less early skin allergies than those fed on a regular infant formula.

### Uplifting result

NATIONAL Pharmacies' BrasOFF for Breast Cancer Research campaign has had a fitting end by doubling last year's fundraising.

The 2008 campaign raised just over \$40,000 for the National Breast Cancer Foundation thanks to donations to National Pharmacies' 32 stores across South Australia, BrasOFF merchandise sales and a giant 'cup'cake drive presented by Mix102.3 radio.

Hundreds of bras were also collected from pharmacy customers and will be given to the Salvation Army.

Rotary will also use the donated bras in an overseas project, 'Uplift Fiji'.

### New IT venture

PHARMACY IT consultant David Porter has formed a new operation called chemIT, aiming to help pharmacy owners and managers choose the best POS and dispensary systems.

Porter said that unlike some other pharmacy IT suppliers his firm has "no vested interest in any of the vendors or systems on offer," and can provide unbiased and objective evaluations.

More info 1300 655 574 or [www.chemit.com.au](http://www.chemit.com.au).

### Corum assurance

IT'S been revealed that the only banking covenant breached by pharmacy IT supplier Corum Group (PD yesterday) is the firm's debt-to-equity ratio, as a result of the sharemarket meltdown.

The majority of the firm's debt is in the form of about \$6m in convertible notes held by interests associated with Corum md Mark Winnett - which also hold multi-million dollar stakes in other ASX-listed firms - and the situation is expected to be remedied early next year when an Extraordinary General Meeting votes on an acceptable conversion price for the notes.

At that stage Winnett is likely to become the majority shareholder in Corum.

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### DISPENSARY CORNER



PHARMACIES around the world may soon be stocking a new cleaning product which is ideal for those annoying bloodstains.

Scientists at the University of Valencia found that washing powders and other chemicals which use oxygen rather than chlorine for their oxidising function erase telltale traces of haemoglobin.

Until now forensic experts have been able to identify blood on clothing even after up to ten washes, but new types of detergent, such as Reckitt Benckiser's 'Vanish', produce a fizz of oxygen which degrades blood making it less useful as evidence.

The active ingredient is sodium carbonate peroxyhydrate.

HERE'S a great leap forward in public health and safety.

Swimming pools in the south-west of England have banned floats for children because they could pass on infections.

One father said he was gobsmacked at the policy, and "pointed out to the staff that surely it's more of a health and safety risk if the child sinks because they don't have a float."

### Win a Shimmering Mineral Bronzer

EACH day this week PD has been giving readers the chance to win a Shimmering Mineral Bronzer from Designer Brands, courtesy of Total Beauty Network.



For your last chance to win, send your answer to the below question to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

What is the incredible price?

The first person to answer correctly will win.

CONGRATULATIONS to yesterday's winner, Abbey Butler of Flinders Medical Centre.





# “From product to patient. Managing the change”

**BOOK  
NOW!**

## The Pharmacy Practice Foundation is running its **FREE** Retail Seminar Series again in 2008.

Developing a clear and sustainable advantage in an increasingly competitive environment is on the minds of most pharmacy owners in Australia. While developing the idea of that competitive advantage is a challenge in itself, it is not the biggest challenge to success! The biggest challenge to success in small business is NOT in the absence of good ideas but in their attempted execution.

“There is nothing more difficult to carry out nor more doubtful of success....than to initiate a new order of things.” (Machiavelli).

For decades many pharmacists have known that a good part of the answer IS TO ACHIEVE the shift of focus from product to patient - to providing 'solutions' rather than selling merchandise. But few have managed this seemingly simple transition. The final presentation in the PPF's Retail Seminar Series for 2008 is centered on how to achieve this shift.

**Dr Alison Roberts** is a community pharmacist and consultant and one of the principal investigators on the Change Management and Community Pharmacy project.

In 2006, Alison was appointed to the Professional Programs and Services Advisory Committee, which provides advice to the Federal Health Minister on 4th Community Pharmacy Agreement programs.

Alison's presentation will focus on the practical application of findings from research involving more than 1000 pharmacies and 2000 practitioners, centered on the shift towards health-focused pharmacy service delivery.

Change in community pharmacy practice is influenced by factors such as:

- Having a good relationship with doctors
- Having a pharmacy layout that is conducive to service provision,
- An expectation from patients that pharmacies will provide certain services,
- Sufficient and appropriately trained staff to provide the services.

Alison will also present some key tools for effective change management in a community pharmacy.

**Eleonora Feletto** is a graduate of the University of Technology, Sydney where she completed a Bachelor of Business/Bachelor of Arts (in International Studies) and an Honours degree in Management. Her research interests are in change management and pharmacy practice. In 2006, she commenced her Doctor of Philosophy at the University of Sydney. Her postgraduate research is looking at how community pharmacists can optimize their business viability through the implementation of professional pharmacy services.

Elle's presentation will look at case studies of three Australian community pharmacies and will highlight how practitioners are integrating professional services into their community pharmacies. The presentation will outline the strategies these pharmacists have used to make this transition, the helpful hints to success they have shared and issues to be wary of when implementing services.





**BOOK  
NOW!**

# 'PRACTICAL SOLUTIONS'

The PPF seminars are a real opportunity to instigate positive change in your business. **Don't miss out!**

### PPF SEMINAR : SYDNEY 2008

Seminar commence 7.00pm for 7.30pm start.

| SEMINAR  | DATE  | SPEAKERS   | VENUE                         |
|--|---|--|-------------------------------|
| <i>Managing the Change to a Health-Solutions Focussed Pharmacy</i> | <b>SEMINAR 5</b><br>November 11,<br>Tuesday | <ul style="list-style-type: none"> <li>• Dr Alison ROBERTS</li> <li>• Eleonora FELETTTO</li> </ul> | Stamford Grand,<br>North Ryde |

### PPF SEMINAR : BRISBANE 2008

Seminar commence 7.00pm for 7.30pm start.

| SEMINAR  | DATE                                       | SPEAKERS   | VENUE                              |
|--|--|--|------------------------------------|
| <i>Managing the Change to a Health-Solutions Focussed Pharmacy</i> | <b>SEMINAR 2</b><br>November 17,<br>Monday | <ul style="list-style-type: none"> <li>• Dr Alison ROBERTS</li> <li>• Eleonora FELETTTO</li> </ul> | The Chifley at Lennons<br>Brisbane |

## SYDNEY

### ■ November 11, Tuesday

Stamford Grand, North Ryde

*Managing the Change to a Health-Solutions Focussed Pharmacy*

## BRISBANE

### ■ November 17, Monday

The Chifley at Lennons Brisbane

*Managing the Change to a Health-Solutions Focussed Pharmacy*

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