

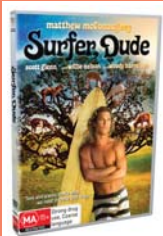
Govt pump scheme

ONLY three insulin pumps have been funded under the Government's \$5.5 million subsidy scheme for children.

According to a report in the *Hobart Mercury*, Tasmanian senator Guy Barnett says the scheme has not worked as a \$2500 subsidy was not enough incentive for a \$7000 pump.

Mr Barnett has called for an urgent overhaul of the program, while Diabetes Australia wants a 100% subsidy given to families.

There were seven successful applicants for a subsidy.



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 **Trevor Anderson** from Corum Health who sent in the following story:

I had a very nervous young lady come into the store for advice on pregnancy test kits.

She was so impressed by my service, she tested herself in the mall's toilets and came back with the good news...she wasn't pregnant and boy was she relieved!

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



Another robotic dispenser

A NEW robotic pharmacy dispensing system is set to be launched in the Australian market at the upcoming APP conference.

Gollman Bouw is the Australian arm of German manufacturer Gollmann, headed up by Mark Bouw who formerly ran robotic dispensing firm Willach here.

Bouw said the Gollmann system is highly versatile, able to store packets, bottles, split packs, patient DAA medication, bulk

stock, inners and even petty cash.

It's able to dispense up to 240 items per hour and "integration with local dispensary software systems is in place with rich data such as expiry dates and stock on hand available," Bouw said.

He said the system is able to hold more than just the top 400 ethical lines and has "very attractive pricing."

The first Australian Gollman Bouw site is already in operation, at Health Focus Pharmacy in Geraldton, WA, and there's a purpose-built pharmacy showroom in Melbourne.

Bouw said orders were already stronger than expected, as a number of pharmacists take advantage of the govt tax incentive for capital investment.

Value shift in pharma marketing

THE future of pharmaceuticals marketing will shift from a focus from "pushing pills" to demonstrating value, predicts PriceWaterhouseCoopers (PwC).

Pharma 2020: Marketing the future, a media webcast held yesterday, outlined the new marketing and sales systems that will be in place within 10 years.

Sales representatives, free drug samples, TV advertising and aggressive marketing to doctors and patients will no longer be practical as the industry shifts its focus to providing services, said Dr Steve Arlington, Global Pharmaceuticals and Life Sciences Advisory Services Leader.

Sales and marketing teams "will need to be able to manage health outcomes through a full complement of health management services, compliance programs and nutritional advice", he said.

Only truly innovative medicines will be "financially rewarded at a premium price", and global regulatory harmonisation will lead to simultaneous multi-country launches of new drugs, PwC said.

Drug hope for dialysis patients

ANTI-hypertensive drugs can cut the death rate of people waiting for a kidney transplant, found Australian researchers.

Experts at The George Institute reviewed worldwide data related to renal failure and the use of anti-hypertensives, involving almost 1,700 dialysis users, and found one in five deaths & almost one in three cardiovascular events, could be prevented.

The research, published in *The Lancet*, is at odds with previous thinking that lowering blood pressure in dialysis patients is too hard and potentially harmful.

"This is the first treatment which is reliably shown to reduce the risk of death in dialysis patients" said the institute's renal division director Vlado Perkovic.



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DISPENSARY CORNER

HERE'S an interesting way to pay your HECS.

A cash-strapped student in China has paid the course fees and living expenses for a university course using oranges.

Wu Xiaobin drove two truckloads of citrus fruit from his home on a farm to the campus at Zhejiang University, after a poor selling season meant the family had no money.

Thanks to local media covering the story he sold the five tonnes of oranges within an hour.

GOOD news - it's time to vote for your favourite public toilet.

A US group called America's Best Restroom (ABR) has opened this year's poll, which will see another five public conveniences added to the 'ABR Hall of Fame'.

Voters in previous years have cited factors such as style, elegance, the view and of course "is it so clean you are almost ashamed to go home?"

Vote for your favourite at www.bestrestroom.com.

GUESTS at Fairmont Hotels and Resorts around the globe are likely to be literally tightening their belts due to the economic situation, with the group announcing smaller portions (and lower prices) at its restaurants.

Fairmont said it's responding to feedback from its President's Club members, adding that "value is in, super-sizing and wasted food are out."

But everything's relative, with one example being the Fairmont Kea Lani in Maui, which previously charged US\$20 for a 500g burger.

Now the burger weighs 300g and costs US\$16.



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