



Finding drug info

THE Pharmaceutical Society of Australia NSW is holding the Finding Drug Information seminar on 14 Mar at Sydney University. Places are limited, to register call (02) 9431 1100.

StirlingFildes.com.au

PHARMACY labelling, printing, packaging and consumables company, StirlingFildes, has launched a new website and is in the process of building up useful links to the pharmacy industry. See www.stirlingfildes.com.au.

New Nurofen formulation

RECKITT Benckiser has just announced its biggest ever Nurofen new product launch in Australia, with a new formulation it says is absorbed up to twice as fast as standard Nurofen tablets.

The sodium ibuprofen dihydrate form is being branded as *Nurofen Zavance* and follows research which found the most important factors people want in painkillers are speed and efficacy.

An extensive \$11m advertising and marketing campaign for the

product will support the launch over the next nine months, including 8000 in-store displays.

TV ads will air from 29 Mar and there will also be radio, online and billboard advertising.

Nurofen Zavance is available now in both tablet and caplet form.

Donors wanted

THE govt has declared 2009 as the Year of the Blood Donor, with health minister Nicola Roxon saying that over the next decade Australia's need for donated blood will more than double.

LAGB surgery for diabetes treatment

RESEARCH by Monash and Deakin Universities, Melbourne have revealed that by substituting conventional type 2 diabetes care such as diet, exercise and medication with laparoscopic adjustable gastric banding (LAGB) surgery is more beneficial and cost effective in the long-run.

The two year study followed a group of 60 obese adults recently diagnosed with type 2 diabetes, with each patient randomised to either LAGB surgery or conventional diabetes care, reporting the costs and diabetes outcomes.

The study found that the lifetime healthcare costs were \$2,400 less per surgical patient. "Our research shows that it costs less to treat type 2 diabetes early through gastric banding surgery than to allow the same person to live their life with the disease and face ongoing escalating treatment costs" said Catherine Keating, Deakin Uni.

ATSIPATS scheme soars

THE Aboriginal and Torres Strait Islander Pharmacy Assistant Trainee Scheme (ATSIPATS) has seen a five-fold increase in participation in pharmacy assistant training by Aboriginal and Torres Strait Islander trainees since it launched a year ago.

27 traineeships, involving incentives of up to \$10,000 to community pharmacies, have been approved.

One of the trainees, Ashanti Cotter, is pictured above with her boss, Craig Lawless who owns Craig Lawless Guardian Pharmacy in Sarina in Qld.

Ashanti has completed her Certificate II training and is



working towards Certificate III, and she's also completed training to be a consultant in the weight management system offered at the pharmacy.

The ATSIPATS program is funded by the government and administered by the Guild - more info www.guild.org.au.

HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

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

AS winter approaches it's time to get set for a holiday in warmer climes.

Blue Holidays has released some amazing packages in the South Pacific - meaning the only hard decision is choosing Tonga, Samoa, Vanuatu, Fiji or the Cook Islands.

Deals start at just \$906pp for five nights in Fiji, including return airfares from Brisbane, with similar prices for other destinations - call 13 15 16.

If you're planning a European holiday, an apartment is a great accommodation option.

Elegant Resorts and Villas

has just released its 2009 selection of apartments which are available in Rome, Venice, London, Paris and Florence.

More information at www.elegantresorts.com.au or contact your local travel agent.

And while you're in Europe why not take a tour of the Paris streets in a classic Citroen 2CV.

Escape Travel is offering a package incl a three night stay in the city of lights - plus the Citroen tour - as well as five nts at a chateau in the Loire Valley where you can taste wine and explore the countryside, priced from \$3645pp - 1300 799 783.



WIN A DVD

Surfs Up Dude! Each day this week EasyCruising.com.au and Roadshow Entertainment are giving *Pharmacy Daily* readers the chance to win a copy of the comedy movie, *Surfer Dude*, on DVD.

Starring Matthew McConaughey, the film is about a longboarding soul-surfer who returns home to Malibu for the summer to find his cool hometown vibe corrupted.

To enter, simply tell us in 50 words or less what is one of the most unusual requests you've received from a customer.

The best entry each day will win a copy of the DVD and have their story published in *Pharmacy Daily*.

Yesterday's winner was Ash Baldwin who sent in the following story:

A customer came in requesting for an incontinence condom, and when we called the company to confirm it didn't exist (which it didn't) he began to berate me and accused me of lying...which I wasn't....!

Send your stories to: comp@pharmacydaily.com.au.



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Darwin & Perth Mirixa presentations

LAST night saw almost 100% of pharmacies in Darwin turn out for the latest Mirixa presentation in the Guild's national roadshow.

38 people attended the event, representing a grand total of 27 out of the NT capital's 28 pharmacies, which Guild President Kos Sclavos told PD was "a stunning achievement for the Northern Territory."

The Darwin event followed the Mirixa presentation in Perth on Tue, which was attended by about 120. The roadshow continues tonight in Cairns.



ABOVE: More of the NT contingent - Judith Oliver, Pharmacy Guild; Boon Wai Lim, Stuart Park Pharmacy; Adam Bennett, Northpharma and Pat Reid, Pharmacy Guild.

AND RIGHT: Shelley Forester, United Discount Chemists Palmerston; Nunzio Meta, Pharmacy Guild; Susanne Meta, Barden's Pharmacy; and Michael Croser, Northpharma.



ABOVE: Also at the Perth event, Steve Lewis, High Wycombe Pharmacy; Michael Courtis, Community Pharmacy; Peter Lynch, Community Pharmacy; Natalie Willis, Lynwood Pharmacy; and Lenette Mullen, Pharmacy Guild.



ABOVE: In Darwin last night, from left, Leigh Newell, Tennant Creek/ Alice Springs Pharmacy; Volkan Evci, Palmerston Discount Pharmacy; Maria Giacom, Alice Springs Pharmacy; Adrian Marshall, Trower Rd Day & Night Amcal and Steve Large, Amcal Humpty Doo.



BELOW: Some of the smiling Perth attendees: Katie Barker, GlaxoSmithKline; Michelle Dunn, Terry White Chemist Midland Gate; Peter Huynh, Mt Hawthorn Chemmart Pharmacy; Matthew Tweedie, Pharmacy Guild; and David Tran, Inglewood Pharmacy.



DISPENSARY CORNER

A PLETHORA of hotel bargains in Ireland is reportedly seeing new mothers booking luxury properties to recover from childbirth, in preference to expensive stays in private maternity hospitals.

Dublin's *Sunday Times* reported on one example where a woman opted for free, community-based midwifery services and used the savings to book into a suite at the Four Seasons Hotel within hours of giving birth.

THE drive-through lane of a US McDonald's restaurant became a different type of dispensary this month when a staffer was arrested for selling marijuana alongside burgers and fries.

27-year-old Donald Brice apparently picked the wrong customers when he sold cannabis to two undercover detectives at the cashier's window.

DON'T work so hard.

That's the advice of scientists in Finland who say a recent study showed a strong link between long working hours and the risk of mental decline.

The research, reported in *The American Journal of Epidemiology*, analysed about 2200 British civil servants, and found that those working over 55 hours per week had poorer mental skills than those who didn't work so hard.

The workaholics had problems with short-term memory and word recall, and also reported shorter sleeping hours, more symptoms of depression and used more alcohol, the BBC said.

Experts said it had long been established that consistently long hours was bad for general health, with the new evidence confirming it was also bad for mental functioning.