

Collaborative care

CURTIN University of Technology says it is "leading the way" in collaborative healthcare.

The university has introduced inter-professional education to its health science courses in an effort to encourage different disciplines to work together to manage healthcare problems.

Healthcare sector resilient

THE healthcare industry in Australia is expected to be the most resilient part of the economy through the current downturn, according to National Australia Bank research released this morning.

The study says the \$80b healthcare industry, which accounts for 9% of Australia's GDP, will "maintain its low risk, stable profile" despite the crisis.

"People get sick and need medication regardless of conditions in the economic environment," said NAB Health acting gm Marina Karvounaris.

She said the stability was apparent in almost all areas of the healthcare industry.

"Pharmacy is one of the most heavily regulated Australian industry sectors and will be well

STOP right now

THE Pharmacy Guild is urging all community pharmacists to adopt the Project STOP system for tracking pseudoephedrine diversion, with a new campaign telling them to "be part of the solution, not the problem."

PSA/student pact

THE Pharmaceutical Society of Australia has announced that it will sign a "significant Memorandum of Understanding" with the National Australian Pharmacy Students' Association at the APP conference this weekend.

The PSA said the move would "cement the ongoing relationship between the two organisations," with the ceremony to be followed by the launch of a new promotional video which will be screened for the first time.

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Symbion's minfos has an each way bet

SYMBION Health's minfos dispensary software has announced it will join the Pharmacy Guild-backed eRx Script Exchange national electronic prescription network - as well as the MediSecure system backed by the Royal Australian College of General Practitioners.

eRx Script Exchange said the addition of minfos demonstrated its "approach of industry-wide collaboration" which would see e-prescriptions being made available to 99% of Australian pharmacies this year.

Guild President Kos Sclavos said: "We are delighted to receive the support of Symbion and its IT arm minfos," saying the addition would again show community pharmacy as "quick adopters of IT initiatives."

But in an announcement this afternoon minfos also said it would work with MediSecure.

Minfos mgr Matt Lalor said the company had worked hard to implement e-prescriptions within the software, which is already operational in some of its NT sites.

"The benefits of e-prescribing to both pharmacies and their patients are enormous.

"Pharmacists can expect improved accuracy and efficiencies within their stores, allowing them to focus more effort on the health outcome for their patients," he said.

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protected in the downturn.

"The industry has ownership restrictions and specialised rights to sell certain types of medicines not available through other retailers," she said.

NAB is also expecting future growth in pharmacy with the ageing population.

"Other factors contributing to the positive outlook for pharmacy include rising incomes over the long term, increased health awareness and technology driving new medicine availability to the market," Karvounaris added.

Pharmacists' ability to offer value added services such as professional healthcare advice was also seen as a positive differentiating factor from other retailers such as supermarkets.

However the research also sounds a warning for governments, predicting that technological advances and the ageing population could see healthcare comprise 20% of GDP by 2025.

ADRAC bulletin out

THE latest edition of the Australian Adverse Drug Reactions Bulletin is now available on the TGA website www.tga.gov.au.

The bulletin features info about severe reactions with intravenous immunoglobulin, plus serious reaction reminders about sodium valproate and fetal malformations and cefaclor and serum sickness-like reactions in children.

WIN TAN IN A CAN

Le Tan has again teamed up with *Pharmacy Daily* giving readers the chance to win a can of the new Le Tan Jet Dry over the next two weeks.

Le Tan Jet Dry is the perfect last minute tan solution that can be applied before work or a night out on the town with the confidence it will be competely dry and ready when clothing is put on three minutes later.

Le Tan Jet Dry is infused with vanilla fragrance making it one of the most pleasantly scented tans available.

Each 100g can retails for \$12.99, and to receive your very own can for FREE, simply send through the correct answer to the following question:

Name another product from the Le Tan range.

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received each day will win the prize, so get those entries in quick!

Hint: Visit the Le Tan website at: www.letanfast.com.au.

CONGRATULATIONS to Jaylee Osborne of Signet who was yesterday's winner.



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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy! Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Shower mums with love and lotion

Natio has packaged its Wellness body care range into a gift pack for Mother's Day - in a hat box! The eye-catching box contains: Wellness Shower & Bath Gel, Body Lotion, Hand Cream SPF 15, and Foot Scrub. Antioxidant-charged pomegranate helps to stimulate collagen and elastin in the skin and provide a healthy radiance.

RRP: \$24.95

Stockist: Natio

Tel: (03) 9415 9911



Clarins expands its classic cleansers

With a new 100% plant complex combining gypsophila, polymnia and cottonseed, which brings comfort to all skin types, Clarins introduces three cleansers for customers who like the refreshing feeling of soap and water, yet dislike the drying effect. The new cleansers also contain shea butter (dry or sensitive); cottonseed (normal/combination); and tamarind (combination or oily).

RRP: \$40

Stockist: Trimex

Tel: (02) 9663 4277



Extreme volume for lashes

L'Oréal Paris' Extra-Volume Collagene is an extreme volumising mascara that gives lashes 12 times the volume. Ingredients in the formula work to retain water, promoting hydration of the lashes and increasing their size, while soft wax agents provide optimal dispersion for instantly thickened lashes.

RRP: \$26.95

Stockist: L'Oréal Paris

Tel: 1300 659 259



Gucci goes floral and feminine

Flora by Gucci is aimed at a younger customer than its predecessor Gucci by Gucci, which was suitable for the powerful businesswoman. This sensual fragrance has a heart of rose and osmanthus, with top youthful notes of fresh citrus and peony, all reined in with a base of sandalwood and patchouli.

RRP: \$84-\$139

Stockist: Cosmax Prestige Brands

Tel: (02) 9695 5678



Luxe lift to reduce age spots

Estée Lauder has introduced Re-Nutriv Ultimate White Lifting Creme, a nourishing cream that is claimed to grant "virtual immunity" from age spots, dehydration and loss of firmness. It's an ideal companion to the range's serum, launched in 2006, to help reveal a more even skin tone.

RRP: \$395

Stockist: Estée Lauder

Tel: 1800 061 326



DISPENSARY CORNER

THE latest hot pharmacy item in Malaysia is paper dentures.

The craze has been sparked among ethnic Chinese people in the country as they celebrate the Qingming festival, in which replica offerings are burnt to honour ancestors.

Also known as "grave-sweeping day" the festival on 04 Apr is more commonly known for paper money and paper clothes.

But the Kuala Lumpur *Star* newspaper said that this year there were lots of new additions to the range of items going up in smoke, including the dentures as well as paper replicas of luxury handbags, exercise treadmills and even snooker tables.

One customer was quoted saying "My father wore dentures and it was his habit to wash them every night. This is just my way to remember him."

POLICE in Germany are under fire after chasing a "phantom" serial killer for 16 years, based on DNA samples from an innocent woman.

Since 1993 officers have been on the search for a female they believed had taken part in 40 crimes, including six murders, after her DNA was found repeatedly at crime scenes in Germany, France and Austria, with a €300,000 reward on offer.

It now turns out that the DNA came from a worker at a factory in southern Germany where cotton swabs are produced for the law enforcement community.

They now believe she may have sneezed on or otherwise contaminated the swabs as they were manufactured.

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