



The Pharmacy
Guild of Australia

This week's update from the Guild

Generic Medicines

THE Pharmacy Guild of Australia and Australian-owned pharmaceutical company Generic Health have joined forces in a national campaign to promote the benefits of generic medicines.

They have teamed up to produce a 30 second Community Service Announcement (CSA) fronted by community pharmacist and Guild member, Brendan O'Loughlin, in an effort to redress the low uptake of generic medicines by Australians.

In the 30 second nationally-run TV advertisement, Brendan dispels the popular misconception that a cheaper price must mean a compromise in quality.

Generic medicines are indeed usually less expensive than branded medicines, and contrary to popular belief, work in the same way and have the same health benefits as brand-name medicines.

Studies have shown that costs are often the cause for non-compliance among consumers with their medication. Generics benefit the consumer by saving them both money and reducing the risk of non-compliance.

The CSA, which will continue to air nationally on all commercial television networks over coming months, complements another generic medicines consumer awareness campaign being conducted by the National Prescribing Service (NPS).

The NPS campaign, entitled "Generic Medicines are an Equal Choice", began in October and features a series of TV commercials, an online marketing campaign, in-pharmacy advertising, and a tool kit for pharmacy staff.

The generic medicines pharmacy tool kit comprises prescription intake forms, prescription repeat folders, best practice guidelines, and new ancillary labels that highlight the active ingredient when brands are substituted.

It was developed in consultation with the Guild, Pharmaceutical Society of Australia, practicing pharmacists and consumers.

New RUM HMR guidelines

THE Return Unwanted Medicines (RUM) project has announced new guidelines for the collection and disposal of "collected" medicines by pharmacists when conducting Home Medicines Reviews.

The guidelines are the outcome of a working party comprising accredited pharmacists Toni Riley and Sue Scott, AACP ceo Bill Kelly, Pharmacy Board of Vic registrar Steve Marty and RUM project manager Simon Appel.

The guidelines suggest that medicines collected during an HMR must be securely stored pending return to a community

pharmacy for ultimate disposal.

The Accredited Pharmacist should record the date of collection and patient's name and receive a receipt from the pharmacy where collected medicines are left for disposal.

New collection bags, designed specifically for storing unwanted medicines collected use in HMRs, will be available soon, said RUM's Simon Appel.

"These containers will be provided by the RUM Project Office at no charge to Pharmacists, and will provide a specific vehicle for collection and return to community pharmacies for ultimate disposal," Appel said.

He said the bags could be ordered by calling 1300 650 835, by fax 03 9583 8533 or via email at rum@vic.chariot.net.au.

DIA in China

THE Drug Information Association has opened a new office in Beijing.

"China's pharmaceutical industry has become a major force in drug discovery and development," said William Brassington, Acting DIA Worldwide Executive Director.

"As the premier provider of neutral global forums for the exchange of information, education, and training, it is imperative that we solidify our presence in the region."

DIA has offices in the US, Switzerland, Japan and India.

Management conf

THE next Pharmacy Management Conference will be held in Sep 2009 at the Hyatt Regency Sanctuary Cove in Qld.

It's open to everyone interested in pharmacy, with particular relevance to pharmacy owners and managers, banner groups and their members and suppliers.

For further details see www.pharmacyconference.com.au.

NOT ALL MULTIVITAMINS ARE CREATED EQUAL



Exclusive brand to pharmacy
and health food retailers

space[®]
SUPER PREMIUM MULTIVITAMINS



Symbion PDE's 302015 and 302058

Medication mgt site

A NEW website launched yesterday by Minister for Ageing Justine Elliot aims to help nursing staff and health professionals manage patient medication in Australia's nursing homes.

The website was developed by the National Prescribing Service following feedback from nurses working in nursing homes that highlighted difficulties in keeping up to date with relevant legislation and information.

The site, accessible via www.nps.org.au, provides access to Commonwealth and state legislation, such as the Drug and Poisons Act, and guidelines and toolkits produced by Nurses Boards in each state.

A study conducted by the Victorian Poisons Information Centre in collaboration with Austin and Melbourne Health suggested that medication management could have been responsible for up to 140,000 potential avoidable hospital admissions nationally.

Medication management in nursing homes is a complex area as an estimated 98% of residents take at least one form of medication and 63% are taking four or more medicines, making interactions more likely.

Nanotech forum

THE Australian Office of Nanotechnology is holding a free seminar in Canberra from 6-8pm on Wed 10 Dec, covering developments in nanotechnology and possible effects on health, safety and the environment.

Speakers include Julian Cribb, Jim Williams and Tanya Monroe.

It's on at the CSIRO Discovery Centre - more info 02 6276 1978.

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



Need Pharmacy Staff?

Look for Work

Offer Work

Student Services

Event calendar



Pharmlink.com.au



Drive retail sales from your dispensary introducing... **DispensaryLoop™** FeelGood

Flying high with iNova Pharmaceuticals!

LAST month six lucky pharmacy staff and partners enjoyed a luxury Hamilton Island weekend courtesy of iNova.

They were the major prize winners of the Diffiam DURO-TUSS Search and Rescue Pharmacy Challenge - **Ashleigh Baldwin** of Quality Pharmacy, Burwood Vic; **Athina Podrigues**, Parade Pharmacy Williamstown Vic; **Alana Jurga**, Flinders University Pharmacy Redford SA; **Kelly Mitchell**, Moama Pharmacy, Moama NSW; **Bernadette Applegarth**, Northlands Pharmacy, Toowoomba Qld; and **Hoda Sleiman**, Community Pharmacy, Drummoyne NSW.

All six walked away with prizes including Sony Bravia TVs valued at over \$2000 and \$1500 Coles/Myer vouchers.

RIGHT: The participants, including Athina and Jorge, enjoyed a spectacular helicopter ride over Heart Reef.

BELOW: Heading off on a day trip to the Great Barrier Reef.



ABOVE: Hoda and Sue on the reef pontoon.

WIN Australis 21st Anniversary collector lipsticks!



Pucker up ladies - it's time to party! Australis is turning 21 this year, and to mark the occasion has teamed up with **Pharmacy Daily** to give readers the chance to win a set of its recently launched limited edition range of collectors lipsticks.

These lipsticks are not only in the most popular shades for Summer 2008, but they also capture colours from the passing decades.

The collection includes Disco Fever, High School Sweet Heart, 21 Diamonds, Demure, Bathing Beauty and Red Carpet.

Each lipstick retails for \$12.95, but to receive the whole collection FREE, be the first to email the correct answer to this question:

Name a product found on the 'What's New' section of the Australis website.

Send your answer through to comp@pharmacydaily.com.au and the first correct entry will win the prize, so hurry!

Tip: Visit the Australis website www.australiscosmetics.com.au

CONGRATULATIONS to Marina Holt of PCCA who was yesterday's winner.



ABOVE: Bernadette Applegarth of Northlands Pharmacy in Toowoomba Qld was the ultimate winner of the Challenge.

She was given the chance to pick 1 of 100 boxes, one of which contained the major prize of \$100,000. Bernadette didn't choose that box, but still won a great prize of a \$1000 BP gift card.

DISPENSARY CORNER

HOW about this as a new stock item to boost Xmas sales?

An online retailer in Japan has launched a new brassiere for cross-dressing men, and it's become one of its top selling lines since becoming available just two weeks ago.

The Wishroom shop has already sold more than 300 of the men's bras which are available in pink, black and white.

The bra can apparently be worn discreetly under men's clothing, and the shop also sells panties to its male customers.

ANTIOXIDANTS in red wine are good for you - no matter how they're taken in.

That's the theory of the owners of a Japanese health spa which has been encouraging guests to bathe in Beaujolais Nouveau.

At midnight each night until the end of Nov a sommelier at the Hakone Kowakien Yunessun will pour bottles of the light red wine into an open-air bath.

"We try to offer something seasonal for our guests," said a spokeswoman for the resort.

"Although it was very cold outside, people came out for the bath and they were sweating and enjoying the wine," she said.

IT might bring congratulations from the Queen or Prime Minister, but turning 100 isn't a guarantee of contentment, according to new research which showed clear signs of depression in 25% of centenarians.

Scientists from Temple Uni in Philadelphia found a quarter of subjects had "clinically relevant" symptoms but only 8% had actually been diagnosed.

Tell your pharmaceutical friends about Pharmacy Daily
They can sign up for a free subscription at

www.pharmacydaily.com.au

Click here