



The Pharmacy
Guild of Australia

This week's update from the Guild

Mirixa Roadshows

A Pharmacy Guild of Australia roadshow highlighting the imminent arrival of Mirixa Australia will be touring capital and regional cities early next year.

Mirixa is an online software platform that will enable systemised implementation of medication related care programs.

Mirixa is a system that will allow every community pharmacy to implement professional pharmacy programs, and will open new revenue streams to community pharmacy.

Developed and owned by the US National Community Pharmacists' Association (NCPA), Mirixa Australia will be operated by the Guild's subsidiary healthlinks.net.

The 15 roadshow seminars, from mid-February to mid-March, will prepare the ground for the national launch of Mirixa Australia at the Australian Pharmacy Professional (APP) Conference in April.

The NCPA President Holly Henry and NCPA Chief Executive Bruce Roberts will attend APP to mark the occasion.

The roadshow seminars will outline the first of a suite of programs that will be launched in Australia.

The first is an adherence/compliance program targeted at chronic therapy patients to assist them to better adhere to their medicines regimen.

Many of the major chronic therapy medicines on our Pharmaceutical Benefits Scheme are not taken according to doctors instructions and we hope that the systemised approach will assist patients to follow doctors' instructions appropriately.

By July next year, there will be up to six tailored drug programs involving medicines which together account for around \$1 billion of Pharmaceutical Benefits Scheme (PBS) revenue.

Higher Medicare warning

A SPEAKER at tomorrow's Australian Self Medication Industry conference in Sydney is set to warn that higher Medicare levies are inevitable unless self-care increases in Australia.

Health economist Dr Paul Gross says that remedying known gaps in education and communication can "help ease the economic burden falling on households."

Gross will urge politicians to respond to realities including the the worsening shortage of GPs and the current involvement of about 80% of pharmacists in non-prescription advice.

Fancy some Botox?

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with neurological uses for Botulinum toxin A or Botox, well known for its cosmetic applications.

The bulletin is available at no charge from Chris Alderman on chris.alderman@rgh.sa.gov.au.



Your team
in the Pharmacy and
Professional Health
IT industry

sales service support

1300 554 694

www.pharmit.com.au

He said any reform should focus on better informing consumers and urged a new "national self-care alliance to promote the proven tools of self care."

Keep wounds moist

BELGIAN pharmacist Philippe Sollie is in Australia this week to promote a range of wound care products he's developed.

Sollie established Flen Pharma which focuses on the discovery and development of novel wound treatments claimed to "significantly enhance the healing process."

Flen Pharma produces a range of skin-friendly gels based on five healing principles: keep it moist; keep it clean; prevent infection; create an environment where skin and immune cells can get on and do the job of healing; and finally don't cause harm through allergy.

Originally focused on burns, the products have been also applied to venous ulcers, diabetic foot ulcers, pressure sores, post operative wounds and scar prevention after plastic surgery.

New analgesic tool

NATIONAL Prescribing Service has developed a no-cost quality improvement tool to help pharmacists determine the appropriateness of analgesic use by nursing home residents.

Dubbed *Analgesic use for persistent pain in aged care homes*, it's the third Drug Use Evaluation toolkit available from NPS at www.nps.org.au.

Pharmacists can register online and when the DUE is completed are eligible for 25 PSA and AACPD points.



DISPENSARY CORNER

SALES of hair gel to metrosexual men must be booming, according to a survey released yesterday which showed that the traditional Aussie male is under threat.

The study, commissioned by Barons Brewing, said there's been a massive increase in the number of champagne-swilling dandies who are more interested in hair products and after-shave than their forebears.

"If the trends continue there'll be nothing but weak handshakes and pink frocks," said Barons Brewing ceo Scott Garnett.

AND speaking of brewers, a group of students in Texas, USA have created a genetically modified beer aimed at preventing illness.

BioBeer is brewed using a yeast called resveratrol, also used in red wine and thought to have some effect in staving off heart disease, diabetes, cancer and Alzheimers.

Unfortunately the healthy brew tastes disgusting.

Win a Lip Spa Kit

CONGRATULATIONS to Diana

Kober of APhS who was yesterday's lucky winner of a Lip Spa Kit from Naked Kiss, courtesy of Total Beauty Network.

EACH day this week **Pharmacy Daily** is giving you the chance to win the Lip Spa four step lip care system which promises to help renew and restore your lips and make them fuller, sexier and more kissable!

It exfoliates, moisturises, retore and seals in a matter of minutes - to win, send your answer to the below question to: comp@pharmacydaily.com.au.

Name five things the Lip Spa Kit will do for your lips.

The first person to answer correctly each day will win.

HINT: Go to www.tbn.com.au each day and click on the Naked Kiss logo at the top of the page.



MOUNTAINTOP'S REG SOFTWARE

Australia's best value
pharmacy POS software

Ring 1800 500597



In tough economic times...

- knowing your personal strategy is essential
- customer loyalty is even more important
- getting your retail offer right is imperative

instigo has the people, marketing and retail solutions to help you achieve your goals



Contact us now: 02 9248 2616
info@instigo.com.au
instigo.com.au