



The Pharmacy
Guild of Australia

This week's update from the Guild

Carer's Week 2008

ONE in five Australian households currently provide care and support to relatives or friends who are frail, have a disability, mental illness, or a chronic condition.

This week (19 – 25 October) is Carers Week, a national event to promote awareness of the incredible role that carers play in our communities.

It's also an opportunity for pharmacists to show that they are a crucial element of a carers vital support network.

Carers often deal with health professionals, particularly when it comes to arranging medication, and therefore rely on their community pharmacist to provide constant information and support when it comes to the needs of their loved one.

Carers are an important part of a wider health care team and provide constant emotional support for some of the most vulnerable, isolated members of our community. But in doing so, they often fail to consider their own needs.

Win a Collagen Booster

EACH day this week **Pharmacy Daily** is giving you the chance to win a Collagen Booster from Naked Kiss, courtesy of **Total Beauty Network**.



This chap stick not only gives you healthy lips, but it also plumps and gives you a full smile with no irritation.

Congratulations to Winnie Lo of Symbion Health who was yesterday's lucky winner.

For a chance to win, send your answer to the below question to: comp@pharmacydaily.com.au.

How much more moisture and fullness do you get?

The first person to answer correctly each day will win.



Sigma discount warning

SIGMA Pharmaceuticals ceo Elmo de Alwis says pharmacists should remember the coming second phase of PBS reforms when attempting to negotiate discounts with suppliers.

Speaking to attendees at Sigma's annual conference in Dubai last weekend he said the industry needs to act responsibly, which he defined as "settling for a little

bit less now to ensure long-term price stability," according to today's *Financial Review*.

He said the next phase would see the govt monitor the average selling price of generics to pharmacies and adjust the PBS-reimbursed price accordingly.

"If discounts go unabated then what will happen is that your prices come down with the price disclosures," he said.

About 165 delegates attended the conference which included an address from Guild President Kos Sclavos on "Setting the Right Environment for the 5th Agreement."

Pharmacy assistant of the year

DIANNE James has been named as this year's Pharmacy Guild/GSK Pharmacy Assistant of the Year.

Ms James, assistant retail manager of Priceline Pharmacy Warragul, was selected from eight state and territory finalists at the Pharmacy Assistant Conference on the weekend.

As part of her prize, she receives cash, training and will write a monthly column for *Post Script* magazine.

Breast cancer option

A **NEW** treatment for Australian women with metastatic breast cancer is set to be available following its approval by the Therapeutic Goods Administration.

Abraxane (nanoparticle albumin-bound paclitaxel) is approved for the *treatment of metastatic carcinoma of the breast after the failure of anthracycline therapy*.

Specialised Therapeutics Australia will begin distribution from 01 Dec through the Abraxane Patient Access Program.

Spokesman Carlo Montagner confirmed that the firm has also applied for a PBS listing.

Generics campaign

THE National Prescribing Service today launches its latest generics campaign, which begins later this month with a series of TV commercials, online marketing and in-pharmacy advertising.

Pharmaceutical Society of Australia Vice-President Shane Jackson welcomed the *Generic medicines are an equal choice* campaign, saying it's "an excellent demonstration of collaboration between key pharmacy organisations."

"PSA expects that the campaign will reduce the potential for confusion and raise awareness of what generics are and what it all means for consumers."

"We also hope it dispels some of the myths associated with generic medicines, and reinforces the key message that generic medicines are an equal choice."

Pharmacy staff will receive a resource kit with support for best practice when discussing generic medicines with consumers.

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DISPENSARY CORNER

HERE'S another cosmetic use for botulinus toxin, commonly injected into facial muscles to help smooth wrinkles.

Doctors at a clinic in the UK are now routinely performing a procedure known as a "foot filler" for women suffering severe pain in their toes after years of wearing high heels.

Dubbed 'stilletotarsal' the condition causes pain in the soft tissue on the ball of the foot, with Botox injected into the area to plump it up.

A clinic spokeswoman said "the balls of the feet take a lot of pounding in high heels but some women refuse to give them up."

"The procedure won't make their feet look any better but it will certainly protect the nerves and the soft tissue and make walking in their heels much easier," she added.

A **21-YEAR-OLD** man from Pennsylvania in the USA will probably be checking his lipid levels after completing a so-called "meat marathon".

He's the first person to finish a gigantic hamburger weighing over 10kg available at Denny's Beer Barrel Pub near Pittsburgh.

Brad Sciuillo took four hours and 39 minutes to eat the Beer Barrel Belly Bruiser, including a 7.5kg meat patty, lettuce, cheese, tomatoes, onions and of course a special sauce.

"About three hours into it, thngs got tough," he said, but knuckled down to finish the massive monstrosity.

For finishing in under five hours he won US\$400, T-shirt and what the pub's owner described as a "burger hangover."

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