



US CMI translations

AUTHORITIES in New York in the USA have made an agreement with pharmacy operators which will see prescription drug instructions translated into five languages so that patients can read them in their primary language.

The pharmacies must also counsel patients in their own language, with the move following an investigation by New York Attorney General Andrew Cuomo, which found that pharmacies routinely fail to advise non-English speaking customers in a language which allows them understand the "purpose, dosage and side-effects of their medications."

Prescription information must be provided in Spanish, Chinese, Italian, Russian and French - the six languages spoken by more than 1% of the state's population.

Target, Wal-Mart, Costco, Duane Reade, A&P, CVS and Rite-Aid will all provide the translation services, which will be available in more than 700 stores across the state.

NDPSC codeine submissions

THE National Drugs and Poisons Schedule Committee appears to be open to alternative suggestions for medicines containin codeine, with the agenda for its next meeting advising that submissions relating to codeine scheduling "need not be restricted by or limited to" the foreshadowed proposal to reduce pack sizes and reschedule to S3.

The NDPSC caused a storm of controversy earlier this month (**PD** 09 Apr) when it released the plan, with vocal opposition from the

Guild, the Pharmaceutical Society, ASMI and manufacturers.

The agenda for the next NDPSC meeting released yesterday reveals that the committee will also consider exempting fexofenadine in preparations for oral use for the short term treatment of seasonal allergic rhinitis in small packs.

It will also look at rescheduling preparations with up to 10mg of rabeprazole for the relief of heartburn, from S4 to S3 as well as allowing consumer advertising.

Submissions to the committee must be made by 21 May and the meeting will be held 16-18 Jun.

Robotic stimulation

DISPENSING robotics firm Willach+Heise is urging Australian pharmacists to take advantage of the govt stimulus package to "future-proof" their businesses, with the 30% Investment Allowance giving an opportunity to move to automation now, rather than "waiting for competitors to beat you to the punch."

See www.willach-heise.com.au.

Two more clinics

THE govt yesterday announced two more contracts for GP Super Clinics - one in Burnie in Tasmania and the other in Warnervale on the NSW Central Coast.

As well as accommodating GPs the Burnie GP Super Clinic will offer preventative health care and chronic disease management services including working with clients to support self-management of diabetes and mental health issues.

On the Central Coast the clinic will also combine a range of health professionals including a pharmacy.

Pfizer joins ASMI

THE Australian Self-Medication Industry has welcomed Pfizer as its newest member, with ASMI executive director Juliet Seifert saying the addition of Australia's biggest pharmaceutical company "reflects the recognition that much of the industry's prospects rest on the success in convincing regulators and policy makers of the merits of greater access to safe, effective OTC medicines."

Pfizer gm established products, Australia and NZ, Mark Crotty, said membership of ASMI reflected the growth opportunities the company sees in the OTC market.



DISPENSARY CORNER

MAYBE your mum was wrong.

Flat lemonade, the time-honoured remedy for gastric bugs, may actually make matters worse according to the UK National Institute for Health and Clinical Excellence (NICE).

Recent guidance urges that kids instead be given rehydration drinks.

"The idea that flat coke and lemonade - or fruit juices for that matter - helps is just a myth," said paediatric gastroenterologist Dr Stephen Murphy.

He said the combination of salt and sugar in rehydration drinks was the key in helping the body absorb fluids, with soft drinks having too much sugar.

OFFICIALS in the Dominican Republic say they're considering a ban on not-so-cute baby names after a spate of children named after popular brands.

Recent birth registrations have included 'Mazda Altagracia' and 'Toshiba Fidelina' as well as the bizarre 'Dear Pineapple'.

The country's electoral commission said such names are confusing and give no indication of a person's gender.

THE Milky Way may just taste of raspberries, according to astronomers testing a giant dust cloud at the galaxy's centre.

The scientists at the Max Planck Institute for Radio Astronomy in Bonn, Germany, were searching for evidence of life in the form of amino acids, but instead found ethyl formate which is the chemical responsible for the flavour of strawberries.

Astronomer Arnaud Belloche pointed out that "there are many other molecules that would be needed to make space raspberries."

HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

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

APT has released savings of up to \$1000 per couple on a number of its Australian tours, as long as they're booked by 30 Apr.

The 15-day Western Wildflower Wonderland now costs \$4295 per person twin share, while the 11-day Ancient Kimberley and The Top End is \$450 off at \$4545.

The deals apply to certain departures between Jun and Oct - see www.aptgrouptourtravel.com.

Hawaiian Airlines is offering a free bonus return flight to Maui, Kauai or The Big Island for travellers flying between Australia and Hawaii.

The airline has also just

launched a special new short break fare from Sydney to Honolulu of just \$600 return plus taxes of \$285 - see agents today.

The bargain fare is available year round without blackout dates, and is on sale until 31 May for travel until 09 Dec 09.

And Broome and the Kimberley Holidays is offering an exclusive deal of free airfares for new bookings on two **Coral Princess Cruises** voyages, leaving Broome on 27 Apr and 08 May ex Darwin.

You'll need to be very quick, with prices from \$7750pp for the ten night Kimberley Exploration. Details 1300 357 057.



REGISTRATION NOW OPEN!

Fri 12 - Sun 14
June 2009

VISIT OUR WEBSITE NOW
TO REGISTER YOUR INVOLVEMENT AND REVIEW THE
PRODUCT LISTING, FLOOR PLAN AND EDUCATION PROGRAM FOR 2009.
www.pharmacyexpo.com.au