



The Pharmacy
Guild of Australia

This week's update from the Guild

The Quality Quest 2009

How healthy is your pharmacy?

THE first Quality Quest workshop, organised by the Quality Care Pharmacy Program (QCPP), was a huge success at this year's APP Conference.

If you have been thinking that there are better ways of doing things in your pharmacy it is probably because there are!

But where do you start?

More than 80 attendees heard how to begin the change process from quality improvement consultants, who worked closely with three QCPP accredited pharmacies for a period of four months.

Attendees were shown how a demographic analysis of surrounding areas could be practically applied by adjusting open hours and ultimately increasing customer traffic.

- How flow charts can be used to make improvements in the areas of induction training, equipment calibration, Dose Administration Aids servicing and workplace safety.

- That carefully plotted cause and effect charts can reduce errors and improve the process of induction and product training for staff.

This valuable workshop clearly showed the power of applying quality improvement tools, and using data to take a pharmacy's quality assurance system to the next level.

Attendee feedback of the workshop was very positive and the Quality Quest hopes to be back in 2010:

- "Brilliant concept!";
- "Most appreciated and well worth the journey!";
- "Helped me think about problem solving and the skills involved.";
- "Good to sit down and spend time thinking about issues in your pharmacy and areas to improve."

Raptiva withdrawal gradual

MERCK Serono has reiterated that although psoriasis treatment Raptiva (efalizumab) will be withdrawn from the Australian market on 29 May (**PD** 13 Mar), it is important that patients not discontinue the drug suddenly without alternative therapy.

A number of **Pharmacy Daily**

readers have expressed concern about the withdrawal, with some pharmacies reportedly advising that the drug is now unavailable.

In response to these queries, Merck told **PD** that Raptiva is "still a registered product and still able to be written on prescription and reimbursed via the PBS."

"Patients will still be on Raptiva and may present scripts to be filled until the end of May. Orders for Raptiva from wholesalers should be filled in the normal manner," the company advised.

Immediate cessation of Raptiva without substitution treatment may be followed by a significant rebound of the condition, including recurrence of psoriasis or emergence of new morphologies, such as pustular and erythrodermic psoriasis, Merck said.

Low-dose aspirin

BAYER has released a new 'cardio aspirin' to help reduce the risk of heart attack and stroke.

Aspro Protect follows recent NPS recommendations that low-dose aspirin be considered for all patients at high cardiovascular risk.

Aspro Protect 100mg gives patients the option of purchasing aspirin specifically for heart protection, and at the most commonly recommended daily dose without having to split tablets.

Port Stephens clinic

THE Health Department says it's signed an agreement with Rural and Metropolitan Health Pty Ltd to provide \$2.5 million for the establishment of the Port Stephens GP Super Clinic.

The clinic will be located in the main shopping precinct of Nelson Bay on the NSW north coast and provide "integrated health services to meet the needs and priorities of the local community", with a strong focus on preventative care and chronic disease management, especially in the area of diabetes.

NUROFEN JUST GOT FASTER

THAN STANDARD NUROFEN

**TWICE
AS FAST**

*ABSORBED UP TO TWICE AS FAST
AS STANDARD NUROFEN



Self care advice

AUSTRALIAN Self-Medication

Industry marketing manager Graham Birch says pharmacies should make the most of the global 'self care' trend and change the way they manage front of counter business in order to flourish.

Speaking at APP on the Gold Coast on Fri, Birch outlined "relatively simple adjustments" that pharmacists can make to result in a significant boost to profitability.

He showed figures revealing that in a study of 80 pharmacies, the nine most profitable categories in front of shop - including cough/cold/hayfever, S3s and analgesics - generated a significant net profit.

However this was wiped out by a loss in less profitable categories, such as gifts, haircare and cosmetics.

"Front of shop should get more focus, and if managed correctly could do a lot to boost total profitability at a time when the dispensary business is being squeezed," Birch told **PD**.

Breast cancer listing

THE first nanoparticle drug to be approved by the Therapeutic Goods Administration has now also been PBS-listed, providing an affordable new treatment option for women with metastatic breast cancer.

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

More than 80 Australian patients have already been treated with Abraxane free of charge after the launch of the company-sponsored 'Abraxane Patient Access Program' (**PD** 29 Jan).

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.

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 completely 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:

Where can you buy Le Tan Jet Dry?

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 Renae Arnold of Guardian Pharmacies who was yesterday's winner.



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RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of antithrombin deficiency and treatment with anticoagulants such as Thrombotrol-VF and ATryn.

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

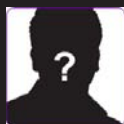
Pharmacy CONFIDENTIAL

WELCOME to Pharmacy Confidential, a new feature in which anonymous informants share some of the rampant rumours circulating in the Australian pharmacy industry.

No names, no details, guess who and don't sue....

?????

• What prominent national pharmacy brand is associated with the purchase of Pharmacy Direct from Coles? Your answer could be white or wrong.



• Who formerly worked as a rep for the generics offshoot of a major pharma, but at the same time was caught working at a rubbery stand at a trade show, and when questioned about whether he was working for two companies at the same time, resigned instantly on the spot from the generics firm? Hint: He now runs a newly formed pharmacy banner group in NSW which is associated with an opposition prescription generic supplier!

Email your anonymous tips to: confidential@pharmacydaily.com.au

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Be up front, pharmacists!

PHARMACISTS must 'get out the front' of shop and concentrate on providing advice in key OTC categories such as allergy, according to a panel of pharmacy advisers convened by Schering-Plough to review recent pharmacy market research.

Business adviser Bruce Annabel said pharmacy needs to "develop and occupy a 'relevant position'" if it's to survive in the longer term.

"The relevant position for some is going to be the cheapest and maybe the biggest," he said.

"The others are going to have to be very convenient, with fantastic format and services focused on providing solutions to people's problems so the advice, the skills set, the information supplied to consumers combined with the product, gives you the outcome. Pharmacists need to get out the front," Annabel added.

The group also included the University of Sydney's Professor Peter Carroll, who urged pharmacy to differentiate itself from other outlets - particularly supermarkets "and ensure that if a patient



purchases an S2 or S3 product, appropriate professional counselling and follow-up is undertaken to ensure that the desired outcomes are achieved.

"Consumers receive no professional advice on medicines at the supermarket checkout," he said.

Pictured above are the panel members, back row from left: Bruce Annabel; former Guild President Colin Johns. Front row: Peter Carroll, as well as "successful Sydney pharmacy entrepreneurs" Warren Turner and Brendan O'Loughlin.

Privacy paramount

THE NSW Pharmacy Board has reminded pharmacy staff about the risks of putting private information on the internet, after it received an official complaint about a 'blog' entry by an intern pharmacist.

The pharmacist posted a message online about a prominent person they had served that day, naively believing that the online information was only accessible to friends authorised to read it.

In this case the patient discovered the online posting via a media monitoring service, and sent a solicitor's letter complaining about the privacy breach.

"The pharmacist is now very much aware of the error of their ways," the Board said, warning that "virtually nothing you put on the web is totally private."



DISPENSARY CORNER

AN iron deficiency could be behind Prime Minister Kevin Rudd's highly publicised "in-flight tantrum" in which he allegedly berated an RAAF flight attendant who wasn't able to serve him a non-red meat meal.

The *Sun Herald* reported on opposition agriculture spokesman John Cobb, who said the PM's white meat-only diet could explain his tetchy behaviour.

"Without iron in their diet a person will become pale, insipid, wishy-washy, anaemic and prone to outrageous outbursts," he said, with his tongue firmly in his cheek.

"A lamb chop or steak would put colour in his cheeks and iron in his soul," Cobb added, admitting that "if you denied me a chop, I'd have serious anger management issues too."

DOCTORS in China have removed a broken syringe needle from the backside of a man, who's been very uncomfortable for the last 31 years.

55-year-old Lao Du, of Zhengzhou, said he visited an 'amateurish doctor' in his hometown village in 1978, who tried to give him an inoculation.

"The needle broke off once it pierced my bum," he said, with other doctors unable to find the offending article.

Pain from the needle became worse and worse, with Lao Du eventually even having difficulty walking due to the discomfort.

Eventually chief surgeon at the Zhengzhou People's Hospital, Fu Konglong, agreed to try to find the item, succeeding after three hours of surgery.

"It was very detailed work. We had to look for it in every muscle fibre," the delicate genius said.



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