

## Virtual trade fair

RAVEN'S Recruitment has launched what it's describing as "Australian Pharmacy's first and only online Careers Fair and Expo."

Dubbed Pharmspace, it will be a fully interactive 3D website, online for the month of Jul 2009.

Raven's md Adam Bell presented the concept at last week's NAPSA congress in Perth, claiming the initiative would revolutionise the way Pharmacy industry products and services are marketed.

Pharmspace will feature an online expo, at which virtual 'exhibitor booths' can be visited.

There will also be a careers fair, aiming particularly at fourth year pharmacy students wanting to find pre-registration positions.

Employers can list their jobs free and it's also free to apply, while there will also be an online Student Resource Library plus an interactive online conference centre where presentations can be viewed live, with an interactive chat facility.

Bell estimated that more than 10,000 unique users are expected to visit Pharmspace.com.au during Jul - more than double any other industry event.

Pharmspace is now offering a range of sponsorship and exhibitor packages - more information from [www.pharmspace.com.au](http://www.pharmspace.com.au).

## Expo goes green

THIS year's Pharmacy Expo, to take place at Sydney's Darling Harbour 12-14 Jun, will introduce a range of initiatives to make the event more environmentally sustainable.

Measures will include online registrations, a reduced reliance on paper handouts and an optional 'green ticket' which can be optionally purchased by delegates to help make their visit to the Expo carbon neutral.

The 3-day education program to be held in conjunction with the expo will be released shortly.

See [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au).

## PBAC rules may change

THE Pharmaceutical Benefits Advisory Committee is considering changes to the submission guidelines for drugs to be listed on the PBS.

PBAC is seeking wider feedback from the industry on two reports by working groups established to review and clarify technical issues of two matters of concern.

'One matter related to indirect [drug] comparisons where the comparative treatment effect of interest is synthesised across the results of sets of randomised trials each involving one or more common references,' said Lloyd Sansom, chair of PBAC, in the invitation on the PBS website.

'The other matter related to transforming measured comparative treatment effects on surrogate outcomes to projected comparative treatment effects on outcomes which are more directly relevant to patients.'

According to Professor Sansom, PBAC affirmed that the proposed drug in a submission would ideally be compared directly with its

## Retail strategies

A SEMINAR about 'Winning at Pharmacy Retail' will be headlined by one of the world's most acclaimed retail consultants, Will Ander, who wrote the 'EST Theory' for understanding retailers' success.

Co-hosted by Pharmacy Practice Foundation, Johnston Rorke and FeelGood Guide, it also features presentations by Robert Kinkade, a US expert on online customer initiatives, and Australian retail pharmacy experts, Bruce Annabel and Hilary Kahn.

The seminar will be held on 12 February at Stamford Plaza Hotel, Sydney Airport.

Non-pharmacists must be accompanied by a pharmacist to attend this one-off event.

Register on 07 3222 8425 or email [rsweetser@jr.com.au](mailto:rsweetser@jr.com.au).



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## DISPENSARY CORNER

THIS could be good news for sufferers of calcium deficiency.

A research team in the UK has found that treating cows with a "more personal touch" can increase their milk production by up to 300 litres a year.

The study found that farmers who gave their cows individual names had a higher yield than those who treated the beasts simply as commodities.

A NASTY condition said to be suffered by hundreds of musicians around the world has been found to be just a hoax.

"Cello scrotum" was first revealed in a 1974 letter to the *British Medical Journal* by Dr Elaine Murphy, who at the time claimed that the rare, painful cellists' complaint was caused by instruments repeatedly rubbing on their male players' bodies.

In a further letter published this week Murphy admitted the initial letter was a spoof.

"Anyone who has ever watched a cello being played would realise the physical impossibility of my claim," she said.

The initial letter followed reports of a similar complaint called 'guitar nipple' which Murphy said she suspected was also a joke.

FORMER British prime minister Tony Blair may need a Grecian 2000 touch-up.

At this week's World Economic Forum in Davos, Switzerland, Iran's foreign minister noted that Blair's hair was noticeably greyer following his more recent role as an envoy attempting to resolve the Middle East crisis.

Blair said he was hoping Iran would accept a 'two state' solution between Palestine and Israel, quipping that if the crisis is resolved "it would keep my hair brown."

## New industry plan

INNOVATION minister Kim Carr today released a report outlining a 10 year plan for Australia's pharmaceutical industry, produced by the Pharmaceuticals Industry Strategy Group he established last year.

Key recommendations include making Australia more attractive for clinical trials by streamlining the regulatory and operating environment, as well as a 'strategic investment fund program' which would see the government co-invest in strategic projects that "transition the industry to a sustainable position."

Senator Carr said the govt was "committed to setting the right conditions to boost the growth of knowledge-intensive, globally integrated industries, like pharmaceuticals, that deliver economic and social benefits to the community."

Medicines Australia ceo Ian Chalmers urged the report be immediately implemented, warning that "government inaction on this issue...could have heavy consequences for the industry and for Australian jobs."

# APP2009

2-5 April

Gold Coast Convention & Exhibition Centre Queensland



The Pharmacy  
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## Registration now open!

[www.appconference.com](http://www.appconference.com)