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Guild Update

This week's update
from the Guild

New eczema guide for pharmacists

THE Eczema Association of Australasia is encouraging members of the public to "Ask Your Pharmacist" about dry itchy skin.

The association is recommending community pharmacies as great places to get advice on how to manage eczema, minimise flares and overcome the 'scratch-itch-scratch cycle'.

The Eczema Management Guide - the Role of the Pharmacist is a valuable new resource developed for the Eczema Association.

The guide was written by a pharmacist and reviewed by a dermatologist, ensuring it is both practical and reliable for the community pharmacy setting.

The guide helps pharmacists assist patients using the five R's in the guide:

- **RECOGNISE** the condition and treat eczema promptly.
- **REMOVE** triggers once they have been identified or help minimise exposure to them.
- **RESTORE** the damaged skin barrier with the use of moisturisers.
- **REGULATE** eczema by helping implement the correct management plan by incorporating therapeutic and general skin care measures to minimise the recurrence or severity of flares.
- Know when to **REFER** to the GP or dermatologist for further assessment.

Pharmacological treatments are only one aspect of the therapeutic management of eczema.

General everyday measures, such as skin-care regimen and the daily use of moisturisers, are important for management of eczema once the condition is under control.

Pharmacy Guild members can download a free copy of the *Eczema Management Guide* at www.guild.org.au in the Members Only section (log in and password required).



**The Pharmacy
Guild of Australia**

ASMI minor ailments push

IF MORE minor ailments were treated by pharmacies up to 1000 full time equivalent general practitioners could be freed up to treat more seriously ill patients, according to a study released by the Australian Self-Medication Industry (ASMI) this week.

The research was conducted by health economist David Gadiel, and is based on the ten most frequently treated minor ailments, which account for 58% of all GP attendances attracting Medicare benefit for minor ailments, and which represented some 15 million GP consultations in 2007-08.

ASMI executive director, Juliet Seifert, said the findings showed the "significant national health benefits" which could accrue through better use of GP time and expanded self care in pharmacies.

"In the face of a severe national shortage of GPs, it makes sense to look at the benefits from moving some minor ailments away from overstretched GPs and into pharmacies, allowing GPs to

BMS reassurance

BRISTOL-MYERS Squibb says the divestiture of its Australian manufacturing operations to Sigma Pharmaceuticals (**PD** yesterday) is part of its "strategic transformation into a more focused next-generation BioPharma company developing products that address serious unmet medical needs."

The sale follows similar moves by BMS in Puerto Rico, Spain, Egypt and Pakistan.

BMS said the transaction is expected to settle on 30th September, with the 130 staff at the Melbourne manufacturing facility to be offered jobs with Sigma.

"Australia remains a key market within our global framework and the sale of the manufacturing facility and mature product divestiture will allow us to focus even more on commercialising newer compounds and supporting our outstanding pipeline, said BMS President Emerging Markets and Asia Pacific, John Celentano.

"Products such as Baraclude (entecavir), Sprycel (dasatinib) and Orenzia (abatacept) are key assets in our evolving portfolio. These products, along with those on the horizon, require our full support to help patients in need," he added.

concentrate on more urgent primary care needs," she said.

"This would free up GP time, make more appropriate use of pharmacists' skills and better use of our national health workforce."

The most common minor ailments identified in the study were acute upper respiratory tract infection, back pain, diarrhoea and gastroenteritis, joint pain, coughs, viral infections, malaise and fatigue, headache and constipation.

Almost half the patients were also treated with prescriptions.

"There is a real need to examine alternatives to costly GP consultations for minor ailments and other conditions that can be more effectively managed once diagnosed," Seifert added.

Rituximab approval

THE Therapeutic Goods

Administration has approved MabThera (rituximab) for the first line treatment of chronic lymphocytic leukaemia, which is the most common form of adult leukaemia.

MabThera is a monoclonal antibody, and has been used for the treatment of non-Hodgkin's lymphoma over the last ten years.

Wholesaling code

THE National Coordinating Committee on Therapeutic Goods is seeking comment from interested parties on a new code of good wholesaling practice for scheduled medicines.

The draft code covers procedures for stock handling, transport and storage as well as management of complaints, recording, cold chain medicines and controlled drugs.

The closing date for comment is 23 Oct - see www.tga.gov.au.

Don't miss out!

THE Pharmacy Practice Foundation is reminding pharmacists to enrol in this weekend's pharmacy profitability workshop, which will take place at the University of Sydney on Sun.

It's being presented by Bruce Annabel of JR Pharmacy Services, described as "a pre-eminent retail tactician for pharmacy."

More details on **page three**.

New Telfast promo

HAYFEVER allergy relief treatment Telfast has launched a new marketing campaign which it says will drive customers into pharmacies in the coming months.

Themed 'Make Hay of Every Day' the campaign focuses on the benefits to sufferers of treating symptoms early, and is being backed with a "significant marketing spend" across TV, print, online and outdoor sites.

Telfast said it would also provide comprehensive support for pharmacy including staff training, window displays, posters, counter mats and shelf wobblers.

sanofi-aventis consumer healthcare marketing manager, Seona Wallace, said: "As market leader in the hayfever category, we wanted to adopt a fresh direction that played on the word 'hay' as a platform from which to highlight the positive effects of taking Telfast when the initial symptoms of hayfever occur, rather than dwelling on the fact these symptoms stop people doing the things they enjoy."

She said the company was looking forward to seeing the campaign drive sales in pharmacy.

The new TV commercials will begin airing next week; pharmacies wishing to order stock of Telfast can fax to 1800 555 335.

PHARMACY FOR SALE

TWEED HEADS, NSW

Under instructions from Graham Killer and Michael McCann of Grant Thornton as Receivers and Managers.

Expressions of Interest are sought from persons interested in the Purchase of the "Panorama Pharmacy" business. Assets available include leased premises for adjoining Medical Centre and Restaurant.

Closing date for submissions will be Thu, 1 Oct 2009 at 5pm.

Please forward all enquiries to:

Graham Wriggles 0403 374 301

wriggs.g@bigpond.net.au

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 Guild

TGA act changes

A NEW framework for the regulation of homeopathic and anthroposophic medicines will come into effect from 01 Jul 2011, after the Governor-General gave formal assent to the *Therapeutic Goods Amendment (2009 Measures No 1) Act 2009* late last month.

The new act also means that from Fri 28 Aug medicines and therapeutic devices are able to be suspended rather than fully cancelled in certain circumstances.

Other changes allow monitoring of facilities using video and other recordings, as well as minor amendments including clarifying the definition of accessory to a medical device and requiring that medicine labels not make claims that are inconsistent with the claims approved for the product.

Other measures to be introduced over the next six months will see the Minister able to determine lists of ingredients that are permitted and prohibited for inclusion in listed medicines, as well as enabling the transfer of manufacturing licenses.

Abbott Chemconsult move

ABBOTT Diabetes Care has announced a new partnership with the Chemconsult medication consulting system operated by publicly listed Health Corporation, which also owns the Health Information Pharmacy franchise group.

Under the deal Health Corporation and Abbott will "collaborate on Chemconsult to deliver better health outcomes to diabetes patients via the Chemconsult process and leading diabetes monitoring technology."

Abbott will pay an upfront and ongoing fees to sponsor the Chemconsult program and provide in-store marketing and sales support for the system.

"This agreement with our first major medical diagnostic company Abbott Diabetes Care is another milestone in the validation of the success of the Chemconsult program in the ability to benefit various stakeholders including patients, supplier partners and

Health Corporation," said the company's ceo Ken Lee.

"The additional funding means more payment to pharmacy and thus more participation by pharmacists and more lives saved."

Lee said he looked forward to many more positive partnerships.

The 10-point in-store Chemconsult medication consulting system is claimed to ensure consistency in advice delivery to patients by pharmacists, with the ability to reduce medication problems, improve compliance and track medication performance in terms of supply and potential adverse drug reactions.

Compliance report

MORE than 100 pharmacist audits were completed by Medicare Australia's National Compliance Program for the PBS over 2008/09.

The program also investigated 10 pharmacists for suspected fraudulent behaviour, with the details revealed in a 'snapshot of achievements' for the compliance program published in the Spring edition of Medicare's *Bulletin Board* pharmacist publication this week.

32 individuals were referred to the Commonwealth Director of Public Prosecutions, including three pharmacists, while during the year the CDPP also successfully finalised prosecution of 46 individuals including one pharmacist.

Almost \$600,000 in incorrect payments to 78 pharmacists was identified - an average of \$7700 - with action taken to recover the incorrect payments, and repayments of over \$200,000 were received from 17 pharmacists.

Medicare said it continues to receive tip-offs on its fraud line from the public, with more than 1700 tip-offs "subjected to initial analysis" during the year.

And assessments were completed in relation to streamlined authorities, unapproved pharmacies and claiming for PBS medicine and MBS services after the date of death of patients, as part of a data analysis program.

Medicare's compliance unit confirmed that it was "continuing to work with the Pharmacy Guild of Australia to develop education for pharmacy assistants."



DISPENSARY CORNER

LOTS of deodorant, eye-drops and possibly artificial stimulants were needed by a 28-year-old man from the Netherlands who last Sunday finished watching 86 uninterrupted hours of television.

Efraim van Oeveren beat the previous world record for TV watching - held by a an Indian couch potato from New Delhi - by a whopping six hours.

van Oeveren started his attempt with two companions, one of whom dropped out after 40 hours (the wimp!) while the other fell asleep after 72 hours.

The contestants were carefully monitored by doctors, and were allowed a 5 minute break per hour to rest their square eyes.

As well as a mention in the Guinness Book of World Records the winner will receive something he probably really doesn't want - a new television.

A GIRL'S father in England has ordered her suitor to get his teeth fixed before he would consent to their marriage.

32-year-old Gordon Taylor was told that he must have a number of fillings and corrective dentistry before he could walk down the aisle with his girlfriend Sarah Lewis.

The girl's father, Philip Lewis, is a dentist, and said that when he first met the young man we was horrified by his teeth, which Gordon admitted neglecting.

There's a happy ending to this fairytale - the groom agreed to undertake his noble quest, with his new bride thrilled at the result.

"I will always love him regardless but I know the finished look will certainly please him as well as our family and friends," she said.

THE New York Blood Center will today celebrate a local man who's donating his 320th pint of blood.

75-year-old Al Fischer has been giving blood for 58 years, with the milestone making him one of only two people in the US who have given a whopping 40 gallons.

Fischer donates blood about six times per year and doesn't show any sign of slowing down.

WIN TANNING CREAM

CONGRATULATIONS to Lyndel Thomson of East Wahroonga Community Pharmacy, who was the first **PD** reader yesterday to tell us that Le Tan is made in AUSTRALIA.

Le Tan has teamed up with **Pharmacy Daily** once again this week to give readers the chance to win a tube of Le Tan's new Original Tanning Cream.

Valued at \$12.99, the Le Tan Original Tanning Cream is an easy to apply cream that spreads on evenly, leaving a no-streak flawless finish.

With the colour developing over four hours, apply at night to wake to a beautiful healthy glow.

The delicious caramel fragrance also eliminates any 'fake tan' smell.

Proudly Australian, Le Tan has been providing affordable suncare and self tanning products to Australians for many years.

To receive your very own tanning tube for FREE, simply send through the correct answer (along with details of where you work in pharmacy) to the following question:

For how long has Le Tan been around?

Send your answer through to comp@pharmacydaily.com.au.

The first correct entry will win the prize, so be quick!

Hint: Most answers can be found on the Le Tan website at www.letan.com.au.



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2009 Sandoz Pharmacy Practice Foundation Retail Seminar Series

Walking Off the Map

How to Prosper on Pharmacy's Rocky Road Ahead

You can't afford to miss this opportunity to find out how to make your pharmacy profitable in the challenging times ahead in the 5th CPA. Brought to you by the Pharmacy Practice Foundation and Sandoz, and delivered by Bruce Annabel of JR Pharmacy Services, a preeminent retail tactician for pharmacy.

**Workshop: Profitability Factors of Your Pharmacy,
Risk Factors and Opportunities.**

Sunday, 13th September 2009, 9:00am to 4:30pm

- Discover sources of dispensary profit
- Improve performance with KPIs & benchmarking

Seminar 1: Taking the Easy Yards.

Monday, 14th September 2009, 7:00pm to 9:00pm

- Analysis of the current state of the pharmacy industry
- Profit building and sustainability in a risky climate

Seminar 2: Tightening the Wheel Nuts.

Monday, 28th September 2009, 7:00pm to 9:00pm

- The pharmacists' role in revolutionising the dispensary process
- Workshop pharmacy case studies

Seminar 3: Building a New Vehicle of Profitability.

Monday, 12th October 2009, 7:00pm to 9:00pm

- Converting retail to a profitable & competitive business
- Enhancing your business on-line

**Seminar 4: Evaluating & Driving Performance Using
Modern Financial Management Tools.**

Monday, 26th October 2009, 7:00pm to 9:00pm

- Modern financial management tools and key performance indicators
- Tools to improve space, stock and staff returns

Cost

\$500 for the workshop and the four seminars
\$300 for the workshop alone
\$275 for the series of four seminars*
\$100 for a single seminar*

***The seminars are available free of charge to
PPF members**

Venue

**Badham Lecture Theatre 3,
Faculty of Pharmacy,
The University of Sydney**

Registration

Pharmacy Practice Foundation

Tel: (02) 9351 7829

e-mail: ppf@pharm.usyd.edu.au

For further information about Workshop and Seminar topics, please go to

<http://www.pharm.usyd.edu.au/ppf/index.shtml>
and click on the Retail Seminar link.



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