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Win some chocolate!

DON'T forget to visit the *Pharmacy Daily* virtual booth at the PharmSpace online trade show which is taking place this month.

You can download current issues of *PD* as well as other information, as well as sign up for a free subscription to the publication.

And everyone who visits is also able to enter a competition offering a prize of a delicious Darrell Lea Chocolates hamper - see www.pharmspace.com.au.

Chronic burden for GPs higher

A REPORT released yesterday by the Australian Institute of Health and Welfare and the University of Sydney has confirmed that GPs are spending more of their time with older patients, and are managing more chronic diseases.

General Practice in Australia, health priorities and policies 1998 to 2008 also said GPs are dealing with more requests for prescriptions, with positive outcomes from practice changes including more checking and managing of chronic conditions such as diabetes, high blood pressure, high cholesterol and depression.

The report also raised some concerns about increasing adverse events due to drug side-effects, and the "ever-increasing number of pathology tests being ordered."

Harvey slams Sigma cruise

LA TROBE University Adjunct Senior Research Fellow, Ken Harvey, has written to the Parliamentary Secretary for Health, Mark Butler, about the Sigma Mediterranean Conference for GPs and Pharmacists (*PD* yesterday).

Harvey claims that the Medicines Australia code of conduct should apply to the event, even though Sigma isn't a member of MA, and says the event "is yet another example of inconsistencies and double standards of Australian co-regulatory systems aimed at controlling unethical promotional practices.

"Clearly, the purpose of Sigma

Panasonic launches pharmacy robot

JAPANESE electronics maker Panasonic has developed a new dispensing robot, marking its first step into robotics.

The company announced plans to sell the dispensing robot to Japanese hospitals from next March, and will follow this up with marketing in the US and Europe.

A Panasonic spokesperson said the robot "sorts out injection drugs to patients, saving time for pharmacists," with the company predicting annual revenue from its new medical robotics division will reach about US\$300m by 2016.

organising and promoting a 10-day Mediterranean cruise...(with only one and a half days educational content) is to promote the use and supply of their products," he said.

Harvey is urging the creation of a single Code applicable to all therapeutic claims and promotional practice, along with a single complaint and appeal process, a common monitoring process and "one set of effective sanctions."

However a number of other *PD* readers have also responded to the story about the cruise, pointing out that doctors and pharmacists will pay to attend, with one saying: "The advantage is that because Sigma has chartered the ship at a good price, anyone who attends can do so at a better price - a 'win-win' for everyone."

Three pages today

TODAY'S Pharmacy Daily has two pages of news as well as a full page promoting the upcoming **Pharmacy Women's Congress**.

Air clot risk climbs

THE likelihood of developing dangerous blood clots, while still very small, is three times greater for air travellers than for people not cramped for many hours into small aircraft seats.

A report into DVT or venous thromboembolism published in the *Annals of Internal Medicine* this week is the first time the increased risk has been quantified.

It found a 26% higher risk for every two hour increase in air travel time, and emphasised that travellers should be aware of the symptoms and stay hydrated and mobile during long trips.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

WINDSTAR CRUISES is offering up to 59 per cent off cruises through the Mediterranean and Adriatic Sea on board the 312-passenger *msy Wind Surf* in Aug and Sep 09.

Deals on offer include 7-night cruises between Rome and Venice from \$1592 per person twin-share; and 7-nights between Rome and Nice starting from \$1613 per person twin-share. Fares include all meals, entertainment and activities on board. Departures are limited. For more info call 1300 766 566.

From 3 Jul-30 Sep 09 **QANTAS HOLIDAYS** is offering specials on Sunshine Coast, Gold Coast and Tropical North Queensland travel packages, including 4 nights

accommodation from \$191 per person at the Breakfree Cosmopolitan on the Gold Coast. In addition, 1500 bonus frequent flyer points are available to members who book prior to 31 Jan 10. For more info - 13 27 87 or see your friendly travel agent.

ACCOR HOTELS is offering packages at Melbourne's Sofitel Hotel including one night's stay and two tickets to either *Salvador Dali: Liquid Desire* (13 Jun-4 Oct) or *A Day in Pompeii* (26 Jun-25 Oct), both exclusive to Melbourne's National Gallery. Prices start from \$361 per couple per night (twin share) for the *Dali* exhibition.

For info and bookings contact the hotel directly on 03 9653 0000.

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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.

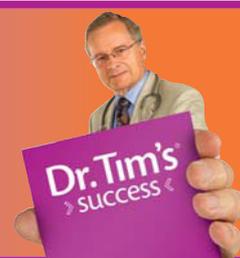
The seminar will feature speakers who are experts in their field with the latest updates in nine aged care related topics, including Arthritis, Osteoporosis, Gastrointestinal, Genitourinary, Heart failure, Parkinson's disease, Depression and insomnia, Dermatology, and Geriatric overview.

FOR MORE INFO & TO REGISTER CLICK HERE



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Pharmacy DAILY

Thursday 9th July 2009

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Swine flu funding

THE National Health and Medical Research Council has fast tracked funding for 41 Swine Flu research projects.

\$7m has been provided for the projects, covering research "from the laboratory to the bedside" including understanding why some people get more severe flu than others, strategies for containment in rural, remote and Indigenous communities, improving the detection of swine flu and the best strategies for antiviral use.

HIP appointment

LISTED pharmacy franchise group Health Information Pharmacy has appointed Shona Marino as its Franchise Manager for Queensland.

HIP also this week confirmed the opening of its latest pharmacy in the North Melbourne suburb of Ivanhoe.

EU launches generics probe

THE European Commission has announced new investigations into delays by pharmaceutical makers in introducing generic versions of common medications.

The move follows a study of the sector which found a delay of more than seven months between patent expiries and the appearance of generic drugs, with the EC alleging that some companies are colluding with generic manufacturers.

EU Competition Commissioner, Neelie Kroes, claimed that drug manufacturers "are using a variety of instruments to extend the commercial life of their products without generic entry for as long as possible."

One of the specific probes will focus on Servier, with a claim that it struck a deal over its cardiovascular medicine perindopril with a number of generics makers including Teva, Lupin, Matrix, Niche Generics and Krka, the BBC said.

The inquiry also found there was an urgent need for the establishment of common patent legislation across Europe to reduce uncertainty and administrative

burdens, with 30% of patent court cases conducted in parallel in several member countries - and in 11% of cases national courts reached conflicting judgements.

The Commission is also urging EU member states to significantly accelerate approval procedures for generics, including automatically granting reimbursement status for generic versions or already approved originator drugs.

The current delays are being blamed for significantly increasing health costs in the EU

New colour printer

SPECIALIST independent pharmacy IT supplier, chemIT, has launched a new multifunction Kyocera product which is claimed to ease printing workloads and increase productivity.

The FS-C1020MFP is a colour and mono duplex network laser printer with inbuilt scanner, copier and fax machine.

chemIT spokesman David Porter said the new product would add useful new features like colour copying, scanning and faxing - www.chemit.com.au.



DISPENSARY CORNER

PLANS for an all-butter sculpture of Michael Jackson at a festival in the USA have churned up significant controversy - and it's not just over concerns about the cholesterol content.

Organisers of the Iowa State Fair announced last week that they would erect a statue of the late King of Pop alongside the annual "butter cow" and there's been so many comments about the move - both positive and negative - that they've decided to put the potentially slippery issue to a vote at www.iowastatefair.org.

AUTHORITIES in Sri Lanka are pretty serious about cracking down on dengue fever, threatening to imprison people who don't clear up stagnant puddles.

The disease is spread by Aedes mosquitoes which breed in still water, which is prevalent during the annual monsoon season.

So far this year there have been almost 15,000 people infected in Sri Lanka, with 163 deaths.

In recent weeks government inspectors have warned people in the capital Colombo that they must get rid of mosquito breeding grounds on their properties or face a six month jail term.

Officials have also announced a plan to import bacteria from Cuba to kill the larvae of the mosquitoes but warn that the plan may be difficult to implement because "the majority of mosquito breeding occurs in as little as 5mm of water - such as in plant pots."

PHARMACISTS' mental health skills may be required more and more in the coming months, after a warning of increased rates of suicides and depression as a result of the economic downturn.

The Lancet has published an analysis correlating economic changes with death rates in 26 European countries over the last three decades.

The report predicted at least an extra 290 suicides in Britain due to rising unemployment, while there's also expected to be an increase in murders and heart attacks.

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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 one thing Revlon fake eyelashes help you achieve.

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

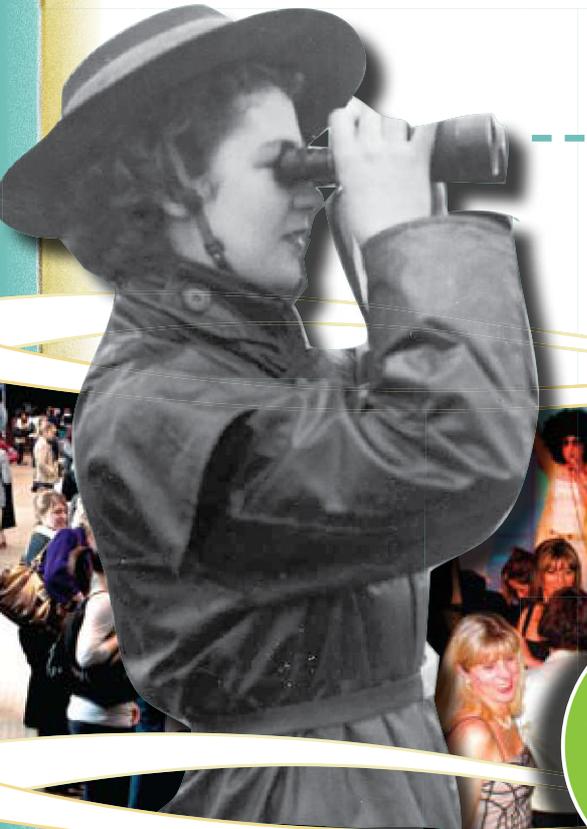
The first correct entry received each day will win!

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

CONGRATULATIONS to Linda Morris of Aspen Pharmacare who was yesterday's lucky winner!



Pharmacy Women's Congress



WIN!

Two nights luxury accommodation

Register to attend before 20 July for your chance to WIN two nights' accommodation at the luxurious Surfers Paradise Marriott Resort & Spa.



Surfers Paradise Marriott Resort & Spa

Don't miss **Judith Lucy**
Saturday 15 August
Breakfast Session:
Growing old disgracefully

14 - 16 August 2009 | Surfers Paradise Marriott Resort & Spa, Gold Coast

Throughout history, women have created technology that helps us communicate and protect ourselves by thinking outside the square and finding ways to do things better. Attend the 2009 Pharmacy Women's Congress to learn more, not just about the future of pharmacy, but your future as a pharmacy professional.

- ☞ Discuss the future of pharmacy
- ☞ Learn more about owning your own pharmacy
- ☞ Meet like-minded women
- ☞ Beat the winter chill

For more information visit:

www.pharmacywomenscongress.com.au

email womenscongress2009@guild.org.au ☞ ph 07 3831 3788



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