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PAGE 1 Editor: Bruce Piper email: info@pharmacydaily.com.au



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Editor. Bruce Piper email. Info@pharmacydally.com.a



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.

leading position, largely due to the US expiry of its statin product Lipitor, and was most likely to be overtaken by Roche, Novartis, Sanofi-Aventis and GlaxoSmithKline in terms of global prescription pharmaceutical sales.

Pfizer and Wyeth expect the transaction to close at the end of the 2009 third quarter or during the fourth quarter.

Analysts said the fact that Pfizer had secured \$US22.5 billion in funding from a consortium of banks to help pay for the deal, especially in the midst of a global financial crisis, was a positive signal for the pharma market.

Sigma forward orders offer

SIGMA Pharmaceuticals is encouraging forward orders from its major pharmacist clients.

Pharmacists have been offered forward charging on orders placed from 20 January 2009 in a bid to pull some of the monthly spend from February into January accounts.

Today's *Financial Review* claims Sigma is making the move in oder to meet its end-of-year budget targets.

Pharmacist honours

CONGRATULATIONS to Townsville pharmacist Edward Davidson, who was awarded a Medal of the Order of Australia in

yesterday's Australia Day honours.

Also awarded was pharmacist Harvey Cuthill of Launceston, who was recognised for his service to the pharmacy industry through the Pharmacy Guild of Australia and the Launceston community.

DISPENSARY CORNER

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 Borris wouldn't budge from yet another spot in a field along their walk.

Finally relenting, he saw Borris' 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.

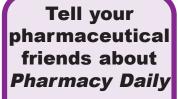
Unsurprisingly, Borris is very pleased with himself.



Gold Coast Convention & Exhibition Centre Queensland



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