



Willach's new chief

PHARMACY dispensary producer Willach+Heise has appointed Mark Warburton as the new managing director for its Australian operation.

Mark has previously held senior positions with Behring Diagnostics, Dade International and Abacus ALS, and looks forward to "leading the team to continued growth and success of the brand".

Willach+Heise has over 100 dispensary systems installed nationwide and has appointed Mark to the position in order to expand its Australian market share.

Webstercare adds ordering

ELECTRONIC ordering of medicines is now available online for aged care facilities, with the introduction of a new eWebstercare system.

The move is described as a "major step forward in streamlining communications" between the pharmacy, residential aged care homes and medical practitioners.

"Our IT people have worked with all parties who will use eWebstercare to create the smoothest and safest

access of medication management for the aged care industry," said Gerard Stevens, md of Webstercare.

The technology, designed to cut back on paperwork, is available on Webstercare's website and is accessed via a secure log-in process.

Through use of the platform, healthcare practitioners including nurses, doctors, care staff and pharmacists can access the patient's current medication profile and demographic details, whilst nurses and care staff are provided with the ability to order, change or cease medication electronically.

After an order has been placed pharmacists will be able to send an email to the Aged Care Home alerting carers if the order has been actioned, or if more information is required.

The system also facilitates pharmacist's ability to track individual requests.

Webstercare has assured potential clients that a scanned copy of the patient's chart provided with the transaction will ensure transcription errors are avoided.

\$4b Sep MBS figure

THE government today released the September quarterly figures for Medicare benefits, revealing that \$4.0 billion was paid during the three months for 79.1m services.

During the quarter 73.7% of all services were bulk billed, down 0.3% on the previous quarter but up 0.5% on the Sep quarter 2008.

New guidelines

THE TGA has issued new draft compositional guidelines for *Terminalia bellirica* and *Chlorella vulgaris* powder, with the period for comments on the proposals closing 16 Apr 2010.

ASMI 2009 winners

THE 2009 Australian Self-Medication Industry Awards were presented yesterday at the ASMI annual conference, to recognise exceptional achievement in product innovation and promotion in the consumer healthcare products sector.

The award winners included: *Best Launch of a Consumer Healthcare Product*: Johnson & Johnson, Listerine Total Care; *Best Advertising/Promotional Campaign (including relaunch) for an Existing Consumer Healthcare Product*: Bayer Healthcare, Canesten, 'Multi-Cultured Foot' campaign and *Best Self Care Program*: Nycomed, Somac, for its 'Make Heartburn History' campaign.

In awarding the accolades the judging panel, made up of experts in pharmacy, advertising and trade media, took into account the Quality Use of Medicines principles, with many of the winners found to have gone above and beyond the call of duty.

Other ASMI winners included: *Best sales Force Initiative, Grocery and/or Pharmacy*: Reckitt Benckiser, '2009 Pharmacy Winter Sell-in Kit'; *Best PR initiative*: Reckitt Benckiser/Edelman, 'Manage Pain – effectively, safely, responsibly (codeine education program)' and for the *Industry Pulse Excellence in Services and Sales Initiative 2009* awards: Sanofi Aventis (Gold), Ego (Silver) and Reckitt Benckiser (Bronze).

"The winners are all fine examples of how a brands' communications campaign can help to build health literacy and enable consumers to exercise greater personal responsibility in managing their own health," said ASMI's executive director, Juliet Seifert.

WIN A MINERAL PURITY FOUNDATION



THIS week Australis has teamed up with *Pharmacy Daily*, giving readers the chance to win the new Australis Mineral Purity Powder Foundation.

Valued at \$17.95, the pure mineral powder formula allows you to create buildable even coverage that lasts all day.

The lightweight powder looks and feels like you are wearing no make-up.

It contains no talc, parabens or fragrance, ensuring that your skin is free from any irritations.

Available in five shades, the foundation includes a soft silky kabuki brush to help you achieve a natural flawless application.

For your chance to win your own Australis Mineral Purity Powder Foundation today, simply send through the correct answer to the following question:

What kind of formula is the foundation?

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

The first correct entry received each day will win!

For more info visit www.australiscosmetics.com.au

CONGRATULATIONS to Kate Wharton from Pulse Pharmacy Robertson Drive, who was yesterday's winner of the Australis Mineral Purity Powder Foundation, answering Tahyna Tozzi is the new Australis Ambassador.

Tight arse Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday and Monday.

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CPD Calendar

WELCOME to *Pharmacy Daily's*
Continuing Professional
Development Calendar, featuring
upcoming events, conferences
and opportunities for pharmacists
to earn CPE and CPD points.

If you have an upcoming event
you'd like us to feature, email
info@pharmacydaily.com.au.

16 Nov: PSA 'Complementary
Medicines in a Nutshell', 7pm,
Room 1.24, Clinical Sciences 1
Building (G02), Griffith
University, (Gold Coast) -
kellym@psaql.org.au.

16 Nov: PSA 'Baby Care',
6.45pm, The Auditorium,
Canberra Hospital, Garran-
lillian.lesueur@psa.org.au.

16 Nov: PSA 'Antiplatelet and
Anticoagulant in Stroke
Prevention', 6.30pm, North West
Regional Hospital Seminar
Room, Library, Burnie
Tasmania-
lillian.lesueur@psa.org.au.

24 Nov: Pharmaceutical Society
of New South Wales 'Vitamins
A-Z', 7.30pm, Dee Why RSL-
melenyhui@psansw.org.au.

24 Nov: Pharmaceutical Society
of Western Australia 'Post
Myocardial Infarction Care',
7pm, Technology Park Function
Rooms, Bently - 6231 2636.

25 Nov: Pharmaceutical Society
of Queensland 'Fall Prevention
in the Elderly', 6.45pm, Coral
Room, Mackay Base Hospital,
Bridge Road, Mackay -
kellym@psaql.com.au.

16-23 Jan 2010: Pharmacy Study
Tour in Aspen, Colorado -
www.medic.com.au/study-tours.

4-17 Feb 2010: PSA Expedition
Education conference in Chile
and Patagonia. Limited to 50
people - 1300 139 293.

14-18 Apr 2010: Australian
College of Pharmacy 'Manage
your practice and practice your
management' 2010 conference-
Barossa Valley- 1300 651 239.

28 Apr-7 May 2010: The PSA will
hold its 35th annual offshore
conference in Beijing and
Shanghai - 1300 139 293.

Pharmacists: 'Join in, Join up'

AUSTRALIANS are being urged
to join community groups through
a new nation-wide initiative
launched today by Pharmacy Guild
President, Kos Sclavos.

The 'Join in, Join up' program
was announced last year, and now
provides a way of linking Australia's
5000 local pharmacies to a new
online directory of 55,000
community groups.

Recent statistics produced by the
Canadian Journal of Policy
Research, that suggest the chances
of a patient dying over the next year
are 'cut in half by joining one
group, and cut to a quarter by
joining two'.

"People who plunge
wholeheartedly into the life of the
community get back more than
they put in," said Sclavos.

"Our pharmacists and pharmacy
assistants know Australians trust us
to provide the best advice - well
part of that advice is that joining a
community group is good for you,"

"Now, connecting with a new
group is only a mouse-click away"
he added.

The launch is being held today, at
Terry White's Chatswood store in
Sydney, with other guests including
Our Community ceo, Rhonda
Galbally and the Telstra
Foundation's national manager,
Maria Simpson, with special
performances from community
groups including the Hornsby
Laughter Group and The Handbell
Ringers Kevinwood Orchestra.

US H1N1 move

THE US Food and Drug
Administration has approved the
use of CSL Limited's 2009 H1N1
influenza vaccine to include
children aged six months and older.

The vaccine was previously only
approved in the USA for use in
adults aged 18 and above, with the
new approval based on a study of
the company's seasonal flu vaccine
in children.

Winners are grinners



RECENTLY the Pharmacy
Practice Foundation enjoyed its
annual black-tie Governor's Dinner
held at the University of Sydney's
historic Great Hall.

Guests were treated to an
insightful talk presented by Paul
McClintock, chairman of Medibank
Private Limited titled, 'Health
Reform's New Order- Doom or
Dawn for Pharmacy', before the
evening's annual awards
presentation.

John Coppock took out the
Pharmacy Practice Foundation's

Medal of Excellence (industry),
whilst Elizabeth Frost was awarded
with the Merck Sharp & Dohme
Medal of Excellence in Pharmacy
Practice and Dr Jennifer Gowan
was presented with the Sanofi
Aventis Medal of Excellence in
Pharmacy Practice.

Pictured above are the evening's
awards winners and presenters,
from **left**, Warwick Plunkett
president of the Pharmacy Practice
Foundation; Elizabeth Frost; John
Coppock, Dr Jennifer Gowan and
Paul McClintock.



DISPENSARY CORNER

HE might wear the pants, but she
still buys them.

A study reported in the UK
reveals that on average men only
shop for their own underwear for
a short part of their life.

Throughout their childhood and
teenage years boys rely on their
mothers to pick out their
underwear - with a short period of
independence between about 19
and 36.

But once they settle down,
buying the briefs again becomes
their girlfriend or wife's problem,
with most men strangers to
underwear departments for the
rest of their life.

A 26 year old Peruvian man has
recently had 680 grams of metal
removed from his stomach.

Surgeons operating on
Requelme Abanto were more
than shocked when they opened
him up to tackle a possible
appendicitis, but instead found a
gaping hole in his stomach.

According to Abanto, he
originally munched down on 17
five-inch nails in February, and
when they didn't harm him, he
continued to snack on metal
throughout the year.

Other items found in the
treasure trove of Acanto's
stomach included nails, coins,
copper wire and scrap metal.

Abanto has told a local
television station that following his
recovery he would like to perform
metal eating stunts in public as a
'sport'.

THIS week a gorilla at Atlanta's
Zoo has become the first ever
primate to voluntarily give himself
a blood pressure test.

The specially tailored gorilla
blood pressure machine is
designed to detect possible heart
problems in older gorilla's.

For months 48 year old Ozzy
has trained under the tutelage of
researchers from Emory University
and Georgia Tech as well as his
own keepers on how to monitor
himself, and on Wednesday
decided that the time was right to
just do it all by himself.