

Award for MA chair

MEDICINES Australia chairman Will Delaat has been named the 2009 winner of the Pat Clear Award, which is presented annually to recognise "an outstanding level of commitment by an individual, group or team for the benefit of the Australian pharmaceutical industry."

Delaat was md of Merck Sharp & Dohme Australia for 11 years before retiring in 2008 and has been an active member of the MA board since 1997.

MA acting ceo Brendan Shaw said the award was richly deserved, adding that "Will has made an extraordinary contribution to the pharmaceutical industry in Australia over 35 years."

Today Delaat will make a public address at the National Press Club in Canberra, presenting details of the Medicines Australia report into the sustainability of the PBS (**PD Mon**) as well as "the benefits that innovative new medicines are delivering for Australian patients."



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Reforms impact 'distorted'

THE Pharmacy Guild has issued an update to members in response to "factually incorrect, extremely damaging and misleading" reports that community pharmacies will come out as 'big winners' from the

CPD to be phased in

THE new National Pharmacy Board has released the discussion paper covering proposed registration standards for pharmacists after 01 Jul 2010 (**PD** yesterday), which has a gradual introduction of CPD requirements.

Under the proposal all registered pharmacists in Australia will be required to complete 20 continuing professional development credits for the period ended 30 Sep 2011, 30 CPD credits for the period to 30 Sep 2012, and 40 credits for the period ending 30 Sep 2013.

Pharmacists will be expected to self-assess their CPD compliance.

The paper also suggests that professional indemnity insurance will be mandated for all pharmacists except provisionally registered pharmacists and those registered as non-practising.

The consultation paper can be viewed by clicking [here](#).

Clinical trial push

THE federal government yesterday announced the creation of an Action Group to help boost Australia's profile as a preferred destination for clinical trials.

Innovation Minister Kim Carr and Health Minister Nicola Roxon said it was important that trials were conducted in Australia, with Phase I-IV trials worth \$450m each year to the country.

"Global rationalisation trends and emerging competition from low-cost centres threaten Australia's long-term competitiveness as a destination for pharmaceutical clinical trials," Roxon said.

The Action Group will aim to identify ways to ensure coordinated nationwide approaches to clinical trials, streamlined ethics approval systems, national patient referral networks and better ways to approve, establish and conduct clinical trials.

The group will report by 31 Mar 2010, and will include Secretary for Health Mark Butler and members of the Pharmaceuticals Industry Working Group.

"Great! Absolutely happy as... immediate uptake with good results"

Read what Brett McAllister has to say, click [here](#).



PBS Reform process.

Medicines Australia has confirmed that its report into the PBS Reforms (**PD Mon**), which said that pharmacists would be more than \$2 billion better off, did not take into account the reduction in trading terms under the process.

Acting MA ceo, Brendan Shaw, said: "We don't know what the trading terms are. All we've got to go on is the pharmacy compensation package."

But stories in some trade media outlets (other than **Pharmacy Daily**) highlighted the "windfall" for pharmacy from the reform process.

The Guild blasted the reports which "highlighted aspects of the study which are demonstrably incomplete and entirely unreliable as a basis for asserting a community pharmacy bonanza".

A report commissioned by the Guild (**PD 02 Apr**) found that price disclosure would reduce pharmacy incomes by more than \$1.2 billion to 30 Jun 2015 - an average annual cost per pharmacy of \$35,500.

Diabetes to double

A REPORT by the University of Canberra's National Centre for Social and Economic Modelling released yesterday has estimated that about 14% of the Australian population will suffer with type 2 diabetes in 2050 - about twice the current prevalence of the condition and "a major challenge for our national health planners".

The study examined five current evidence-based diabetes management initiatives, including the Pharmacy Guild's Diabetes Medication Assistance Service.

It found that all five interventions "produce benefits that are worthy of policy consideration for increased investment and roll-out to a larger proportion of health professionals and consumers."

The Guild welcomed the report, with National Councillor Toni Riley saying: "Community pharmacists are certainly well-placed to play an expanded and cost-effective role helping Australians with type 2 diabetes monitor their condition and ensure their treatments are being used appropriately."

Win a HemAway Seat



DID you know that nearly 50% of the world's population will suffer from some degree of haemorrhoidal pain by age 50?

The new HemAway seat (pictured) is the answer, providing urgent immediate, pain-free relief!

Each day this week, HemAway is giving **Pharmacy Daily** readers the chance to win a HemAway Seat, valued at \$185.

The HemAway Seat is a heavy plastic seat that sits over your own toilet in the comfort and privacy of your home.

It's a haemorrhoid management system, providing pain relief and control over the haemorrhoids aggravation for hours after use.

For your chance to win a HemAway seat, simply be the first reader to email the correct answer to the daily question below to: comp@pharmacydaily.com.au.

What percentage of pregnant women get haemorrhoids during pregnancy or after childbirth?

Hint! Take a look at the HemAway website at: www.hemaway.com.au.



CONGRATULATIONS to Anna So of Harrison's Pharmacy, Rhodes, who was the first reader yesterday to tell us the HemAway seat works by sitting on it and applying downward pressure.

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

Pink Frangipani

Evodia Australia has introduced its new **Pink Frangipani Body Mist**. The sensual scent and exotic allure of frangipani in a fine fragrance mist, also containing Glycerin to help moisturise the skin. Also spray around the room to give your home an exotic feel.

Also available in Lip Gloss for **\$10.95**

RRP: Body Mist \$23.95

Stockist: Forte Brands

Tel: 1300 551 692



DISPENSARY CORNER

THIS was a dead giveaway.

A one-legged suspect has been arrested for shoplifting in Belgium, after just one shoe went missing from a store in the western town of Maldegem.

When a shop assistant found the piece of footwear had disappeared he alerted police, who immediately targeted a local amputee, recovering the shoe.

AUTHORITIES in Turkey have pronounced a five month ban on public kissing or handshaking, in an attempt to halt the spread of influenza A (H1N1).

Schools in the capital Ankara have been closed for a week, with the country reporting its first known swine flu death last Tue.

"TIL sweat us do part".

An athletic couple in Ireland have become engaged after they both crossed the finishing line in the Dublin City Marathon.

34-year-old William Fry finished first, and had a nervous wait for his girlfriend who was some way behind.

Once she finished the race he popped the question, with a delighted Rachel Masterson saying "I'm tired, shocked, a bit weak but happy."

Unfortunately not everything went to plan - it wasn't possible for the groom-to-be to put a ring on his fiance's finger because her hands had swelled too much during the race.

A US STUDY of breakfast foods has uncovered the stunning truth - cereals marketed to children have lots more sugar than those advertised for adults.

Researchers analysed the content of popular cereals and found that the least nutritious were US kid's favourites - Lucky Charms, Cap'n Crunch, Corn Pops and Cinnamon Toast Crunch.

The study found that food companies had responded to nutrition concerns by reducing the average sugar content of kids' cereals - from three-and-a-half to three teaspoons of sugar per serving.

Fast acting head lice treatment

Full Marks Solution is a new insecticide-free head lice treatment. The odourless Solution works in ten minutes, with a recommended second application seven days later. It is clinically proven and effective for all the family. Also available in spray format. Available in early 2010.

RRP: \$19.95

Stockist: SSL Australia

Tel: 03 9587 6770



Kissable Lips!

As part of the new **Australis Colour Inject** range the new **Mineral Lip Gloss** is a winner. With its lychee scent, it gives lips a long lasting shine without the sticky factor. Available in 10 colours the formulation moisturises, soothes and nourishes lips.

RRP: \$11.95

Stockist: Creative Brands

Tel: (03) 9662 2604. Web: www.australiscosmetics.com.au



Beautiful spring colours

Laura Mercier have introduced their Gilded Garden Colour Story for spring. The limited edition eye colours are available in Orchid, Marigold, Lilac and Tulip. The Orchid Mosaic Shimmer Bloc promises to brighten the eyes, cheeks and body with a hint of natural colour and light.

RRP: Eye colour \$44, Shimmer Bloc \$68

Stockist: Trimex

Tel: (02) 9663 4277



Get the kids ready for summer.

The Safety 1st SunSplash Beach Bundle is a six piece pack in a handy carry case with everything parents need to keep their little ones protected from the sun and safe in the water. The bundle includes a UV sun suit, UV sun hat, swim armbands, swim nappy and wet-and-dry change mat. Available in pink and blue and in 3 sizes.

RRP: \$79.95 available from November 09

Stockists: visit www.sunsplash.com.au

Tel: 1300 809 526

