

Guild Update

This week's update from the Guild

New online training program for your pharmacy assistants

The Pharmacy Guild of Australia is proud to launch a new generation of IT enabled online training.

The new online training is fresh, interesting and engaging and it meets the needs of a modern workforce. The Guild has made a significant investment in this technology, as we recognise the benefits that customers gain from knowledgeable and proactive pharmacy staff. To maintain this high level of excellent customer care, it is essential that all staff update their product knowledge on a regular basis, to ensure they have the confidence and experience when assisting customers.

This new training is initially being piloted in Victoria with plans to roll out nationally and add more courses.

Colgate Partnership

We have recently partnered with Colgate Palmolive Australia to develop a new training course for pharmacy assistants about oral health care.

This course is specifically developed to provide pharmacy assistants with:

- Knowledge of a healthy mouth and conditions which cause mouth, gum and tooth disease
- Identifying products in the pharmacy that assist customers treat or prevent specific conditions

The program is sponsored by Colgate, and every time your pharmacy assistants complete training they will earn points (via the *Pharmacy Reward* program) that can be redeemed for great rewards, such as iPods™, digital cameras, Playstations™ or spa treatments. The first 1000 Victorian pharmacy assistants to enrol will receive a bonus 500 reward points.

There is no cost to complete the online training, and it should only take about 30 minutes to complete each course.

Please encourage your pharmacy assistants to enrol in this new program online at:

www.guildtraining.com.au.



**The Pharmacy
Guild of Australia**

Examining the future of PBS

A NEW analysis of the Pharmaceutical Benefits Scheme commissioned by the Pharmacy Guild has found that the longer term view of spending as a percentage of GDP has shown a "marginally improved position" since the Access Economics report released at APP (PD 02 Apr).

The 'Examining the future of the PBS' report finds there will be no runaway cost burden on the Federal budget.

The current PBS expenditure is around 0.6% of Gross Domestic Product, and the Oct Access report projects an increase to 1.5% by 2041-42 - compared to the Apr estimate of 1.6%.

This sits in stark contrast to the original Intergenerational Report which forecast the 2041-42

Panvax factsheet

A fact sheet on the new Panvax H1N1 vaccine is now available on the Pharmacy Guild of Australia's website, answering a series of frequently asked questions on topics such as scripts, cost, dosing, storage, distribution and schedules. See www.guild.org.au.

Kids mental health

THE primary school mental health initiative 'KidsMatter', which aims at early mental illness intervention and preventative measures, has been granted \$12.2 million to expand its pilot roll-out.

Based on World Health Organization approaches adapted for Australian conditions, 'KidsMatter' focuses on four key components: a positive school community, social and emotional learning for students, parenting support and education and early intervention for students.

The govt has also extended \$6.5 million over three years for the development of an early childhood 'KidsMatter' pilot program.

Ginkgo review

A recent TGA review of 22 batches of medicines containing Ginkgo Biloba has noted a wide variation in the levels of quercetin and rutin, due to the natural variation of the plant itself, plant processing and herbal storage.

The TGA is currently working to refine the quality standards for ginkgo extracts in Australia.

PBS GDP spend to sit at 3.4%.

"This Report strengthens the argument that the PBS should not be a target for further cuts," said the national president of the Pharmacy Guild, Kos Sclavos.

According to Access Economics' Chris Richardson, latest Intergenerational Govt. report will reveal Australia's worsening fiscal position, "but not due to the PBS, which continues to look less expensive than earlier versions of Treasury's IGR's projected".

"PBS spending is and has future potential to continue to be at the preventative end of health spending," Richardson added.

\$100 workshops

AUSTRALIAN Healthcare Associates is inviting industry personnel to a series of discussion/feedback workshops relating to the supply and remuneration arrangements for community pharmacists participating in either the Aboriginal Health Services Remote Access Program, the Highly Specialised Drugs Program, the Opiate Dependence Treatment Program, the Special Authority Program or the Continuing Medication Program.

Registrations close 09 Oct, with sessions to be held in each state and territory throughout Oct-Nov.

For workshop schedule and registration see www.guild.org.au

Assistants can win!

THE Pharmacy Guild of Australia is giving pharmacy assistants the opportunity to win a ticket to attend the Pharmacy Assistant National Conference on the Gold Coast as well as three nights luxury accom.

To be in the running, download the competition form from the Guild's website (under the Qld branch tab) and answer the question 'which page does the Certificate II in Community Pharmacy appear in the Career Guide'.

Fax entries to 07 3831 3788.

Three pages today

PHARMACY Daily today includes a full page calling for nominations for the Sanofi-aventis/Pharmacy Practice Foundation Medal of Excellence in Pharmacy Practice.

Nominations are due by 20 Oct with the recipient to be presented Wed 11 Nov - see p3 for details.

Grow sales by \$1.07 per script!



Afinitor approval

THE TGA has approved a new drug for kidney cancer patients.

Novartis' 'Afinitor' is targeted for renal cell carcinoma (advanced kidney cancer), and is currently not available on the PBS.

However to ensure patients have timely access to the medication, Novartis says it will provide the treatment free of charge to eligible patients who are enrolled by their doctor in the Afinitor ACCESS scheme.

Novartis said it will be working with the government to make Afinitor available for advanced kidney patients through the PBS "in a timely manner".

A'Kin winner

CONGRATULATIONS to the lucky winner of last Fri's A'Kin Baby Pack competition, Andrew McCullum of EBOS Healthcare.

If you didn't win, don't despair, - see page two for this weeks fabulous Nailene Total Care comp!

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Members wanted

THE TGA is seeking expressions of interest for four positions on the Australian Drug Evaluation Committee (ADEC), as well as for 12 roles on the new Advisory Committee on Safety of Medicines.

ACSOM is being created as a statutory committee under the Therapeutic Goods Regulations, and will be responsible for the provision of advice to the TGA on the safety of medicines.

ACSOM will supersede and expand on the role of the existing Adverse Drug Reactions Advisory Committee (ADRAC) with an increased focus on the safety aspects of medicine regulation and pharmacovigilance.

Applicants should have expertise in an area relevant to the assessment of safety of medicines - expressions of interest by 30 Oct to acsom@tga.gov.au.

New contraceptive

A PHASE III study of Bayer's newest oral contraceptive Qlaira on women who suffer prolonged and/or heavy menstrual bleeding, has found that the drug significantly reduced bleeding and improved blood iron levels.

TGA Section 7 declaration

THE Therapeutic Goods Administration is seeking feedback on a proposed Section 7 Declaration which would see all products in capsule, tablet or pill form classified as therapeutic goods.

The current legislative grey area that exists between food and medicine for oral consumption has seen some orally consumed products defined as both a food and a therapeutic good.

This overlapping has generated

Apotex clopidogrel

APOTEX has hailed the Federal Court decision which upheld a previous ruling that several patent claims for Plavix were invalid (PD Fri) due to a "lack of novelty".

Apotex confirmed that it's currently the only pharmaceutical company with an independent version of clopidogrel registered on the Australian Register of Therapeutic Goods, and said it "looks forward to continuing to look for opportunities to fulfil its commitment to providing Australians with the widest possible access to high quality, affordable medicines."

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DISPENSARY CORNER

THE obesity epidemic may spread to the Middle East - at least if sales go according to plan at the world's biggest lolly shop.

Dubbed Candylicious, the store is set to open in Dubai shortly, with plans for a further 10-15 outlets across the Gulf Arab region over the next 3-5 years.

Owner Sunaina Gill said Dubai was an ideal place for the store which will open in The Dubai Mall - projected to attract about 30 million visitors a year.

Gill said the shop will sell \$10m a year worth of chocolates, soda and popcorn - and features a 10-metre high "singing chocolate tree" decorated with lollipops.

WOMEN should stop complaining about sleeping worse than their husbands, according to Dutch research which found older females consistently estimated their sleep to be shorter and of poorer quality than their male peers - but in fact they sleep better.

Almost 1000 people were surveyed, with the women reporting an average of 13.2 minutes less total sleep time and saying it took them about 10 minutes longer to doze off.

In fact when their sleep was measured objectively, women actually slept for 16 minutes longer than men

HOMER Simpson is Britain's new unlikely health guru.

The British Department of Health is spending more than \$1m to sponsor several episodes of *The Simpsons* as part of its ongoing Change4Life public health information campaign.

Before the start of the sponsored shows, cartoon characters are shown sitting on a sofa wolfing down ice cream and chips - with the food then morphing into more healthy alternatives.

UK Public Health Minister, Gillian Merron, said *The Simpsons* provide "a popular and engaging way to get the message to real-life families about simple ways of improving their diet and activity for a healthier lifestyle."

WIN NAILENE TOTAL CARE



THIS week Nailene has teamed up with *Pharmacy Daily*, giving readers the chance to win a bottle of Nailene Total Care.

Valued at \$14.99, Nailene delivers the revolutionary technology of five nail treatments in one with the Nailene Total Care 5 in 1 treatment.

This treatment can be used as a:

- Smoothing base coat
- Bio-strengthener
- Growth treatment
- Mega gloss top coat
- Break resistant hardener

Simply apply two coats to nails and a

thin protective coat over the top of nail polish for stronger, longer, hydrated, shiny nails!

For your chance to win your own bottle of Nailene Total Care today, simply send through the correct answer to the following question:

**How many treatments does the
Nailene Total Care 5 in 1 offer?**

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

The first correct entry received each day will win!

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with insulin glargine and associated cancer risk, amid speculation that insulin might act as a tumour growth factor.

The bulletin is available at no charge from Chris Alderman on chris.alderman@health.sa.gov.au.

Indigenous careers

THE Australian Indigenous Doctors Association has launched a new book titled 'Journeys into Medicine', featuring the personal stories and experiences of some of Australia's Indigenous doctors and medical students.

MEDAL OF EXCELLENCE IN PHARMACY PRACTICE AWARDED TO A PHARMACIST

Sanofi-aventis and the Pharmacy Practice Foundation share the vision that outstanding Pharmacy Practice should be recognised.

This medal is awarded to a community or hospital pharmacist who is putting new professional ideas into their practice. This will have resulted in practice changes that are innovative, differentiated and of demonstrable value to the consumer and the profession. It should be possible to articulate and assess the value of these ideas, albeit subjectively.

Please nominate a community or hospital pharmacist who is putting good professional ideas into their practice.

The 2009 medal will be presented to the recipient at the Governors' Dinner to be held on Wednesday, 11 November 2009.

Previous recipients:

Reginald Maher (1997), Raymond Feller (1998, posthumously), Benjamin Basger (1999), The Illawarra Pharmacists Asthma Care Team (2000), Phillip Davis (2001) and Bob Crane & Ben Wilkins (2002), Arnold Green (2003), Susan Samimi (2004), Susan Welch (2005), Rhonda White (2006), James Delahunty (2007) and Albert Regoli (2008).

Nominations should include the nominee's contact information, specific details of the contribution made and duration, and reasons why the nominee is considered a suitable choice. It should also include a summary of 500 words or less and Curriculum Vitae.

Please forward to:

Andrea Thompson, Pharmacy Practice Foundation, Building A15, University of Sydney NSW 2006 or email to: ppf@pharm.usyd.edu.au

Deadline: 20 October, 2009