



Drive sales from your dispensary

Dispensary
Loop

Guild Update

This week's update from the Guild

During **Ask Your Pharmacist Week 2009** (31 August to 6 September), the Pharmacy Guild will be highlighting the dedication of community pharmacists in providing Australians with life-saving medicines and valuable health advice.

Pharmacists not only help their customers to get better when they are ill, but they also support customers to stay fit and well.

Community pharmacists are the most convenient and accessible of all health care professionals.

Ask Your Pharmacist Week 2009 will focus on the recently revamped www.askyourpharmacist.com.au consumer-friendly website, as well as promote pharmacy's excellent working relationships with a number of not-for-profit health organisations through a number of joint communications.

The Pharmacy Guild will promote the great work of pharmacists through media releases and sponsored national radio segments.

The key message of the campaign is "Community pharmacy – here to help you".

Consumers will be reminded that pharmacists can assist in a number of ways, including:

- **"Managing your medicines"** (Home Medicines Reviews, Dose Administration Aids, Patient Medication Profiles, and Consumer Medicines Information leaflets)
- **"Chronic disease management"** (Type 2 diabetes and asthma)
- **"Management of minor illnesses"** (including incontinence, head lice, acne, eczema, hay-fever, allergies, skin conditions, pain relief and gastrointestinal conditions)
- **"Health checks"** (including blood pressure monitoring and BMI)
- **"Supporting healthy lifestyle"** (including smoking cessation and diet)

For more information visit www.askyourpharmacist.com.au or contact Rachel Chin by phone on 02 6270 1888.



The Pharmacy
Guild of Australia

e-Script research fund plan

THE MediSecure electronic script system has today announced an initiative which differentiates itself from its Guild-backed eRx Script Exchange rival, with the creation of a charitable trust which will fund medical research.

"We have taken this initiative because we believe that it is appropriate that some of the

Prebiotic push

A RESEARCHER from the Netherlands is in Australia this week to share his findings with healthcare professionals at a series of seminars supported by formula maker Nutricia.

Professor Johan Garssen, who's Professor of Immunology from Danone Research and Utrecht University, said that prebiotic oligosaccharides are "key to developing a healthy immune system and reducing rates of allergies."

He said that oligosaccharides are contained naturally in breast milk - yet another reason why breast is best for babies.

However his findings also have implications for non-breastfed infants, with only minor traces of oligosaccharides found in cow's milk.

Trials of the use of prebiotic oligosaccharides have found a change in the allergic profile of at-risk babies, showing a significant effect on atopic dermatitis.

Nutricia's Karicare Gold+ formulas contain these compounds, with the company now able to promote the products following an amendment to the Food Standards Code which gave express permission for oligosaccharide mixtures (insulin derived substances and galacto-oligosaccharides) to be used in foods.

TGACC correction

THE Therapeutic Goods Advertising Code Council has advised a change of presenters for its upcoming national series of seminars (*PD* yesterday).

As Catherine Brunskill has now left ASMI, the presenter for Adelaide, Perth, Sydney and Melbourne will be Jane Parker from the Australia Self Medication Industry, while in Brisbane it will be Ruben Jones from the Complementary Healthcare Council.

revenues generated by the emerging commercialisation of the e-health sector should be applied to medical research," said MediSecure Chairman, Paul Montgomery.

The fund will support a variety of research organisations, with a particular focus on primary health care issues, Montgomery added.

He said that while the fund would be set up to attract tax-deductible donations for research, its primary source of funds would be MediSecure, "which will contribute a part of its ongoing revenues."

Montgomery said the move was already supported by the Royal Australian College of General Practitioners, adding that that once the fund is fully operational "we look forward to additional support from other professional organisations that represent general practice, medical specialists and community pharmacy."

Three pages today

TODAY'S *Pharmacy Daily* has two pages of the latest news as well as a full page promoting the upcoming 2009 Sandoz Pharmacy Practice Foundation Retail Seminars.

It's the last chance to register for the seminars which commence this Sun 23 Aug - for more information see the flyer on **page 3**.

US MS approval

THE US Food and Drug Administration has given approval to Novartis' Extavia (interferon beta-1b) for the treatment of relapsing forms of multiple sclerosis, to reduce the frequency of clinical exacerbations.

Extavia will be available along with a support program including a nurse helpline, one-on-one injection training and reimbursement support services, with patients having an autoinjector available to them from Novartis.

FIGHT BRITTLE NAILS WITH PHYTONAIL

CONGRATULATIONS to Robyn Hedges from Hedley Jennings Pharmacy in Mangrove Mountain, NSW, who was yesterday's lucky winner. She was one of the many PD readers who knew that Phytonail is used to treat paronychia.



If your nails are thickened and brittle with a whitish appearance this may indicate a fungal infection.

PhytoNail is a new way to treat infected nails or toenails.

Each day this week, **Pharmacy Daily** is giving readers the chance to win a PhytoNail pen, valued at \$79.95 each.

Unlike creams or ointments, its formula rapidly penetrates the nail to the very source of the infection. As a result the appearance of nasty-looking nails is improved.

PhytoNail is quick, convenient and easy-to-use. It comes as a handy pen applicator so you can use it anytime, anywhere.

For your chance to win a PhytoNail pen, email through the correct answer to the following question below:

How many times per day do you need to use PhytoNail?

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

The first correct entry received will win!

Hint: For more information visit

www.biorevive.com.

Use as directed. Always read the label.
Consult your healthcare practitioner if symptoms persist.

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for more information!**

Put some sunnies on that child!

A **SURVEY** carried out in the UK by the College of Optometrists has warned that 75% of parents are risking their children's eyesight by exposing them to bright sunlight without appropriate protection.

The poll of 2000 people found that almost 33% didn't believe that sunglasses were necessary for children, and of those who did almost half put "price before protection", while only about 25% bought sunglasses from a trusted brand, according to the *BBC*.

Mircera approval

THE Therapeutic Goods Administration has approved Roche's MIRCERA (methoxy polyethylene glycol-epoetin beta) for the treatment of anaemia associated with chronic kidney disease.

It's the first medication to offer once monthly maintenance dosing across different patient groups, with the potential to significantly simplify the management of anaemia associated with CKD.

Renal anaemia affects 60-80% of patients with chronic kidney disease and is strongly associated with increased morbidity and mortality.

WA thief sought

POLICE in Western Australia have called for assistance to help identify a man wanted in connection with a robbery of a pharmacy in Geraldton over the weekend.

The man wore a stocking over his head when he entered the chemist in Durlacher Street on Saturday morning, demanding drugs and threatening customers and staff with a metal picket, according to a *News Limited* report.

He was reportedly given some drugs from the pharmacy's safe before fleeing, with police asking anyone with more information to contact them on 1800 333 000.

Meet the flying pharmacist!

HE wears a white coat, not a cape, but this top gun flew to the rescue of a country community recently after the proprietor of the local pharmacy suddenly fell ill.

Toogoolawah is located north of Brisbane, and long-term local resident and pharmacist Peter Franks became unexpectedly unable to work at about 4.50pm on Thursday 6th August.

The Pharmaceutical Locum Company, which is the contractor for the government's Emergency Rural Locum Service, managed to line up a replacement in short order, sending out locum Stephen Arulogun.

Arulogun is lucky enough to be able to combine his pharmacy work with his other passion - flying - and he arrived the next morning by flying himself to Watts Bridge in a

chartered Cessna.

The Pharmaceutical Locum Company's Sue Muller said that if it hadn't been for a slight delay due to fog the Toogoolawah community wouldn't have even noticed that the pharmacy had been closed.

The remoteness 'Pharia' factor for Toogoolawah is 3, meaning that it qualifies for government funding for the recruitment of a locum, plus the emergency transport cost of getting the locum there urgently.

The pharmacy has to foot the bill for wages and accommodation.

Maralyn Smith of the Toogoolawah Pharmacy said she was grateful for the extreme efficiency shown by the Pharmaceutical Locum Company in finding a locum so quickly - and for the keen young pharmacist who flies to work.



LEFT: Have wings, will dispense.

Stephen with his chartered Cessna on his mission of mercy.

BELOW: Stephen with his new workmates at Toogoolawah Pharmacy.



The Toogoolawah team: Sarah Walker, Christine Trace, Melanie Cameron and Stephen Arulogun.



DISPENSARY CORNER

HOW about this for a diet with lots of variety?

New Zealand animal lovers are calling for changes to make it illegal for people to eat their pets, after a Tongan family barbecued their pet dog.

The ABC yesterday reported that the Taufa family killed their pet staffordshire bull terrier - named Ripper - and invited their friends around to share the meal.

"Dog, horse, we eat it in Tonga. It's good food for us," said one of the family members.

The NZ Society for the Prevention of Cruelty to Animals said that people eat their pets more often than society realises.

COELIAC disease sufferers in the USA will be able to rest assured that having a beer won't upset their systems from next week, after a switch in regulation of gluten-free beverages.

Effective Mon, the Alcohol and Tobacco Tax and Trade Bureau will no longer be responsible for gluten-free beer, which will be taken over by the Food and Drug Administration.

The change will see a number of benefits - including that these beverages can now officially be labelled as gluten-free once they've been tested by the FDA.

Gluten-free beer is made using alternative grains such as sorghum, after a number of brewers with gluten-intolerant friends decided that "these people need beer."

Although coeliac disease sufferers have been buying gluten-free beers for some years, the labelling change will also make it easier for European gluten-free beverages to enter the US market.

"For the past 2 months the Success department has out-sold cold and flu and analgesics combined ...without external marketing" Emma Freebairn, Campbell & Freebairn Chemists, Inverell

Be a part of our weight loss sales success!



LAST CHANCE TO ENROL IN THE WORKSHOP



2009 Sandoz Pharmacy Practice Foundation Retail Seminar Series

Walking Off the Map

How to Prosper on Pharmacy's Rocky Road Ahead

You can't afford to miss this opportunity to find out how to make your pharmacy profitable in the challenging times ahead in the 5th CPA. Brought to you by the Pharmacy Practice Foundation and Sandoz, and delivered by Bruce Annabel of JR Pharmacy Services, a preeminent retail tactician for pharmacy.

**Workshop: Profitability Factors of Your Pharmacy,
Risk Factors and Opportunities.**

Sunday, 23rd August 2009, 9:00am to 4:30pm

- Discover sources of dispensary profit
- Improve performance with KPIs & benchmarking

Seminar 1: Taking the Easy Yards.

Monday, 14th September 2009, 7:00pm to 9:00pm

- Analysis of the current state of the pharmacy industry
- Profit building and sustainability in a risky climate

Seminar 2: Tightening the Wheel Nuts.

Monday, 28th September 2009, 7:00pm to 9:00pm

- The pharmacists' role in revolutionising the dispensary process
- Workshop pharmacy case studies

Seminar 3: Building a New Vehicle of Profitability.

Monday, 12th October 2009, 7:00pm to 9:00pm

- Converting retail to a profitable & competitive business
- Enhancing your business on-line

**Seminar 4: Evaluating & Driving Performance Using
Modern Financial Management Tools.**

Monday, 26th October 2009, 7:00pm to 9:00pm

- Modern financial management tools and key performance indicators
- Tools to improve space, stock and staff returns

Cost

\$500 for the workshop and the four seminars
\$300 for the workshop alone
\$275 for the series of four seminars*

***The seminars are available free of charge to
PPF members**

Venue

**Badham Lecture Theatre 3,
Faculty of Pharmacy,
The University of Sydney**

Registration

Pharmacy Practice Foundation
Tel: (02) 9351 7829
e-mail: ppf@pharm.usyd.edu.au

For further information about Workshop and Seminar topics, please go to
<http://www.pharm.usyd.edu.au/ppf/index.shtml>
and click on the Retail Seminar link.



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