

How Murray made giving advice profitable!

Read the article below:



Hormone treatment price rise

NOVO Nordisk has announced that from 01 Jul its Kliovance, Kliogest and Trisequens hormone replacement products will no longer be included on the PBS.

The items will remain available on private prescription at an increased price, and the company also said that from 01 Jul the prices of Estrofem 1mg and 2mg, currently private prescription items, will increase.

Novo Nordisk medial director Dr John Miller said the changes are due to increased costs associated with the treatment options.

"As these costs have increased over a number of years, the reimbursed (PBS) prices have actually decreased."

He said the company had been reviewing its hormone therapy portfolio for some time, and "given this situation we have no option but to make these changes in order for us to continue to offer these treatment options to Australian women and doctors."

The new prices will be similar to other private prescription hormone therapies currently available, with the maximum recommended prices of Kliovance, Kliogest, Trisequens and Estrofem "no more than the standard PBS co-payment."

PBAC releases July agenda

THE Pharmaceutical Benefits Advisory Committee will consider 42 submissions for new drugs, changes to listings and resubmissions at its next meeting.

Yesterday the meeting agenda was made public, with the PBAC calling for consumer comments by 10 June.

There are two new applications for vaccines under the National Immunisation Program, including a new pneumococcal polysaccharide injection for the immunisation of children aged 6 weeks to two years against disease caused by *Streptococcus pneumoniae*, as well as an influenza vaccine from Sanofi Pasteur for patients 65 and over.

Other major submissions include Section 100 listings for GSK's Volibris (ambroxol) tablets for pulmonary arterial hypertension, as well as Celgene's Vidaza (azacitidine) for leukaemia.

There's also a submission from GSK for its Avodan (dutasteride) for treatment of enlarged prostate, as well as a Pharmatel Fresenius Kabi request for an unrestricted benefit listing of Voluven (hydroxyethyl starch) for blood loss.

Eli Lilly is also applying for an authority required listing for Zyprexa Relprevv (olanzapine) for schizophrenia treatment, as well as

for Effient (prasugrel hydrochloride) for the initial and continuing treatment of acute coronary syndromes.

There are also resubmissions for a range of medications including Sutent, Viread, Cetuximab, Vytorin, Coralan, Singulair, Sifrol and Co-Diovan - see the full agenda at www.pbs.gov.au.

Independence call

LOBBY group Healthy Skepticism has issued a public call on all medical schools to implement an immediate ban on pharmaceutical company involvement in medical education.

Tuesday night's SBS *Insight* program featured a discussion on relationships between doctors and industry, which can be viewed online at news.sbs.com.au.

Feeling very good!



IN a one-pharmacy town in regional Victoria, some may think that there would be a limit to lifting sales and loyalty.

Murray Fry, who owns the Amcal Chemist in Camperdown - about halfway between Geelong and Warrnambool - continues to show excellent results following his decision to adopt a health solutions focus for his business.

"We are being constantly told the key to a future in community pharmacy is to become more valuable to customers through the services and the advice we give.

"The struggle for myself and no doubt for many other pharmacy business owners is how can we be compensated for the advice we give," Fry said.

His pharmacy is a former state finalist in the QCPP Pharmacy of the Year, and Fry said he believes there are three key factors:

- An appreciation of the opportunity that sits with every customer, asking how can we help them more in understanding and treating their health issues?
- An integrated system to support staff training, merchandising and marketing, along with the discipline and commitment follow the system and use the tools available.

- An absolute belief that if you were to merchandise and promote your pharmacy as a health destination and followed this with a structured approach to delivering advice the sales would automatically come.

Since making his decision to run the FeelGood Guide system as the platform for his health destination strategy, Murray has gone from strength to strength.

The icing on the cake, according to Murray, is DispensaryLoop - an innovation recently launched by FeelGood Guide.

"After a quiet January and February, to then see a 17% lift in March after implementing DispensaryLoop, it shows it is already having a big impact on the business," he said.

"The fact that everyone just loves the system is such a bonus."

His DispensaryLoop Team Leader, Sarah Baker said: "We sold 2 units of the same product one week last year and sold 54 units for the same period this year. Murray nearly fell off his chair when we ran the report!"

Fry is pictured above with his delighted team - for more information on DispensaryLoop call 1300 855 084.

WIN A COPY OF IGOR ON DVD



Pharmacy Daily has this week again teamed up with EseaCruising.com and Roadshow Entertainment, giving the pharmacy industry the chance to win a copy of the children's movie, *IGOR*, on DVD.

Starring John Cusack, Steve Buscemi and John Cleese, *IGOR* is the animated tale of an ambitious hunchbacked lab assistant who stands tall and dares to dream of becoming a scientist and win first prize at the annual Evil Science Fair.

To enter, simply tell us in 25 words or less what is the best remedy (or potion as Igor would refer to it as) you've heard of to treat a child's cold.

Congratulations to yesterday's winner, **William So of Pharmacy 517 in St Kilda Rd, Melbourne** whose creative suggestion was:

Please start off with Lots of Orange juice for Vitamin C. Add in Echinacea, beta Carotene & Andrographis to boost up immunity. Blend in Raspberry Extract for favour.

The best entry each day will win a copy of the DVD and have their remedy published in **Pharmacy Daily**.

Send your entry NOW to: comp@pharmacydaily.com.au





Cruise ship quarantine

SWINE flu is becoming more prevalent in Australia, with 32 cases now confirmed and an outbreak on board a cruise ship forcing the quarantining of about 2000 passengers.

13 passengers who were aboard the *Pacific Dawn* were hospitalised after showing flu-like symptoms, and the ship has now headed to underpopulated Willis Island for the duration of its current itinerary, to return to Brisbane on 02 Jun where a full team of health workers will assess all those on board.

It's the second Australian cruise ship to be affected by influenza A (H1N1) with the *Dawn Princess* also detained for about six hours in Sydney last Sat after returning from a cruise to Hawaii.

New CM recommendations

THE Therapeutic Goods Administration has released the public recommendations made as a result of last week's meeting of the Complementary Medicines Evaluation Committee.

The CMEC considered a number of items relating to complementary medicines for cholesterol, and endorsed two coded indications as acceptable for medicines making claims in relation to cholesterol:

'May help maintain normal [and/or healthy] cholesterol levels'; and 'May help maintain cholesterol within the normal [and/or healthy] range and improve the HDL/LDL ratio.'

The CMEC also endorsed a label advisory statement for use when

making indications/claims in relation to blood cholesterol levels:

'Not for the treatment of high cholesterol. Blood cholesterol levels should be regularly checked.'

Other recommendations included that Calci-Tab 600 tablets are suitable for registration on the Australian Register of Therapeutic Goods, as well as a confirmation that any herbal species confirmed as containing aristolochic acids is not suitable for inclusion in Listed medicines "as there is insufficient justification for any cut-off to be applied to preparations of such species."

Consequently *Asarum spp.* are no longer suitable for listing, due to the increased potential for preparations of this genera to contain aristolochic acids.

The committee also recommended to the TGA that there is insufficient evidence to warrant a change to the current labelling and regulation of products containing preparations of *Cimicifuga racemosa* (Black cohosh) after a review of reports of adverse reactions.

Palliative package

MINISTER for Health and Ageing, Justine Eliot, yesterday announced a \$14.4m package of funding for palliative care, with the news coinciding with Palliative Care week.

The money includes \$11m over two years for local grants to help community groups and aged care providers support palliative care patients and their families.

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DISPENSARY CORNER

HERE'S a lovely record.

A British couple have just celebrated their 81st wedding anniversary, having exchanged vows on 26 May 1928.

Frank and Anita Milford Devon, who both turn 101 this year, met at a YMCA dance in 1926 and married two years later.

Their oldest son is 74 and they also have five grandchildren and seven great grandchildren.

There isn't a name for an 81st wedding anniversary, but the couple last year officially celebrated their Ruby Jubilee.

FIREFIGHTERS in Germany have rescued a woman in the town of Offenberg after she got her leg stuck knee-deep in a toilet.

The 34-year-old endured a three hour ordeal after losing her balance in the bathroom, causing her foot to get jammed in the floor-level opening of a squat toilet.

She called police on her cellphone, initiating an "intricate rescue operation" which saw paramedics eventually forced to rip the entire lavatory unit out of the ground and cut the woman free with a power saw.

WE'VE heard of ticking biological clocks, but this is ridiculous.

Lingerie manufacturer Triumph has launched a new product in Japan which aims to help address the country's high rate of single females.

The Japanese Marriage Bra (pictured below) comes complete with an electronic countdown clock to help remind its wearers that their ovaries aren't going to be fertile forever.

The clock can only be stopped by inserting an engagement ring into a special slot - which also triggers an electronic rendition of "The Wedding March".



HOT Travel Deals

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.

INTREPID Travel is offering 20% discounts of some fabulous adventures in Africa.

A selection of 7 to 15-day small group overland adventures are available with prices starting from just \$860 plus a local payment of US\$280 on a 7 day Victoria Falls to Johannesburg trip - including game drives in Polokwane Game Reserve and Kruger National Park.

See www.intrepidtravel.com.

EUROPCAR is offering three days car hire in New Zealand for less than NZ\$100 (A\$78).

The company says it's responding to an increasing demand from Australian tourists

for short breaks across the Tasman, with airfares to NZ at all-time lows - www.europcar.com.au.

EMIRATES is offering fantastic savings on flights from Melbourne to a number of European destinations including Dublin, Cork, Shannon, Barcelona, Madrid and Belgrade.

Fares lead in at just \$1799 return in economy class, for travel from now until 30 Nov, with airport taxes also payable.

But you have to be quick - it's only valid for tickets sold between now and the end of June.

See your travel agent to book or www.emirates.com.

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