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Big Pharmacy Expo weekend

ATTENDANCE at last weekend's Pharmacy Expo in Sydney was much stronger than last year, with preliminary figures from Fri and Sat showing an increase of about 16%.

As well as the trade show with about 90 exhibitors, many attendees took the opportunity to boost CPD points through the wide range of educational sessions on offer during the expo.

Pharmacy Daily was one of the exhibitors and we'd like to thank the many current subscribers who told us how much they enjoy reading the publication.

And many of the attendees also entered our competition to win an iPod Touch.

Congratulations to Peter Van of Ropes Central Pharmacy, who was the lucky winner.

Health Update Cough & Cold

Today's Health update focuses on **Treating a Sore Throat.**

Sore throats are most commonly caused by viral infection and occasionally bacterial. They are usually the first symptom of a cold or flu. Treatment is generally for symptomatic relief and includes lozenges, gargles or sprays. **Antiseptic Lozenges and Gargles** - are often helpful, as a lozenge can stimulate saliva production which can give relief to a dry, irritated throat. The antiseptic component may be of little value for viral infections.

Anaesthetic Lozenges - help soothe the throat by numbing it. They are recommended for use for only a day or two. eg Benzocaine
Anti-inflammatory Lozenges - give relief of pain as well as inflammation. eg Benzydamine.
Iodine based Throat Gargles - are both antiviral and antibacterial and can be effective in helping treat a sore throat.

If a sore throat persists for more than 3 days a patient should be referred to a doctor.



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Suitable for under 2's
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advice)

Pharmacy criticism 'normal'

PHARMACY Guild President Kos Sclavos has reassured members that negative stories in News Limited newspapers last week (**PD** Thu, Fri) are a "normal part of the cycle" in the lead-up to agreement negotiations.

He's been telling owners that although the comments were widely reported, they're a "non-issue for the average consumer."

The reports accused pharmacists of rotting the system and urged patients to shop around to have prescriptions filled as private scripts rather than through the PBS.

But Sclavos pointed out that private prescriptions don't count towards the safety net, which is a significant driver particularly for patients on multiple medications.

More than 1.9 million concession cards are issued each year, with the Guild estimating that up to 5 million people have their medications subsidised under the safety net scheme, meaning that they're not disadvantaged by the current PBS pricing arrangements.

Sclavos also said pushing consumers to bulk buys through discounters makes a mockery of the Quality Use of Medicines area of the National Medicines Scheme.

In fact, the number one consumer issue the Guild deals with is complaints from patients who have bought their medications in bulk from discount pharmacies and then have their medication changed, without being able to receive refunds for the items purchased.

"The reason we have the PBS is so that patients don't need to shop around," he said.

And in the longer term the PBS

Free pertussis vax

THE Victorian government has announced a free whooping cough vaccination program, after cases more than doubled in the first five months of 2009.

Vic Health Minister Daniel Andrews said there had been 946 cases reported until the end of May, twice the 449 during the same period last year.

He said free pertussis vaccines would be available to Victorians for about three months, adding that "about one in every 200 infants under six months of age who catches pertussis will die."

reforms will see full disclosure of all discounts meaning the govt will capture the benefits, Sclavos added.

He said that the negative stories had actually done the Guild a favour, because they have reminded pharmacists that they need to be "united and vigilant".

25% of current owners are new since the last agreement was negotiated, and Sclavos said that "new young owners upset at this denigration of the profession" should be aware that such criticism is "part of the furniture of dealing with the agreement."

The NSW Pharmacy Student of the Year

THE Pharmacy Expo in Sydney over the weekend featured the NSW finals of the Pharmacy Student of the Year.

The competition is sponsored by Alphapharm and aims to recognise outstanding pharmacy students by showcasing their counselling skills to the pharmacy profession.

On Sat morning the three NSW finalists gave their presentations, with the winner announced that evening at an extremely well attended cocktail party hosted by the PSA Early Career Pharmacists.

The finalists are **pictured right:** Anjana Rao of the University of Sydney; the winner Lloyd Smith from Charles Sturt University, Wagga; and Olivia Thornton, University of Newcastle.



LEFT: Lloyd is pictured receiving his award from John Bell and Claire O'Reilly, both from the PSA.

As well as the prestigious certificate, he's won a flight and accommodation package to attend PAC in Oct where he will compete for the National title.

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33% with swine flu

A HEALTH expert yesterday estimated that one in every three people in Victoria already has Influenza A (H1N1).

Today's Age newspaper cites Professor Greg Tannock from the Burnet Institute, saying that "one in three is a reasonable estimate".

The official Federal Government figures this morning said that 1542 people across Australia have Swine Flu - but in fact it's only an estimate because the Modified Sustain phase of the pandemic alert in Victoria means the state no longer tests people with flu-like symptoms.

Federal Tourism Minister Nicola Roxon has confirmed that all states and territories are likely to move to the Sustain phase as the number of cases increase, which would bring a consistent national approach to managing the virus.

Under Sustain there would be fewer testing and quarantine measures, with a stronger focus on high risk patients such as seniors, the very young, and those with other complicating health conditions.

NSW award plan "bullying"

THE NSW branch of the Pharmacy Guild has been accused of "bullying and coercing employees" in its attempts to have a new Multi-Employer Business Agreement (MBA) adopted in the state.

A statement issued by the Pharmacists Division of APESMA has blasted the Guild's rhetoric about possible job losses resulting from the new National Award as "simply a nonsense."

"The higher rates have been paid in Victoria for decades, and the number of pharmacies in Victoria is increasing rather than decreasing," APESMA said.

Under the proposed MBA staff are being offered a 0.2% wage rise per year over five years, but in return will give up rights to the new Award which includes higher casual and penalty rates, as well as the requirement that superannuation contributions be paid into employee funds within 28 days.

"The employers who are a part of this MBA are showing their total selfishness by getting you to sign an

7% PBS DISCOUNT!
COST + 0%
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DISPENSARY CORNER

AN ONLINE trader in China has been banned from selling the saliva of attractive teenage girls.

The vendor claimed the liquid is a 'tonic' and the website ad features a picture of the 18-year-old female who allegedly provided the saliva which is on sale for about \$5 for a small bottle.

However auctioneer taobao.com removed the listings after scores of complaints from internet users.

The product is the brainchild of a retailer known as Mr Zhou, who said his next move is to market "drool" from girls.

"The drool was all collected from 18-year-old pretty girls when they were sleeping. And buyers can pay later after they certified the authenticity of this product," he said.

PHARMACY Daily would like to extend an official vote of thanks to the volunteers who helped staff our stand at the Pharmacy Expo over the weekend.

One of the helpers was none other than Guild President Kos Sclavos (pictured below on the stand), who stepped in to lend a hand - and rest his weary feet - for a little while yesterday.

As well as encouraging passers-by to sign up for Australia's favourite pharmacy industry newsletter, his presence on the stand attracted lots of visitors keen to catch up on the latest Guild developments.



Kos, we can't thank you enough.

'agreement' aimed at maintaining current inferior working entitlements, rather than bring themselves in line with the rest of Australia," said President of the Pharmacists Division of APESMA, Geoff Marsh.

He said the NSW Guild's actions were evidence of a 'Jekyll and Hyde' syndrome in which pharmacist employers claim to care for their customers but show "contempt and arrogance" towards their staff.

The new MBA will only cover about half the pharmacies in NSW because it will only apply to those corporately owned, meaning that the other half will be operating under the new Award from the beginning of next year.

Marsh predicted that employees will move to pharmacies offering the new award, suggesting that "market forces should kick in and a number of pharmacies will find it difficult to get staff."

Top pharmacy brands

THE annual Readers Digest Brand survey of Trusted Brands has seen a number of pharmacy brands close to the top of the list.

The overall most trusted brand was Cadbury - despite the company reducing its pack sizes - and then came Panadol and Band-Aid in second and third places respectively.

Colgate was in fifth position overall while Johnson & Johnson came in eighth place.

The alcohol-based mouthwash controversy has clearly impacted Listerine, which fell 53 places compared to last year.

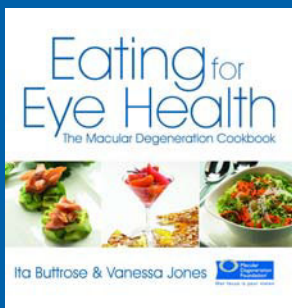
The overall winner in the health category was Panadol, while the most trusted brand in the Vitamins and Supplements category was Blackmores.

RPSGB committee

THERE'S been no change in the leadership of the Royal Pharmaceutical Society of Great Britain, with incumbent president Steve Churton re-elected for a further term after the Council's election on 03 Jun.

Also successfully re-elected for 2009-10 were RPSGB vice president Martin Astbury and Treasurer, John Gentle.

WIN A COPY OF THIS BOOK!



What are the best eye health foods?

It seems Australians are confused, with many believing carrots are the most beneficial food for eye health and this is not correct as spinach and corn are actually top eye health foods.

Each day this week, Pharmacy Daily is giving readers the chance to win a copy of *Eating for Eye Health*, valued at \$24.95.

The book is the result of a partnership between the Macular Degeneration Foundation, and its patron, Australian media icon Ita Buttrose and chef Vanessa Jones.

It provides a selection of everyday, easy-to-follow recipes that are great for eye health and can help reduce the risk of Macular Degeneration.

To order a copy of the cookbook or find out more information about Macular Degeneration, visit www.mdfoundation.com.au or call 1800 111 709.

To enter today, simply send your answer to the following question to comp@pharmacydaily.com.au.

What is the leading cause of blindness and severe vision loss in Australia?

This great prize will go to the first correct response, so for your chance to win, make sure you send in your entry NOW!

