



The Pharmacy
Guild of Australia

This week's update from the Guild Student Business Plan Competition

The Pharmacy Guild of Australia has launched the third National Student Business Plan Competition – an Australia-wide challenge promoting creative entrepreneurship among students preparing for a career in community pharmacy.

The competition is an opportunity for students to demonstrate their understanding of pharmacy practice through innovative and financially secure business models.

Judith Liauw, Chair of the Pharmacy Guild's Women and Young Pharmacists Committee, said pharmacy students are the future of the profession, and their ideas and their enthusiasm should be fostered.

The Guild has designed this competition to be about teamwork, fun and learning – rather simply winning.

The National Student Business Plan Competition helps pharmacy students approach the idea of business ownership and management confidently, by giving them real-life skills in buying, owning and operating a community pharmacy.

The 2009 competition, launched at the Pharmacy Student Congress at the University of Western Australia on Friday, is open to all pharmacy schools in Australia, with \$15,000 in cash and prizes for participating students and their schools.

As part of their prize, the top three entries will present their business plans live on-stage at the Pharmacy Women's Congress on the Gold Coast, in August 2009.

Last year's winners, captained by Daniel Rifkin from the University of Sydney, won \$6000 for the team and university with a plan focused on environmentally friendly business practices.

The National Student Business Plan Competition is organised by the Pharmacy Guild of Australia and is sponsored by Pharmacy Defence Limited (PDL), and Gold Cross Products and Services.

Pfizer to acquire Wyeth

PFIZER will secure its place as the world's biggest prescription pharmaceutical company to 2013 through its acquisition of Wyeth.

The \$US68m (\$AU103b) merger, announced yesterday, will create a prescription pharma company of unprecedented industry scale, with forecast sales in excess of \$54 billion, according to Datamonitor analysis.

The deal also allows Pfizer to diversify into vaccines and injectable biologic medicines by adding two of Wyeth's top products, Prevnar and Enbrel.

Pfizer, currently the world's largest drug manufacturer, will pay \$US50.19 (\$US33 in cash and 0.985 share of its stock) for each Wyeth share.

Last week Pfizer announced it would cut its workforce and close some manufacturing sites, also cutting its dividend by half, to 16 cents a share.

Prior to the announcement of the Wyeth acquisition, Pfizer looked set to lose its industry-

Algal omega-3

A NEW vegetarian algal source of omega-3 DHA is now available for pregnant women and nursing mums who are concerned about the toxicity of fish and fish oils.

Derived from marine algae, 'Life's DHA' is now available in a number of products in Australia, such as yoghurts, honey, eggs, juices and infant formula.

It contains no ocean-borne contaminants potentially found in fish oils and fish (including methyl mercury), is free of the allergens associated with fish proteins and is suitable for vegetarians.



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US authorities are claiming a major breakthrough in public health after a report showing reductions in air pollution in a number of cities have greatly increased life expectancy.

The study published in *The New England Journal of Medicine* correlated life expectancy with air pollution in 51 cities between 1980 and 2000.

Citizens lived 2.72 years longer on average by 2000, with 15% of the improvement attributed to better air quality.

PIERCED pussies, anyone?

A woman in the US state of Pennsylvania has been charged with animal cruelty after she marketed so-called "gothic kittens" over the internet.

34-year-old Holly Crawford reportedly sold the kittens with ear, neck and tail piercings for several hundred dollars.

She said she would plead not guilty, adding that she didn't see any difference between piercing a cat and piercing a human.

AND the moral of the story is... listen to your pooch.

John Richards was particularly annoyed when his boxer-dog Boris wouldn't budge from yet another spot in a field along their walk.

Finally relenting, he saw Boris' reason: the body of Zoe Christie.

When the medics arrived they found a slight pulse, and despite her heart stopping on the helicopter ride to the hospital, suffering severe hypothermia, Zoe made a full recovery.

Unsurprisingly, Boris is very pleased with himself.

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