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Loop

Betty Baxter now in 150 pharmacies

THE Betty Baxter Complete Weight Management program is now available in 150 pharmacies across Australia, with more than 30 new members offering the solution since 01 Jan this year.

GM Fiona Batty attributed the strong growth in part to the Betty Baxter program being the only one to be given the "nutritional thumbs up" in the CHOICE survey of pharmacy-based meal replacement programs published earlier this year (PD 04 Feb 2009).

"Feedback indicates that this has clearly resonated with pharmacy owners seeking a better solution for their customers," she said.

The company said the recent media focus on pharmacy based programs as well as public health education campaigns on obesity have pharmacy customers seeking a better "nutritional" solution from their local pharmacy.

The Betty Baxter program recommends replacing one or two meals a day with formulated meal replacements, as well as a wide range of everyday packaged and whole foods available from local supermarkets and health food stores - 1 300 657 371.

TGA bill tabled

NEW laws has been introduced into federal parliament which will expand prescribing rights to nurses and midwives.

The Therapeutic Goods Amendment (2009 Measures No 2) Bill 2009 will now be debated, and other measures in it will implement separate scheduling arrangements for medicines and chemicals.

It also amends the advertising provisions to make it an offence for any person to advertise a therapeutic good inappropriately for a purpose that has not been approved in relation to the product, and introduces provisions to enable the Minister to specify advisory statements required to be included on the labels of specified medicines.

PSA excellence nominations

THE Pharmaceutical Society of Australia is calling for nominations for its 2009 Awards for Excellence, which will be announced at the Pharmacy Australia Congress in Sydney during Oct.

Categories include Pharmacist of the Year, Young Pharmacist of the Year and the Lifetime Recognition Award, which PSA President Warwick Plunkett said were "regarded in the profession as pinnacles of achievement and are held in the highest esteem both within and outside the profession."

Plunkett said the awards also aim to highlight the important contribution that the pharmacy profession makes to the whole of Australian society.

"They acknowledge the achievers

Tell them to quit

PFIZER has released new research showing that less than half of Australian smokers (49%) have been told by their healthcare professional to give up cigarettes.

The Galaxy report showed that family members were the highest advocates for quitting at 71%, while friends came in second at 53%.

Almost every smoker (97%) had been told to quit, with even strangers playing a role, as 37% of regular smokers revealed they had been approached by people unknown to them about quitting.

And despite all this almost one in five Australian smokers are still unmotivated to quit, which was said to illustrate the highly addictive nature of nicotine.

Pfizer said that pharmacists and their staff have a vital role to play in supporting smokers' quit journeys, with the average pharmacy handling up to 50 smoking cessation enquiries every month.

The company said it was important for pharmacies to have strategies in place to help guide any interventions, which can make a significant difference in just a short consultation time.

of the profession: those involved in innovative practice; those who are striving to raise practice standards; and pharmacists who, through their professionalism, provide a model of practice which others strive to emulate," he added.

There's no restriction on who may lodge a nomination, but nominees must be a PSA member.

"Nominations are sought for pharmacists from all sectors of practice - community, hospital, consultancy, industry, education, academia, defence, government, research and other areas," Plunkett said, adding that fellow pharmacists may want to recognise their peers, or members of the public may wish to nominate a pharmacist working in any field.

The PSA Awards for Excellence this year are sponsored by Symbion Pharmacy Services.

Star assistants wanted

THE success of last year's inaugural NSW/ACT Pharmacy Assistants Conference and Awards Dinner will see them both continue as annual events in the pharmacy calendar.

36 assistants from NSW/ACT have been nominated for the 2009 Pharmacy Assistant of the Year Awards, with finalists to attend a judging day on Fri 28 Aug.

That night the state finalist will be announced at the awards dinner, and the NSW Pharmacy Assistants Conference will take place the next day, Sat 29 Aug, with nine sessions allowing attendees to expand their product knowledge and be updated on the latest issues in pharmacy.

The cost is \$105 per person, with lots of prizes and product specials on offer, free skin care treatments and a buffet lunch, and the conference theme is 'Reach For The Stars' - www.guild.org.au/nsw.

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.

BLUE LAGOON CRUISES is offering a 30% discount on all of its fabulous Fiji cruises between now and 31st August.

Pricing for the special starts from \$1209 per person twin share for a four day/three night Yasawa Island 'Club' cruise including all meals and cruise activities such as fish feeding, daily shore excursions and snorkelling safaris.

A daily fuel surcharge of FJ\$25 per person also applies - see www.bluelagooncruises.com.

Another great place to escape the winter cold is Tahiti, with a seven night Bora Bora package on offer from **TAHITI TRAVEL**

CONNECTION from \$5385.

The deal includes return airfares from Sydney to Tahiti, transfers, internal domestic flights from Papeete to Bora Bora and seven nights luxury accommodation with breakfasts at Sofitel hotels - more information 1 300 858 305.

CONTIKI HOLIDAYS is offering bargain Virgin Atlantic airfares from Australia to Europe, in conjunction with its famous group tours for people aged 18-35.

The deal also includes a bonus two night stopover in Hong Kong and is valid for flights departing by 30 Nov and Contiki tours of 8 days or more - www.contiki.com.au.

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Vale Antarctic doctor

THE female doctor who famously diagnosed and treated her own breast cancer while staying on a scientific base at the South Pole a decade ago has died, aged 57.

Dr Jerri Nielsen-FitzGerald was the only doctor at the Amundsen-Scott Antarctic Station in the winter of 1999 when she discovered a lump in her breast.

The extreme conditions didn't permit her to be airlifted for some months, so she courageously performed her own biopsy and treated herself with anti-cancer drugs before being rescued.

Upon her return to the USA she underwent a mastectomy, and spent the last ten years speaking about how the cancer had changed her life.

Major heart attack burden

A REPORT released yesterday by Access Economics claims that every heart attack this year will cost Australia an average of \$281,000, taking into account the "value of healthy life lost."

Chest pain events will cost \$74,000 on average, with expanding health bills and lost productivity "creating an expensive but partly preventable burden on the economy," according to Access Economics director Lynne Pezzullo.

She said the report quantified impacts as well as helping identify solutions for health policy making in Australia, with a coalition of cardiac groups urging the introduction of a national approach

to the full spectrum of heart attack and chest pain treatment.

Professor Karlheinz Peter of the Baker IDI Heart & Diabetes Institute pointed out that although the 12 months after a cardiac event is critical, by that stage only 30% of patients are continuing to receive comprehensive care.

He said that nearly 10,000 people are projected to die of a heart attack in 2009, with a key to survival being faster treatment.

"Ongoing compliance with medicines and life style changes will help prevent a second event," he added.

The direct health care costs of acute cardiac symptoms will amount to about \$1.8 billion, while the indirect costs to the economy through disability, death, informal care and lost productivity will amount to \$16.1 billion, the report suggested.

Almost half of the acute cardiac cases are in women, with females more likely to die than men within 28 days of a heart attack.

The report was commissioned by Eli Lilly, and also aimed to highlight areas of treatment where further investment may result in significant benefits through a reduction in the burden of disease and improvements in efficiency and quality of care.

Indigenous flu push

INDIGENOUS Australians living in remote communities are being targeted by the PROTECT influenza pandemic phase alert, recognising that they are among the most vulnerable to swine flu.

Health minister Nicola Roxon said there was a higher incidence of other medical conditions in many Aboriginal and Torres Strait Islander people, with "all governments mounting an appropriate response to mitigate the effects of the disease on people whose pre-existing medical conditions make them vulnerable to H1N1 Influenza 09."

She confirmed that Tamiflu from the National Medical Stockpile had been made available to the SA, NT and WA governments for pre-deployment in communities.

Use of the antivirals will be judged clinically on a case-by-case basis, Roxon said.



DISPENSARY CORNER

EVER heard of a 'wind cosmetic'?

That's what's being touted as one of the health benefits of visiting a beach resort on an island off the north coast of Germany.

Usedom was formerly popular with senior figures in the East German regime, but is now a popular weekend break with lots of wellness centres and even hospitals complete with thermal water pools and treatments aimed at relieving allergies, respiratory ailments and skin problems.

But one of the most popular activities is the wind cosmetic - also known as a brisk walk along the seaside.

RESEARCHERS in Italy have found that it's better to ask someone to do something for you by speaking into their right ear.

The journal *Naturwissenschaften* reported on a study of 286 nightclubbers, who were observed while talking with loud music in the background - with more than 70% of the interactions occurring on the right hand side of the listener.

In a second study, researchers approached 160 people in a nightclub and mumbled an "inaudible, meaningless utterance" and waited for the subjects to turn their head and offer either their left (42%) or right ear (58%).

And in the third experiment they intentionally addressed 176 clubbers in either their right or left ear when asking for a cigarette, obtaining "significantly more cigarettes" when they spoke into the right ear.

GENETIC engineering could make a major impact on greenhouse gases, if the work of a group of Canadian scientists succeeds.

The University of Alberta research team hopes to breed a special type of cow which burps less, by examining the genes responsible for methane produced from the animals' four stomachs.

The more efficient, environmentally friendly cows could cut the 75% of global methane emissions currently attributed to burping bovines.

WIN A YEAR'S SUPPLY OF CARMEX



Entries are continuing to roll in for this week's *Pharmacy Daily* competition, with lots of readers sending in suggestions for why they'd like to use Carmex lip balm.

A poetic entry was submitted yesterday by Penny Delangen of Priceline Pharmacy in Kiama:

I use Carmex day and night to keep my lips free from sun and wind and feeling bright.

We've teamed up with Carmex® to give our subscribers the chance to

win one year's supply of Carmex® lip balm including 2 Carmex lip balm jars; 2 lip balm squeeze tubes and 3 lip balm Click Sticks in Original, Cherry and Strawberry flavours with SPF 15 - all stored in a cooler bag.

Carmex® lip balm was invented in the USA in the 1930s. Today, it has become one of the world's most loved lip balms with over 130 sold every minute!

The unique Carmex® formula helps to soothe, moisturise and relieve dry chapped lips caused by environmental factors - resulting in soft, healthy-looking lips. Carmex® lip balm combines camphor & menthol in a soothing base of cocoa butter and waxes.

Try it for yourself and see why this award-winning lip balm is a favourite of celebrities and make-up artists all over the world!

For your chance to win one of five packs valued at \$50 each, simply send your answer to the weekly question below to comp@pharmacydaily.com.au.

In 25 words or less, tell us why you'd like to use Carmex® lip balm on your lips.

Entries must be in by Friday and the winners will be announced in next Monday's *Pharmacy Daily* issue.

For some inspiration, visit www.carmex.com.au.

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