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## Guild Update

### This week's update from the Guild Guild fact sheets

Pharmacy Daily readers are advised that there are currently a number of fact sheets, covering a broad range of topics, available on the Guild website at [www.guild.org.au/content.asp?id=2050](http://www.guild.org.au/content.asp?id=2050).

These fact sheets have been created to assist the organisation and its members to inform the public and industry stakeholders, including Government representatives and officials, about aspects of community pharmacy.

The information contained in the fact sheets ranges from general to quite specific information on a range of important and timely issues.

They are located on the public section of the website and therefore accessible to any interested person.

Topics covered include:

- \* Community pharmacy
- \* Pharmaceutical Benefits Scheme
- \* Quality Care Pharmacy Program - Supporting Excellence in Pharmacy
- \* Professional pharmacy services
- \* Supermarkets bad for health
- \* Medical products on the internet
- \* Project Stop
- \* Consumer Medicines Information
- \* Pharmacy innovations in e-health
- \* Research and Development Program - facilitating pharmacy innovation
- \* Rural and remote pharmacy network vital

More fact sheets will be produced in the future as topics are identified and content produced.

For further information about these publications, phone 02 6270 1888 or email [guild.nat@guild.org.au](mailto:guild.nat@guild.org.au).



The Pharmacy Guild of Australia

## Industry responds to Board

THE new national Pharmacy Board of Australia has published details of the submissions received to its consultation paper (PD 27 Oct) with all sections of the industry providing feedback.

28 submissions were received, including from the existing state-based Pharmacy Boards, the Society of Hospital Pharmacists, the Pharmaceutical Society of Australia and the Pharmacy Guild, as well as a number of other organisations and individuals.

The Board has a wide range of

issues to consider as a result, with matters raised including criminal history checks, language skills, CPD activities, notifiable conduct, student registration, recency of practice and professional indemnity insurance requirements.

One submission urges that the Board should establish a set of core competencies for community pharmacy, with OTC counselling one of the key areas of expertise.

Another suggest the Board consider how proposed training requirements will be accessed by pharmacists in rural and remote areas of the country.

The National Prescribing Service urged that definition of 'Practice as a Pharmacist' be expanded to include areas such as policy development, academia, quality use of medicines activities, clinical teaching or training and work in the pharmaceutical industry.

The Board will now consider the submissions and use them to develop the new national standards, with a draft to be discussed at its next meeting this month and a release of proposed draft codes and guidelines for consultation planned for 05 Mar 2010.

## Warfarin alternative

RESEARCH into Boehringer Ingelheim's new anticoagulant Pradaxa (dabigatran) has found that the medication is as effective as warfarin.

A study published in the *New England Journal of Medicine* said that unlike warfarin, Pradaxa does not require routine monitoring and has a better safety profile.

"Dabigatran is a far more convenient drug than warfarin because it has no known interactions with foods and minimal interactions with other drugs and therefore does not require routine blood-coagulation testing," the report said.

## PSA heads offshore

THE Pharmaceutical Society of Australia has confirmed that its 2010 annual offshore conference will be held in Beijing and Shanghai from 28 Apr - 07 May.

"China is a country rich in wonderful tradition, culture and natural wonders," said PSA chairman, Warwick Plunkett.

"The conference program has been specially designed to allow delegates to make the most of their visit to China and the program includes visits to the Great Wall of China, the Bund in Shanghai, the Terra Cotta Warriors in Xian and the Three Gorges of the Yangtze River," he added.

The PSA also released a special conference highlight dinner will be held in the historically significant Great Hall of the People in Beijing.

The conference is set to feature a series of seminars and workshops from as yet un-named prominent industry members that "will bring pharmacists up to date on current issues and will examine the likely professional and business impacts on a practice arising from the fifth Community Pharmacy Agreement."

The PSA is also reminding members that 2010 conference attendance gives pharmacists the ability to achieve a bulk amount of CPD points required for the new registration requirements.

## Makeup move

AUSTRALIAN makeup brand Natural Glamour has been acquired by Coral Colours Corporation Pty Ltd from previous owner NG International.

Natural Glamour has been around for about 16 years, and Coral Colours said it would now be "investing in a significant marketing program that will see the rebirth of this Australian icon".

Coral Colours md Steve Millichamp said the deal would provide a premium complement to the company's existing CORAL COLOURS and SHE brands.

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## Managing incontinence

THE National Prescribing Service has developed a new program 'Managing Urinary Incontinence in Primary Care' to help health professionals manage patients either with incontinence, or at risk of developing the condition.

"People are often reluctant to talk about incontinence because they may feel embarrassed," said NPS clinical advisor, Judith Mackson.

"Determining the cause of incontinence is important because treatment options vary depending on the type of incontinence, and some medications can exacerbate the symptoms," Mackson added.

The program aims to help health professionals to talk to their at risk patients about urinary incontinence, and be able to distinguish the types, assess the causes and also consider non drug-related treatments where appropriate.

"Physical and behavioral therapies are first line; they promote self-management and have less risk of side effects than medicines.... (and) providing detailed information about all management options, including physiotherapy, may also help those concerned about surgery," Ms Mackson said.

## Another Chemconsult deal

HEALTH Corporation has today announced a new agreement with blood pressure monitoring equipment manufacturer Omron Healthcare which will see it become another partner with the Chemconsult Medication Consulting Program.

Health Corporation, which also operates the Health Information Pharmacy franchise group, has been heavily promoting the Chemconsult system which is claimed to ensure consistency in advice delivery to pharmacy patients through a 10 point medication consulting process.

Under today's deal, Omron has agreed to pay upfront and ongoing fees sponsoring the Chemconsult program, as well as providing in-

store marketing and sales support.

Health Corporation ceo Ken Lee said he was pleased that Omron Healthcare had joined the program.

"We hope that through regular monitoring of blood pressure and advice from their pharmacist via the Chemconsult program that more lives will be saved and better health outcomes will eventuate in the community," Lee said.

Other suppliers participating in the Chemconsult program include Abbott Diabetes Care, sanofi-aventis and Alphapharm.

## Research summit

THE Pharmacy Guild of Australia's annual Pharmacy Research Summit will be held from 02 - 04 March 2010 in Canberra.

Designed to communicate the key findings and achievements of research generated from the Fourth Community Pharmacy Agreement Research and Development Program, the summit is set to play host to around 175 industry, university, government and community representatives.

"With a view of assisting translation of research findings into policy and practice, attendees will hear about research findings that demonstrate how pharmacy can contribute to health outcomes of Australians," said national president of the Pharmacy Guild, Kos Slavos.

Proposed topics for next year's summit include 'community of care', 'chronic disease management', 'primary care services', 'workforce development and capacity building', and 'research informing policy and practice'.

## Visanne approved

BAYER Schering Pharma has received European approval for the market launch of its latest drug, Visanne (dienogest), for the treatment of endometriosis.

Clinical trials conducted prior to its approval showed that he once daily tablet relieved endometriosis pain with high efficacy and also reduced endometriosis lesions.

The European market release of Visanne is now set for the second quarter of 2010.



## DISPENSARY CORNER

THIS bank robber should have probably visited his pharmacy for some oral care products on the way to the heist.

Halitosis is likely to be the undoing of the so-called "Bad Breath Bandit" who is being sought by police in Detroit, Michigan on charges of robbing a number of bank branches.

An officer said bank staff remember the man as tall, thin and "having very offensive breath and real yellow teeth".

A UK local council is under fire after spending thousands of pounds on a scheme which aims to teach over-50s how to wear their slippers safely.

The service from the Warwickshire County Council allows residents to bring in their old slippers and have them replaced with a new pair, with the aim of reducing falls among the elderly population.

Participants pay £5 for a fitting session and a pair of new slippers, with the scheme subsidised to the tune of around £3500.

"For the vast majority of people in their 50s and 60s this is patronising and a waste of money," said a spokesman for the UK National Pensioners' Convention.

But a council spokeswoman said the move was about "prevention and intervention where people are targeted earlier to prevent problems later in life."

AN 11 year-old Maltese Poodle has this week been named as the Pet Slimmer of the Year in a competition in South Africa.

The dog, named Rufus, had previously been so fat that his stomach dragged on the floor, and he won the title after losing more than 40% of his body weight, going from 12.2kg to 7.2kg in 18 months.

Owner Jenny Ruiters said that previously Rufus enjoyed minced beef and chicken breast every week, but after he became obese a vet put him on a strict diet.

"He can now fit through the doggie door," she said.

## OnlyPapaya supports your skin



THIS week OnlyPapaya has teamed up with **Pharmacy Daily**, giving readers the chance to win an Only Papaya Starter Pack.

The foundation of OnlyPapaya's products is its 'Optimised Fruit Extract', obtained by using a patented process that preserved the enzymes and attributes of fresh paw paw fruit.

Valued at \$32.95, the Only Papaya Starter Kit creates a convenient, all-in-one skin treatment system,

featuring a body wash, conditioner, shampoo, facial cleanser, facial exfoliant and body moisturiser.

For your chance to win your own Only Papaya Starter Kit today, simply send through the correct answer to the following question:

**Where is OnlyPapaya's paw paw fruit sourced from?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

The first correct entry received each day will win!

Congratulations to yesterday's winner Juliana Kobryn from Blooms the Chemist in Springwood, NSW.

For more info visit [www.onlypapaya.com.au](http://www.onlypapaya.com.au).