

## RB backs NDPSC

RECKITT Benckiser (RB) says the NDPSC move to seek further information about ibuprofen codeine combination analgesics (*PD* yesterday) is appropriate, saying it would welcome the opportunity to work with the govt and pharmacists to "address the risk of misuse of OTC codeine combination products."

### WIN Australis 21st Anniversary collector lipsticks!



Australis is turning 21 this year, and to mark the occasion has teamed up with *PD* giving readers the chance to win a set of its recently launched limited edition range of collectors lipsticks.

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

**In the FAQ section of the Australis website, which Australis lipstick stays on all day?**

Send your answer through to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au) and the first correct entry will win the prize, so hurry!

Tip: Visit the Australis website [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au)

CONGRATULATIONS to Melissa Mirabile of Webstercare who was yesterday's lucky winner.

## HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we plan to highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

If you have seen the movie *Australia* you may be inspired to see for yourself the magnificent Top End. Flight Centre has a 7-night adventure exploring the Territory. A roundtrip from Darwin, visiting Litchfield National Park, Wangi and Edith Falls, Katherine Gorge, Kakadu National Park and Arnhem Land. Priced from \$2169pp includes accomm., breakfasts, 5 dinners, and transport in an air-conditioned coach. For bookings & more details call 131 600 or see [www.flightcentre.com.au](http://www.flightcentre.com.au). Escape Travel has a last

minute offer on a 7-night self-drive package to Alaska. Couples who book before 19 Dec 08, can save up to US\$500. Prices start from \$2999pp and include 7 nights accom, 8 days car hire, 2 day rail journey on the McKinley Explorer, sightseeing and transfers. For travel from May 14 to Sept. 15 2009. Phone 1300 799 783 or go to [www.escapetravel.com.au](http://www.escapetravel.com.au). And if you are still thinking about where to go these school holidays, Tourism NSW has some great offers available through their website at [www.visitnsw.com](http://www.visitnsw.com).

## Pharmacy and GPs unite

PHARMACISTS and General Practitioners have renewed their vows to work together in sickness and in health.

A new Memorandum of Understanding was signed in Canberra yesterday between the Pharmacy Guild and the Australian General Practice Network (AGPN).

Dr Emil Djacic, chair of the AGPN, said the two organisations had renewed the MOU to strengthen "the collaboration between the professions occurring in the community.

"This reinforces both organisations' commitment to primary healthcare; to influence improvements in the sector, its systems and specifically the individual roles in it.

"We recognise that health is enhanced when professionals adopt a multi-disciplinary and team approach to care planning

### APP earlybirds

THE Pharmacy Guild is offering two prizes of three night luxury acco packages at Conrad Jupiters on the Gold Coast for the duration of the APP2009 conference.

All registrations received by 31 Dec will go in the draw to win one of the packages and will also receive special earlybird pricing.

The conference program will focus heavily on the upcoming Fifth Community Pharmacy Agreement negotiations.

See [www.appconference.com](http://www.appconference.com).



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## DISPENSARY CORNER

PHARMACISTS on the Gold Coast have been very busy during this year's Schoolies celebrations.

The *Gold Coast Bulletin* today reports that sales of the morning-after pill have soared, with some chemists saying more than 30 teenage girls were fronting up for emergency contraception every day.

That's not to mention a similar skyrocketing demand for condoms.

"They are sexually active - no denying that," said one Surfers Paradise pharmacist.

A SYDNEY researcher has made a breakthrough in pain management - using a magnifying glass.

Dr Lorimer Mosely of the Prince of Wales Medical Research Institute has found that patients' perception of pain could be altered simply by making an injured limb looking bigger or smaller.

When an aching arm was made to look large it hurt more than usual after it was moved.

And conversely if it looked smaller than it actually was it hurt less - and in fact swelling also decreased.

"The brain is capable of many wonderful things, based on its perception of how the body is doing and the risks to which the body seems to be exposed," said Dr Mosely.

"If it looks bigger, it looks sorer and more swollen.

"Therefore the brain acts to protect it," he said in the journal *Current Biology*.

and delivery," Dr Djacic said.

Kos Sclavos, National President of the Guild, said the MOU reflected their shared goals.

"At a grass-roots level, and despite the occasional portrayal in national media to the contrary, general practitioners and community pharmacists work very closely on a day-to-day basis.

"They are essential elements of the primary health care team whose single focus is the health of their communities," he said.

Among the principles agreed was that cooperation between the Guild and the AGPN will enhance the health of Australians.

### Vale Roger James

THE pharmacy community is mourning the death of prominent Victorian pharmacist Roger James who died on Tue aged 68.

A graduate of Monash University, James was a former ceo of the Pharmaceutical Society of Australia (Victorian branch) and also worked as ceo of the Victorian Hospital Association.

### Warfarin win

A WARFARIN drug information and education campaign was among the winners of the Quality Improvement Awards presented by the Australian Council on Healthcare Standards last night.

St Vincent Private Hospital's Warfarin Anticoagulation Safety Project was recognised for its achievements in medication management, including a 23% improvement in compliance with warfarin initiation protocols and a 48% improvement in patients receiving warfarin education prior to discharge.

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