

The Pharmacy

Guild of Australia

220

Gold Coast Convention & Exhibition Centre, Queensland

ADVERTISING Lisa Maroun EMAIL advertising@pharmacydaily.com.au page 1

had better coordination and

spatial awareness.

PSA urges GP collaboration THE Pharmaceutical Society of recent combined support by the AMA, the RACGP and the Royal

Australia has urged the development of "robust and workable protocols" in the development of a collaborative health-care model in Australia. **PSA President Warwick Plunkett**

said the reformed health system would "by definition see strong bonds and alliances formed between medicine and pharmacy.

"Patients enjoy better health outcomes when they are treated in a model of care that provides coordinated, continuous and comprehensive patient-centred care delivered by appropriately trained health professionals," he said. Plunkett was responding to the

Switch off the phone

A RECENT Lifeline study has found that the leading cause of individual's stress was work that encroached on family life.

'There's a tendency for people in management to feel that they have to be available 24/7," said Lifeline's ceo, Dawn O'Neil.

"[People should] think about when they absolutely have to be contacted... it comes down to planning and thinking it through, it has to be easy to say 'call me on the mobile if there's a problem," O'Neil said.

In response to the findings the secretary of Unions NSW, Mark Lennon has urged both management and workers to "make that break and shut down the technology"

"Managers need to put in place the necessary organisational structures to allow them to get away," Lennon added.

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Australian and NZ College of Obstetricians and Gynaecologists for government amendments which will require midwives and nurse practitioners to work in formal collaborative arrangements with

> medical prtactitioners. The PSA believes that medication management and chronic disease management are two areas where pharmacists in particular would play a pivotal role, with the creation of protocols set to ensure the "best possible patient outcomes."

Plunkett cited a recent University of Sydney study which showed the value of pharmacist intervention in identifying actual and potential problems that clients of mental health programs may be experiencing with their medicines.

"This is just one clear and workable example of the benefits of collaborative care with pharmacists," Plunkett said.

"Having these protocols in place between pharmacy and medicine will ensure that this collaborative model enjoys the success and acceptance needed for it to be the basis upon which the new healthcare system is built and grows."

Implant feedback

THE Consumer Health Forum has urged the government to implement more rigid monitoring of medical implants, after its review of consumer attitudes regarding medical devices found that many consumers had 'considerable concerns' about how the technology functions and its role in their daily life.

The Forum was part of a consortium put together to review the usage of medical technology in Australia.

Amongst its findings, the review also found that the monitoring of medical devises in patients was deficient and that relatively few consumers are currently aware of the TGA's 'adverse events reporting scheme'.

"Although there is an adverse reporting scheme, it is generally not known about or used and the TGA admits high levels of underreporting," a spokesperson for the Consumer Health Forum said.

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DISPENSARY CORNER SANTA Claus is under fire from a University of Melbourne academic, who claims the jolly red man is

promoting an unhealthy lifestyle of overeating and lack of exercise. A report by Dr Nathan Grills published in the British Medical Journal says that childhood obesity

and other health problems could be partly blamed on Santa.

Dr Grills says Santa has been used to market alcohol and junk food, and his rotund figure is "hardly a pin-up for public health".

Other issues included the spread of infectious diseases, with one survey finding that Santa is sneezed or coughed on up to ten times a day.

"Unsuspecting little Johnny gets to sit on Santa's lap, but as well as his presents he gets H1N1 influenza," Dr Grills wrote.

THERE'S now no excuse not to keep exercising even when you're travelling, with a new 'Fairmont Fit' program on offer at the almost 60 Fairmont Hotels worldwide.

The program offers Adidas workout shoes in 23 sizes, as well as T-shirts, shorts and pants on request, so even if you didn't have room to pack your workout gear you can still keep fit.

It even includes the use of an MP3 player loaded with motivational music, as well as a yoga mat, and costs about \$10 per guest per visit.

SCIENTISTS in Germany claim to have settled the age-old question of whether women or men are better at parking cars.

Psychologists from the Ruhr University asked 65 volunteers to park an Audi in a sealed-off car park, finding that women took up to 20 seconds longer to park in the same space.

Men were better at both driving head-on into the space as well as reversing into it, and while the women were more painstaking about the car's positioning, it did not improve their accuracy.

The researchers concluded men



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Monday 21st December 2009 PHARMACYDAILY.COM.AU

PBAC recommends

THE Pharmaceutical Benefits Advisory Committee has released the minutes from its Nov meeting, including the recommendation of a sustained release formulation of 800mg ibuprofen from Abbott.

Approvals also included that the "biploar" PBS listing for immediate release Seroquel to be applied to the modified release XR version, as well as the extension of the listing for stop-smoking medication Champix (varenicline) to allow a further 12 week's treatment of responders.

The committee knocked back a repeated submission from Genzyme for Myozyme, as well as from Pfizer for Arthrotec (diclofenac sodium with misoprostol) for the treatment of arthritis.

PD's A'Kin winner

CONGRATULATIONS to Sarah Mross from Caringbah South pharmacy who was the lucky winner of last Friday's A'Kin competition.

Last week was the end of this year's competition run, but stay tuned for many more fantastic comps in 2010!

RGH E-Bulletin

THIS week's edition of the **Repatriation General Hospital** Pharmacy E-Bulletin is a special festive Christmas edition, featuring a series of humorous items as "a welcome change from the serious business that goes on hospitals, dispensaries and surgeries".

The bulletin is available free from chris.alderman@rgh.sa.gov.au.

The next RGH Pharmary Bulletin will be released Mon 25 Jan 2009.