



Guild Update

This week's update from the Guild Your Quality Care pharmacy could be the star!

The Pharmacy Guild of Australia, in partnership with Johnson and Johnson Pacific, invites you to enter Pharmacy of the Year 2010.

You could be the next celebrity of Australian pharmacy!

Winners will share in a \$17,500 cash prize pool, and also receive:

- a stylish trophy to display in their pharmacy;
- a professional in-pharmacy photo shoot to be used in subsequent promotions; and
- local press and trade media coverage.

All travel and registration costs will be paid for category winners to attend the award ceremony at the APP conference on the Gold Coast in March 2010.

This year, the award has been revamped to include a new, simpler submission process. There are now three new categories in which Quality Care pharmacies can be considered as a finalist:

- (1) Excellence in business management
- (2) Excellence in community engagement
- (3) Innovation in professional services.

Each category winner will be in the running to win the overall **Pharmacy of the Year Award**.

In addition to the revamped Pharmacy of the Year Award, we will once again conduct the popular **People's Choice Award**, where members of the community can vote for their favourite community pharmacy. Entrants are not required to prepare a submission, with the winner being determined by the greatest number of customer votes. Voting slips are available to order from the Guild, or you can print them from the Guild website. Members of the public can also vote on the Guild website (one vote per person).

Submissions close on Friday 18 December 2009 at 5pm.



The Pharmacy
Guild of Australia

Remote pharmacy debacle

THE Australian Pharmacy Council (APC) has released a damning report into rural pharmacy, saying that poor services for remote communities can be attributed to the current ownership and remuneration models for pharmacists in Australia.

The report, produced by the APC and Pharmaceutical Defence Limited, also says remote pharmacists are restricted by confusing and elaborate state, territory and national legislation.

It's the outcome of the APC's Remote Rural Pharmacists Research Project, which was overseen by an expert reference group of seven people, with input from 28 pharmacists working in remote rural locations.

The project aimed to identify the legal and other impediments to a pharmacist being able to deliver their full range of services in rural and remote Australia.

The report concludes that remote pharmacists experience "a myriad of confusing state and national legislation," the impact of which is to "tie the pharmacist to the dispensary bench" as well as inhibit the use of modern technology such as video dispensing supervision and teleconferencing of patient cases.

The ownership, remuneration and legislative restrictions mean that "Aboriginal and Torres Strait Islander communities experience poor quality use of medicine and low medication compliance, directly resulting in high mortality and morbidity levels," the APC said.

In particular, the introduction of Section 100 special supply arrangements had in some areas produced a 'sub-standard' level of dispensing, labelling, advice and

QUM for Aboriginal and Torres Strait Islander patients, providing "a second class service for these already disadvantaged Australians."

The report says that to increase clinical pharmacy services in remote areas it needs to become economically viable for a remote Aboriginal Health Service to employ a pharmacist.

"This could be achieved if pharmacy ownership models in remote areas were changed and/or if pharmacists could claim direct payment for clinical services."

Recommendations in the report include exempting Aboriginal Health Services in remote areas from pharmacy ownership laws, as well as remunerating remote pharmacists for cognitive services via Medicare.

See www.pharmacycouncil.org.au.

New Nature's Own insomnia product

SANOFI-AVENTIS Consumer Healthcare has announced the launch of a new 'Complete Sleep' product, specially formulated to relieve sleeplessness.

It offers a combination of two natural ingredients - Zizyphus and Lactium - and will debut next month with more than \$2.5 million in advertising support.

Lactium is a new compound to the Australian market, described as "a clinically proven milk peptide which mimics the properties found in mother's milk to induce the same state of calm a baby enters after a feed" - while Zizyphus is a herb used in traditional Chinese medicine said to calm the mind.

Nature's Own Complete Sleep will retail for \$29.95 for a 15 day supply.

Three pages today

TODAY'S *Pharmacy Daily* has two pages packed with news as well as a full page promoting the PharmSpace virtual trade show which is now online - see p3.

A pharmacy just for the ladies

THE first women's only pharmacy in North America will open its doors today in Vancouver, Canada.

It's the brainchild of Caryn Duncan, executive director of the Vancouver Women's Health Collective, who lives in the city's Downtown Eastside area and said she often saw queues of people spilling out of pharmacies onto the street, and having to speak to pharmacists through security glass.

"They're, I think, quite hostile places and women don't feel safe," she said.

Lu's: A Pharmacy for Women will feature a "welcoming reception area" and a private consultation area, a nurse practitioner and a library offering health information and internet access.

Online ADR system

THE UK Medicines and Healthcare products Regulatory Authority has launched a new online reporting system for side effects relating to the use of swine flu antiviral medications.

The MHRA said the portal would help it efficiently monitor the safety of Tamiflu and Relenza "as their use increases during the swine flu pandemic" in the UK.

The reporting system is available to both health professionals and the public, with a spokesperson saying the medications are "acceptably safe, and most people will not suffer any side effects."

"Like all medicines, the MHRA keeps the safety of these continually under review and we are keen to let people know there is a new way to tell us of any side effect suspicions."

Consumers who think they have an adverse reaction are being urged to see their healthcare professional, while suspected reactions can be reported via www.mhra.gov.uk/swineflu.

"By providing this information, not only are the MHRA able to better gain insights into the safety of medicines, but people can directly contribute to effective medicines regulation," the MHRA said.

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*Speed of release does not imply speed of craving relief.
ALWAYS READ THE LABEL. Stop smoking aid. Use only as directed.
References: 1. GSK data on file. 2. Nicabate Minis product information. 3. Nicorette product information. Nicabate[®] is a registered trade mark of the GlaxoSmithKline group of companies. WH GSK15657

Pharmacy DAILY

Tuesday 7th July 2009

PHARMACYDAILY.COM.AU

Assistants register now

PHARMACY assistants in NSW are being urged to register for the NSW Pharmacy Assistant Conference which will take place in Sydney on Sat 29 Aug, with six CPD points, lots of prizes and full catering - see www.guild.org.au/nsw.

Guild Award paper

THE Pharmacy Guild has made a supplementary submission to the Australian Industrial Relations Commission relating to transitional provisions and "other matters of principle" in connection with the Pharmacy Industry Award 2010.

The submission reiterates that the modern award for community pharmacy "must be economically sustainable and promote the efficient and productive performance of work," and can be downloaded from www.guild.org.au.

Betadine Gold X campaign

BETADINE Sore Throat Gargle has signed up for the Gold Cross campaign, joining other major pharmacy-only brands to create a 15 second TV commercial and a 10 second electronic billboard ad.

Other participants in the campaign so far include Mersyndol and Nicorette, with the ads endorsing Gold Cross pharmacies as a "sound source of local advice and help, while clearly setting out the product's individual benefits," the Guild said.

The TV commercials form the second stage of a long-term consumer campaign which launched in Sep 2007, aiming to promote the role of independent pharmacies in Australia with the 'Ask Your Pharmacist' tag line.

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DISPENSARY CORNER

THIS coffee would really get you going in the morning.

Authorities in Kuala Lumpur have confiscated 900 boxes of coffee beans containing a special added ingredient - Viagra.

The product had been distributed across Malaysia by the raided company, which marketed it as an "energy booster."

AND there's more excitement around coffee, after University of South Florida scientists suggested that caffeine could help slow the progress of Alzheimer's disease.

A study on mice with symptoms similar to Alzheimer's showed that those who were given a daily dose of coffee performed better in memory and thinking tests.

A CHEMICAL solution would have probably been a better idea.

The home of a man in Germany has been left a smouldering wreck after he set it on fire while trying to kill weeds using a flame thrower.

Initially he set the hedge alight, but the flames spread to a garden shed and then to the roof of the house, which is now uninhabitable.

WIN REVLON EYELASHES!



Add red carpet glamour to your look with the Revlon Fantasy Lengths and Lash Flares fake eyelash range.

Revlon has teamed up with *Pharmacy Daily* this week, giving readers the chance to win a packet of glue on eyelashes each day.

The range includes Fantasy Lengths Self Adhesive Eyelashes, Fantasy Length Glue-On Eyelashes and Lash Flares Individual Lashes and is valued at \$9.99 a packet.

The easy to apply lashes are long lasting, comfortable, weightless and suitable for contact lens wearers. So give yourself perfect lashes every time thanks to Revlon.

For your chance to win your very own fake lashes, simply send through the correct answer to the following question:

List the three great facts about the Revlon fake eyelash range.

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received each day will win!

Hint: Visit the Revlon website at: www.revlon.com.

CONGRATULATIONS to Con Kouskouris of Sigma Pharmaceuticals who was yesterday's lucky winner!



Pharmaceutical Society of Australia

Advanced Clinical Education Seminar

The ACE seminar is a good review of Aged Care related topics for all pharmacists, in particular accredited and hospital pharmacists, and pharmacists' working closely with GP's to improve patient outcomes.

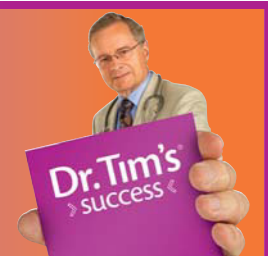
The seminar will feature speakers who are experts in their field with the latest updates in nine aged care related topics, including Arthritis, Osteoporosis, Gastrointestinal, Genitourinary, Heart failure, Parkinson's disease, Depression and insomnia, Dermatology, and Geriatric overview.

FOR MORE INFO & TO REGISTER CLICK HERE



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