

Microsoft award for Fred Health

MICROSOFT has named pharmacy software specialist Fred Health as its Health Industry Partner of the Year 2009, in recognition of the company's achievement in the development of the eRx Script Exchange electronic prescription platform.

Fred ceo Paul Naismith said the award recognises the efforts of the whole team in developing the system "which generates significant potential to improve patient safety and is a milestone for health and pharmacy care in Australia."

Microsoft spokesman Dr David Dembo said Fred Health won the award for its innovation in moving the Australian health reform agenda forward "as well as their intelligent use of commoditised IT building blocks to ensure IT played a role in reducing the risk of the overall project."

The Pharmacy Guild is a major shareholder in Fred Health.

Preventive agency ceo named

THE government is moving fast to ramp up its preventive health strategy, this week naming the new chief executive officer of the proposed Australian National Preventive Health Agency (ANPHA) which was launched earlier this month (**PD** 07 Sep).

The new ceo is Martin Fletcher, who returns to Australia after seven years in Europe and the UK, during which he's worked in several roles for the World Health Organization in Geneva and the UK National Patient Safety Agency.

Before leaving Australia in 2002 Fletcher was director of the Office of the Australian Council for Quality and Safety in Health Care.

Legislation establishing ANPHA is now before parliament, having been introduced by Health Minister Nicola Roxon on 10 Sep.

The bill proposes that the agency will commence operation from 01 Jan 2010 to support the government by "creating a framework for a national approach to preventive health".

The CEO will be required to develop triennial strategic plans that specify the main prevention objectives and strategies for achieving them.

Other responsibilities include collecting, analysing, interpreting and disseminating information on

Smith pharmacy alert

THREE different pharmacists warned US celebrity Anna Nicole Smith's doctors against the cocktail of drugs they were prescribing for her, according to documents released in Los Angeles this week.

Smith died of an overdose of prescription drugs in Feb 2007, with a court case affidavit showing one LA pharmacist described the scripts as "pharmaceutical suicide".

Sweet cigarette ban

FRUIT and candy-flavoured cigarettes have been banned in the USA as one of the first steps under recently introduced laws to reduce smoking in America.

"Almost 90 percent of adult smokers start smoking as teenagers.

"These flavoured cigarettes are a gateway for many children and young adults to become regular smokers," said a Food and Drug Administration spokeswoman.

Grow sales by \$1.07 per script!



TGA seminars

THE Therapeutic Goods Administration today announced a series of information seminars on manufacturing principles for medicinal products, to highlight the major changes and transitional arrangements for the new *Guide to Good Manufacturing Practices* which comes into effect 01 Jul 10.

The sessions will take place in Melbourne 20 Oct, Sydney on 09 Nov and Qld on 11 Nov.

Ibuprofen for arms

A STUDY released in the USA has confirmed that ibuprofen is preferable to paracetamol with codeine for outpatient treatment of children with simple arm fractures.

The researchers at the Medical College of Wisconsin Children's Hospital compared the efficacy and adverse event profiles of 244 kids aged 4-18 years, showing those who received 10mg/kg of ibuprofen suspension reported similar analgesic effects to those who received paracetamol with codeine suspension and significantly lower adverse events (29% vs 51%).

WARNING: THIS PRIZE STINGS!

CONGRATULATIONS to Vicki Hulands of the Pharmacy Guild in Darwin, NT who was the first **Pharmacy Daily** reader yesterday to tell us that OmegaHoney comes in a 450g bottle.

Nature's Blend has teamed up with **Pharmacy Daily** this week giving readers the chance to win an OmegaHoney Prize Pack each day containing:

- 1 bottle OmegaHoney 450g
- 3 Toy OmegaBees - Alpha, Lino and Ole
- The OmegaBees Activity Book
- OmegaKids Colouring Cook Book



OmegaHoney is a fun and exciting way for kids and grown-ups to get Omega-3, 6 & 9 fatty acids, with the benefits and taste of honey. These fatty acids promote Brain Development, Healthy Skin & Hair and Wellness.

OmegaHoney is 100 per cent natural, Low GI, gluten free and cholesterol free. A premium product from Nature's Blend, it has been taste-tested with fussy kids giving it the thumbs-up.

For your chance to win this fabulous prize pack, simply be the first reader to email the correct answer to the daily question below, along with your role in pharmacy, to: comp@pharmacydaily.com.au.

WEDNESDAY'S OMEGA QUESTION:
True or False? OmegaHoney is Low GI?

Sales enquiries, phone Nature's Blend on (03) 9773 0600.

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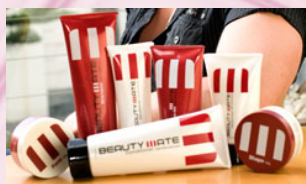
It's a Beauty, Mate!

Spoil your mate this Christmas with a limited edition gift pack from Beauty Mate. There are four exclusive packs to choose from, including 'Head & Hair Job', 'Big Boy', 'Face Job' and 'Nude Nut', each featuring a combination of men's grooming products from SPF moisturiser, face wash and shave gel to hair shapers and formers. All products are 100% Australian and enriched with plant-based foaming agents, aloe vera, tea tree oil, ginseng and natural anti-oxidants.

RRP: From \$39.85

Stockist: Beauty Mate

Tel: (03) 9647 9447 Web: www.beautymate.com.au



Fake and Fabulous...

Introducing the new range of 'Fabulous Fake Tan' products from The Body Collection. The selection features body scrub, tan-extending moisturiser, tanning lotion, spray and mousse for the ultimate bronzing treatment which guarantees a flawlessly fabulous streak-free tan. Formulated using a variety of nutrient-rich ingredients including sweet almond oil, fruit extracts, Vitamins A, E and aloe vera and laced with an enticing caramel fragrance, 'Fabulous Fake Tan' is the ideal

solution for those who'd rather fake than bake this Summer!

RRP: From \$12.95

Stockist: The Body Collection Australia

Tel: (03) 9568 5999 Web: www.bodycollection.com.au

A*Men to that!

A*Men Pure Malt is the latest man-scent from perfume and liqueur master, Thierry Mugler, available from 12 October. The innovative new Eau de Toilette features distinguished accents illuminated by fruity, peat-hinted nuances brought to life by the addition of subtle malt notes. Further, the unique distillation process enhances the woody tone, not only intensifying the virility and elegance of this fragrance, but also impregnating it with a rare nobility.

RRP: \$95 (100ml)

Stockist: Trimex

Tel: (02) 9315 9483



Awaken your inner heroine...

Ricci Ricci, the new fragrance from Nina Ricci, lifts the spirit and inspires the senses through its fresh, floral, sensual perfume especially formulated for the modern urban heroine. Developed from a base of belle de nuit (four o'clock flower), the unique spray combines bergamot, rhubarb zest, rose and tuberose with touches of sandalwood and patchouli to create a lively, positive scent, encouraging confidence and fun throughout the day.

RRP: From \$85 (30ml EDP)

Stockist: Trimex

Tel: (02) 9663 4277. Launches 12 Oct.

Enjoy sheer beauty everyday with Le Tan

Protect your skin from the harsh Summer sun with Le Tan's Sheer Daily Mineral Moisturising Sunscreen range. Formulated using chemical-free UV filters to ensure ease of application, both the face and body creams contain nourishing Vitamin E, are SPF30+, non-greasy and fragrance and PABA free. Additionally, the extra light facial lotion has a matte finish, thus can be worn with or without make-up, while the body sunscreen provides up to 4 hours water resistance and is enhanced with aloe vera to soothe, calm, moisturise and maintain skin tone.

RRP: \$11.99 (Face); \$14.99 (Body)

Stockist: Creative Brands

Tel: 1300 650 981 Web: www.letan.com.au



DISPENSARY CORNER

CANADIAN health authorities are under fire after sending body bags to native communities in Manitoba province which were hit hard by a swine flu outbreak several months ago.

Community leaders said they were "horrified" when they saw the number of bags because they thought it meant that many deaths were expected.

Health Canada says it didn't mean to alarm people, with the move just a "routine restocking".

PHARMACIES could have some unexpected surprises in their cash drawers, if the experience of a US store is any indication.

A customer paid a bill at a UPS courier store in North Dakota using a pristine \$20 bill which had been printed in 1934.

The store manager initially thought the money was counterfeit, but upon further investigation found it was genuine, with similar rare bills selling on eBay for up to \$134 each.

A MUSEUM in London has an intriguing new display - a glass sculpture of the virus which causes Influenza A (H1N1).

The swine flu sculpture by Luke Jerram (below) will be shown at the Wellcome Collection until 18 Oct, with curator Clare Matterson saying the work "offers a point of departure to explore the impact such viruses have had on populations and to find out more about the global research to tackle them."



*The swine flu virus - not so pretty
when it makes you sick!*