

HCF prevention move

HEALTH Fund HCF has announced it will spend \$100 million over five years on a new service to provide health and lifestyle advice for its members.

The health management services program will be run by Healthways Australia, with the fund saying the service will more than pay for itself by reducing hospital admissions.

FGG data shows sales boost

DATA released by a number of chemists using the FeelGoodGuide DispensaryLoop system has shown a boost in retail sales of up to 77c per prescription.

The data represents the 10 best stores out of 90 pharmacies which have adopted the DispensaryLoop system, which claims to "unlock the hidden 'cash cow' in your pharmacy".

It combines training, information and merchandising, as well as a structured process for delivering focused advice which leads to a better customer experience and a boost in retail sales.

Pharmacies involved with the system include 11 individual Terry White Chemist pharmacies within the White Retail Group.

The graph below shows the additional sales which were generated at the pharmacies by focusing on

one category at any one time, giving one piece of advice over the first four weeks of running the system.

Some stores saw sales increases of up to 85c per script in some weeks, with one seeing a

77c four week average result.

The overall average retail sales increase across this sample was 48c per script.

Spokesman for Johnston Rorke Accounting, Norman Thurecht, said the beauty of the program is that by increasing the sales per script, for an average script count of 75,000 per year, "you are adding \$35,000 net profit to the business."

"This does not take into account the flow-on sales by customers coming back to take advantage of the advice and other products recommended, as well as the more critical issue of safeguarding the pharmacy's script business."

FeelGoodGuide's Peter Lusted said that pharmacies coming into the program in Aug/Sep will "see a kick in results over the Christmas and New Year trading period."

Top 10 Stores: Additional Retail Sales Per Prescription

Calculated based on additional sales generated by focusing on one category at any one time, giving one piece of advice over the first 4 weeks of running the DispensaryLoop system.



The results for Store 2 are based on an average script volume of 340 per day generating an annualised sales increase of \$95,557.00. This figure does not take into account improvements in profitability and compliance with the system over time, purchases from return customer visits or growth in other related categories.

No NZ folate

MANDATORY fortification of bread-making flour with folate will not be implemented in New Zealand, with the govt there pulling out of a trans-Tasman agreement signed in 2007 which aimed to reduce neural tube defects.

ACCC allergy action

THE ACCC has ordered a firm claiming to offer effective treatment for allergies to write to all current and former customers and advise them the remedy doesn't work.

A court ruled that Allergy Pathway Pty Ltd, which also traded under the name of Advanced Allergy Elimination, engaged in "false, misleading and deceptive conduct" by claiming that it could test for and identify allergens for its clients, cure and eliminate virtually all allergies and allergic reactions, and that after treatment it was safe for a person to have contact with the substance or allergen to which the person had an adverse reaction.

The ACCC said that because allergic reactions can be severe, "claiming to be able to test for, identify and treat a person's allergies...is fraught with danger."

Guild award win

WORKPLACE Relations Minister Julia Gillard has responded to the Guild's concerns about the new Pharmacy Industry Award, with AAP today reporting she's written to the Industrial Relations Commission asking for changes to the draft awards in a number of sectors including pharmacy.

Gillard has asked the commission to re-examine concerns about overtime rates in pharmacy, to ensure they don't discourage the employment of part time workers and the offer of extra hours of work, and has also asked the commission to phase in changes over 5 years rather than starting from 01 Jan.

Guild President Kos Sclavos told **PD** this morning that the decision acknowledges the unique nature of community pharmacy, with the Guild's aim to settle a modern award that provides a fair and reasonable minimum safety net.

"This variation acknowledges that the health industry is a seven day a week industry and [ensures that] community pharmacists will remain the most accessible of all health professionals."

Sclavos said the move would protect jobs and allow flexibility in the workplace for employees.

He said the final outcomes from Commission would impact on the negotiating position regarding the Fifth Guild Government Agreement.

Blackmores record

VITAMIN maker Blackmores yesterday reported a 9% increase in net profit to \$20.8m for the year to 30 Jun, on total revenue of \$201m.

CEO Christine Holgate said new products including Joint Formula Advanced, and the new children's range had contributed strongly.

HMRs effective

A STUDY published in the *Circulation: Heart Failure* journal has found that Home Medicines Reviews have a significant impact in reducing the rate of hospital admissions due to heart failure.

The research found a staggering 45% reduction in hospitalisation rates among those who had received an HMR.

PSA President, Warwick Plunkett, said patients taking five or more medications should speak to their GP and pharmacist about an HMR as "a critical investment in their own wellbeing."

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CPD Calendar

WELCOME to Pharmacy Daily's Continuing Professional Development Calendar, featuring upcoming events, conferences and opportunities for pharmacists to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

28-29 Aug: The Pharmacy Assistant Conference (NSW) will be held in Sydney including the State Finalist Awards Dinner - www.guild.org.au/nsw.

30 Aug-3 Sep: The annual **Pharmacy Snow Business Conference** is taking place at Mt Buller in Victoria - see www.medici.com.au/study-tours.

3-8 Sep: The 69th FIP World Congress of Pharmacy and Pharmaceutical Science, Istanbul - www.fip.org/istanbul2009.

16-19 Sep: Pharmacy 2009: The Pharmacy Management Conference will be held at the Hyatt Regency Sanctuary Cove - www.pharmacyconference.com.au.

17 Sep: ACPPM seminar 'Making Personalities Work for You' in Melbourne - 03 9810 9999.

10-11 Oct: Stage One Accreditation Medication Management Review Workshop in Townsville - 07 4725 8915.

15-18 Oct: Pharmacy Australia Congress 2009 will be held in Sydney - www.pac2009.com.au.

29-31 Oct: The Pharmacy Assistant National Conference - www.pharmacyassistants.com.

5-8 Nov: National Medicines Management Conference in Perth - www.shpamm2009.com.

12 Nov: The ASMI annual conference and agm at the Australian Technology Park in Redfern, Sydney - asmi.com.au.

16-23 Jan 2010: Pharmacy Study Tour in Aspen, Colorado - www.medici.com.au/study-tours.

4-17 Feb 2010: PSA Expedition Education conference in Chile and Patagonia. Limited to 50 people - 1300 139 293.

28 Apr-7 May 2010: The PSA will hold its 35th annual offshore conference in Beijing and Shanghai - 1300 139 293.

Intern training standards

THE Australian Pharmacy Council (APC) and the Pharmacy Council of New Zealand have released new standards for the pharmacy Intern Training Program (ITP) and are seeking public submissions until 22 Sep 2009.

Currently graduates on both sides of the Tasman enter the program after completing their course, and undertake pharmacy practice under the supervision of an approved preceptor at an approved location.

In New Zealand the Pharmacy Council has accredited an ITP, and to ensure consistency it has now been decided that the APC will also accredit ITPs in Australia.

The new standards will form the basis of the Accreditation

Framework for Intern Training Programs in Australia and New Zealand, and are a combination of requirements for both countries.

The Pharmacy Board of Australia will be responsible for the oversight of a national program for competency acquisition by intern pharmacists when it comes into effect on 01 July 2010.

The standards and procedures for providing feedback are now online at www.pharmacycouncil.org.au.

I feel like a Woolies

WOOLWORTHS yesterday reaffirmed its status as one of the top sellers of healthy products (not!) with the revelation that it will shortly launch its own range of beer.

Speaking at the company's annual results announcement, CEO Michael Luscombe confirmed that the new brand is called Dry Dock.

Dementia tags

ELDERLY patients in the UK will be tracked by satellite, under a new system which will see dementia sufferers in Warwickshire fitted with a similar tracking system to that used for home detention of criminals.

Medicines Aust revolt

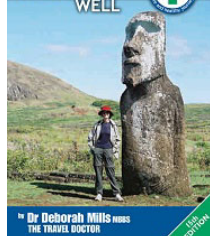
A NUMBER of pharmaceutical companies have called for changes in their peak lobby group Medicines Australia, saying they're concerned about an "erosion of trust between the membership and leadership of Medicines Australia and a deterioration of the relationship with policymakers."

MA ceo, Ian Chalmers, isn't commenting on the matter.

Win a copy of Travelling Well!

CONGRATULATIONS to **Deborah Caldera of Maddington Amcal Chemist** in WA who's won a copy of *Travelling Well* by being the first person yesterday to tell us that Dr Deb graduated in 1983.

EACH day this week **Pharmacy Daily** is giving readers the chance to win a copy of Dr Deborah Mills' latest book, *Travelling Well*.



The book is a must have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

Dr Deb, known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

The 15th edition of *Travelling Well* has been updated to include new vaccines, current recommendations for treatment of travellers' diarrhoea and much more!

For your chance to win your very own copy of *Travelling Well*, valued at \$24.95, simply be the first reader to correctly complete the following sentence:

Some travellers laughingly say 'it won't happen ___'

Email your answer and full contact details, including where you work in pharmacy, to comp@pharmacydaily.com.au.

Hint! Visit www.travellingwell.com.au.



DISPENSARY CORNER

NOW this is high margin hair care.

A London celebrity stylist is charging A-list clients £20,000 (A\$42,000) for a wash, cut and blow dry.

The all-inclusive packages at Stuart Phillips' salon, in Covent Garden, offer a variety of value-adds for that price, including unlimited French Champagne.

Guests can order anything from the menu at the five star Covent Garden Hotel just over the road, while clients flying in from overseas - Moscow, New York or even Melbourne! will be put up for two nights at the hotel.

The deal also comes with bodyguards, interpreters or personal chefs, as well as a chauffeur if required.

The hairdresser said: "You get treated like a king or a queen, it's glamour and luxury all the way - and you will leave looking a million dollars."

"I love it because the client is smiling all day and it's the best job in the world," he added.

IF you want to support a winning team, make sure their uniforms are coloured red.

That's the finding from research at Germany's University of Munster, reported this week in *New Scientist* magazine.

The team of psychologists showed video clips of taekwondo matches to 42 experienced martial arts referees.

One of the competitors wore blue, while the other wore red.

They then showed them the same bouts, but digitally changed the clothing to swap the colours.

In all cases the fighters wearing red scored better, with an average of 13% more points than when they were blue.

The findings could help explain the strong success of British soccer team Manchester United, which has red uniforms and has won a record 18 national titles.

The scientists said they believed red made individuals and teams feel more confident, as well as being perceived by others as more aggressive and dominant.