

Guild Update

This week's update from the Guild Diabetes Medication Assistance Service

Pharmacists and GPs are working together to provide type 2 diabetes sufferers greater continuity of care and management of their disease through the Diabetes Medication Assistance Service (DMAS).

The DMAS is being piloted in approximately 800 pharmacies throughout Australia, with each pharmacy supporting up to 14 eligible patients. The service is a six-month cycle of medication review and support for sufferers of type 2 diabetes and HbA_{1c} of $\geq 7\%$.

A new progress report for the DMAS has been drafted by the gov't in conjunction with the University of Sydney, Monash University, University of Tasmania and Curtin University (WA). The preliminary findings are positive:

- evidence is showing that, on average, there has already been a reduction in HbA_{1c} by at least a full percentage point;
- total cholesterol has been reduced, as well as triglycerides;
- the proportion of people who smoked has been reduced; and
- there was a significant improvement noted in adherence to medications.

The DMAS is designed to be a complementary service for patients - it integrates with GP Management Plans and Team Care Arrangements.

Trained community pharmacists offer support to patients through assistance with medication management, blood glucose self-monitoring, diabetes self-management, and other patient goals, such as lifestyle changes and co-morbidities (eg blood-pressure).

The service is funded by the Australian Government Department of Health and Ageing under the Fourth Community Pharmacy Agreement and managed by the PGA - guild.org.au/pps/content.asp?id=1896.



The Pharmacy Guild of Australia

First step towards ehealth

NATIONAL consultations are set to begin on the legislative framework that will underpin a secure national e-health system.

The Australian Health Ministers' Conference announced yesterday that discussions with health industry stakeholders in July will examine the governance, privacy and agreed uses for the national healthcare identifier numbers that form the core of the ehealth system.

Under the proposed national system, all healthcare providers, centres and consumers will be allocated a unique number that will increase confidence when passing patient information between various healthcare providers.

According to the Dep't of Health and Ageing, "mismatching of patients with their records and medical results is a documented problem for the health system.

"There is a clear link between avoidable patient deaths and poor medical records management."

Individual Healthcare Identifiers for Australian citizens will hold only enough information to identify the patient, and they would not have to be declared to receive treatment.

The step towards an ehealth system has been welcomed by Medicines Australia head Ian Chalmers, who said patients and

Neupro now available

FROM today pharmacists can dispense Neupro, a prescription-only patch treatment from UCB for patients with Parkinson's disease.

Neupro (rotigotine) is a non-ergoline dopamine agonist and is the only patch treatment for the disease, to be applied daily.

In clinical studies Neupro has generally been well tolerated when taken by itself or with other Parkinson's disease therapies.

It is not available on the PBS.

ASMI registration

ASMI has issued a reminder to register for its annual conference and AGM, which this year will be discussing the topic: 'Self Care: How much is your responsibility?'

The event will feature speakers from gov't, regulatory agencies, healthcare professionals and more.

The event will be held on 12 Nov in Sydney and costs \$660 for ASMI members and \$715 for non-members registering by 31 Aug.

healthcare professionals would be the big winners.

"If healthcare professionals understand what treatments a patient has received and what medications have been previously prescribed and dispensed, they will be much better placed to determine quickly the most appropriate treatment option," he said.

"An e-health record will help ensure doctors and other health professionals prescribe the right medicine to the right patient at the right time and at the right dose."

He added that a national ehealth system would improve Australia's clinical trial capability by allowing remote access to the records of trial participants, removing geographical barriers that prevent participation in trials.

A discussion paper outlining the legislative framework and the need to balance privacy concerns with the benefits of better sharing of information is available at health.gov.au/eHealth/consultation.

Alzheimer's diagnosis

BAYER yesterday revealed a potential step forward in the diagnosis of Alzheimer's Disease at the International Conference on Alzheimer's in Venice.

The company presented data from a global Phase II study using the tracer florbetaben.

The study showed that patient's with clinically diagnosed Alzheimer's could be distinguished from age-matched healthy individuals on the basis of florbetaben uptake in the brain.

Additional studies which will include Australia are now being planned to validate the results.

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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.

Today we are also giving subscribers the chance to enter our fantastic Dr. Phil competition, giving away two tickets to see Dr. Phil in Sydney (see **page 2**).



Pharmacist Required in Tourism Hot Spot

Full time skilled pharmacist required for a very busy pharmacy in Broome W.A.

Looking for a change in your life?

This position will take you to one of the Kimberley's most prestigious tourist destinations.

This is a long term position for a pharmacist who wants to make a difference in the community and build their future in Broome. The position will include some weekend work as well as some remote community travel.

A salary package to suit this role will be included as well as relocation and travel components.

To apply, please send your resume to mogley@broomepharmacy.com.au or call **Michael Ogley** on **0433 695 440**.

All enquiries will be treated confidentially. Only successful candidates will be contacted.



Pharmacy Women's Congress

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

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

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**.

To check out the program, register or for more information visit: www.pharmacywomenscongress.com.au



The Pharmacy Guild of Australia

MIMS Mobile launches

MIMS Australia has launched a web-based MIMS suitable for mobile devices like Blackberries, iPhones and other smartphones.

MIMS Mobile was developed with m.Net Corporation and it features functionality and content not seen before in MIMS PDA product.

The service includes full product information as well as the abbreviated version and DrugAlerts.

Fitness expo rebrands

THE Australian Fitness Expo has been repositioned for 2010 as the Australian Fitness and Health Expo in an effort to increase visitor numbers from the health sector.

Exhibition manager Ashley Robertson said the move was not a complete rebrand, stating that "with a change of name, logo, floor plan and feature areas, the Australian Fitness & Health Expo has evolved to meet the needs of our clients and by doing so will facilitate a more relevant and focused industry event."

Guild fund tops benchmark

INVESTORS in Guild Capital Asset Management's Australian Shares Fund have been sheltered to some extent from the economic downturn, with the fund outperforming its benchmark by 10.8% in the 2008/09 financial year.

The fund was still in negative territory, returning -9.5%, but that compared favourably to Standard & Poor's ASX 300 Accumulation index, which returned -20.34% in the 12 months to 30 Jun 2009.

GCAM is a boutique investment manager that is 100% owned by the Pharmacy Guild of Australia via its Guild Group Holdings company.

The company's chief investment

Swine flu unstoppable

A WORLD Health Organisation official has labelled the swine flu pandemic 'unstoppable,' the *Sydney Morning Herald* reports.

Deaths from the virus were reported yesterday in Britain, Thailand and the Phillipines and a school was shut in Saudi Arabia.

officer Kingsley Bibby said "our absolute focus on capital preservation (we don't speculate with investors' money) has helped us to achieve such strong outperformance."

He added that he is confident that "if you can weather the lean years, history tells us that the current distressed prices are likely to make great long-term investments, with significant returns."

ACC to access records

A FEDERAL court ruling allowing the Australian Crime Commission to seize the medical records of eight teenage girls using coercive powers granted to it as part of the Northern Territory intervention has been slammed by health groups.

The ruling, handed down last Fri, was the first major legal test of the ACC's coercive powers.

The case arose last year when the ACC demanded the documents be handed over, saying they were vital to its investigation into child abuse.

The health group concerned said that while the girls were sexually active they were not considered by doctors to be at risk of child abuse, adding that handing over the records would lead to a breakdown in trust between doctors and patients, including children.

In an initial courtroom challenge the ACC was found to have overstepped its authority, but that decision was quashed on appeal to the full bench of the Federal Court.

Health groups have stated that the decision could act as a disincentive stopping young Indigenous people from seeking advice about sexual health.

Beat the winter bug

KEY-SUN has a number of natural products available for people who want to avoid a cold but don't want a vaccination.

Homeopathic solutions from Boiron include Oscillo, which is used to treat flu symptoms like fever, chills and body aches and retails for \$16.95 for six doses, and Cold Calm, which is effective for sneezing, runny nose, nasal congestions and sore throats and retails for \$16.95 for 40 tablets.



WHAT do you want to play on your Nintendo?

Bayer Diabetes Care has unveiled a new blood glucose meter for kids with diabetes that hooks up with Nintendo DS and Nintendo Lite gaming systems.

Dubbed DIDGET, the application makes it easier for children to manage the disease by "tapping into their passion for video games to build consistent blood glucose testing habits."

DIDGET rewards children for consistent testing.

IT'S good to swear!

Scientists are reporting that the reason why people swear when they injure themselves is because it actually reduces pain.

A study at Keele University has found that volunteers could withstand pain for a longer period of time if they swore.

The study asked students to lower their hand into a tub of icy water for as long as they could while swearing however they liked.

They then carried out the task again while using non-offensive words to describe a table.

The results found that swearing students reported less pain and were able to hold their hands down for 40 seconds longer on average.

CLOWN Doctors in Christchurch!

Comical health specialists are being introduced at Christchurch Hospital in NZ in Sep in an effort to help patients through humour.

Clown Doctors already operate in other programs around the world, including in Australia, but it is the first time they will go to work in NZ.



Choice bro - stop clowning around!

WIN TICKETS TO SEE DR PHIL

THIS week *Pharmacy Daily* has teamed up with Klick Communications to bring you another great competition.

Dr. Phil McGraw, better known as "Dr. Phil", is bringing his live show to Australia in August for the very first time, and *Pharmacy Daily* readers have the opportunity to win a double pass to the Sydney show on Thursday 6 August at Acer Arena, valued at \$238.

At Dr. Phil's shows Down Under, you will learn about some of his break-through strategies to improve your career, finances, health and personal life and he'll also challenge you to set new goals, inspire and motivate you to implement strategies for your success.

To enter, simply tell us what question you would ask Dr. Phil if you had the opportunity to attend his show.

Email your question to comp@pharmacydaily.com.au.

The lucky winner will be published in next Monday's PD issue.

If Dr. Rebekah Moles from the Faculty of Pharmacy at the University of Sydney had the opportunity to attend Dr. Phil's show, she said she would ask him the following question -

"Dr Phil how do you keep a straight face when dealing with some of the 'freaks' you have on your show?"

Pharmacy Daily readers can purchase tickets for the Syd, Bne & Mel shows through Ticketek at a special price by clicking here.





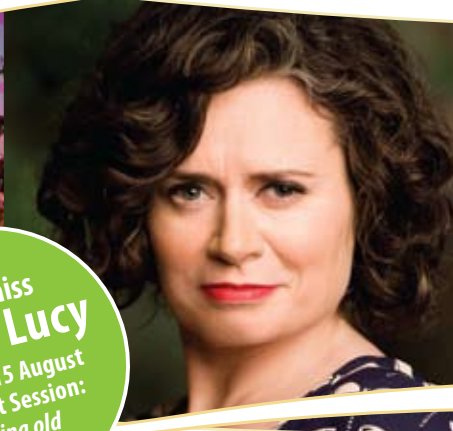
Pharmacy Women's Congress



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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