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## Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature. This week's contributor is Mark Warburton, Managing Director, Willach's Australian Operations.

### Creating an efficient dispensary

At the hub of any pharmacy is the dispensary, generating approximately 70% of a pharmacy's revenue; roughly 30% of revenue is derived through sales from front of shop.

However, when thinking about a pharmacy refit, a substantial amount of time is often spent on the redesign of the front of shop and paradoxically little time and thought is given to how to create an efficient dispensary.

So, if you're thinking about redesigning your pharmacy, I recommend focusing on your core business and investing time and effort towards creating the optimal workflow, layout and design for your dispensary area.

An analysis of your current workflow is usually the ideal way to start.

Key questions to ask are:

#### Workflow/Design:

- How is my current dispensary set up?
- What works well in my dispensary? What doesn't?
- Where are the bottlenecks? Why do they occur?
- What do I want to achieve in my dispensary in the future?

#### Storage requirements:

- What are my top moving lines?
- What are my slow moving lines? • How can I reduce stock and improve cash flow?
- Is medication quickly and easily accessible to my pharmacists?
- Where does clutter and wastage result?
- As dispensary inventory is expensive, how much have I spent to ensure quality storage today?
- How and where do I want to store high cost medication in the future?

Consulting with an expert in the field of dispensary design will further help you identify your situation by analysing your current medication portfolio, stock turns, space and storage requirements.



Willach is the Australian market leader in pharmacy dispensing solutions, offering state-of-the-art robotic dispensers, drawer and shelving solutions, and dispensary designs tailored for any

size, type or budget.

## Baxter busted by ACCC

**BAXTER** Healthcare has found itself in hot water after the Federal Court ruled in favour of the Australian Competition and Consumer Commission's claim that the company had engaged in anti-competitive practices.

The ACCC lawsuit has been ongoing between Australian courts for eight years, and stems from contracts that Baxter had with ACT, NSW, Qld, SA and WA health purchasing authorities between 1998 - 2001 which offered package discounts for sterile fluids.

The Federal Court found that Baxter, being the sole supplier of peritoneal dialysis fluids in Australia, broke competition law by using its market power to stop competition.

"Baxter used its market power in

### New Mirixa program

**MIRIXA** Australia and Boehringer Ingelheim have partnered to release a new Mirixa program titled 'Spiriva New to Therapy Program'.

A paid professional service, with fees paid per patient session, the program facilitates pharmacists to initiate newly prescribed Spiriva patients to the medicine and HandiHaler device then follow up with the patient a month later.

"It is a sign of the times that pharmacists are being recognised as the medicines experts with the technology and clinical tools to deliver systemised, quality patient outcomes," said Pharmacy Guild of Australia national president, Kos Sclavos.

Mirixa has said that it will be shortly be contacting pharmacies directly following the program's launch.

the sterile fluids market to achieve exclusive dealing by means of bundling to endeavor to snuff out competition," said Judge Roger Gyles in handing down his decision last year.

As a result of the 2008 ruling, last week the Federal Court ordered Baxter to pay AU\$4.9 million in fines.

Following the Federal Court ruling last year, Baxter appealed to the High Court of Australia, however the court refused to hear the company's case until the Federal Court had imposed its penalty decision.

Following last week's \$4.9m impost, the case is now open for a High Court hearing.

### PSA training success

**THE** Pharmaceutical Society of Australia's National Intern Training Program has received an overwhelming response from Tasmanian students eager to sign-up.

At an information evening in Tasmania last week - the first of an Australia-wide series of sessions aimed at getting student sign-ups - every single one of the Tasmanian students responded, yielding a 100% "expressions of interest" success rate.

Aimed at easing the transition between student and pharmacist the NITP is said to maximise young pharmacists' career opportunities.

One of the key messages of the Tassie info session was that with NITP students also have the opportunity to choose which intern training provider they would like to use.

For info on upcoming NITP presentations around the country see [www.psa.org.au/intern](http://www.psa.org.au/intern).

### Friday's PD winner

**CONGRATULATIONS** to the lucky winner of Friday's Designer Brands competition, Sally Brooks from Mannum Rd Better Health in South Australia.

See **page two** for this week's fantastic ULittleBeauty comp!

### Genzyme offer

**SANOFI**-aventis has reportedly offered a non-binding all-cash payment of around US\$18.5 billion to acquire US bio-pharmaceutical company Genzyme.

The transaction would see shareholders receive around US\$69 per share, 38% above Genzyme's 01 Jul share price of US\$49.86.

According to reports, Sanofi has made several unsuccessful attempts to contact Genzyme's management team to discuss a possible take-over.

The latest offer was sent via a letter to Genzyme Chairman Herri A Termeer, with Sanofi opting to release its contents to the public in a bid to inform the company's shareholders of the value offered to them through a take-over.

"A combination with Genzyme represents a compelling opportunity for both companies and our respective shareholders and is consistent with our sustainable growth strategy," said Sanofi ceo Christopher Viehbacher.

"The all-cash offer provides immediate and certain value for Genzyme shareholders at a substantial premium that recognizes the company's upside potential, while sanofi-aventis shareholders would benefit from the accretion and the attractive growth prospects of this combination.

"Now is the right time for Genzyme to consider a transaction that maximises value for its shareholders," he added.

## Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

[jobs4careers.com.au](http://jobs4careers.com.au)



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## Xeloda on the PBS

ROCHE Pharmaceuticals Xeloda (capecitabine) is now available on the Pharmaceutical Benefits Scheme in combination with oxaliplatin for the treatment of metastatic colorectal cancer, and in combination with a cisplatin-based regimen for the treatment of advanced oesophagogastric cancer.

Xeloda is an oral alternative to the intravenous chemotherapy fluorouracil.

## Australia on "right track"

THE latest survey results from the International Pharmaceutical Federation have found that Aussie pharmacists are generally happier with the state of the Australian industry than their international counterparts.

The survey looked at responses from 16,000 pharmacists across 16 countries and found that Australian

pharmacists had the lowest percentage (31%) of respondents who agreed with the statement that pharmacy is "worse off than it was five years ago," compared to an average of 54% of international pharmacists.

The survey also found that Australia has the second lowest percentage (28%) of pharmacists who believe that the health care system is also worse off now than it was half a decade ago.

Australian pharmacists also responded that 'competition' was the biggest issue facing pharmacists (36%), followed closely by 'Job security, lack of career evolution, too many pharmacists' (35%), 'Costs, pay, salary, funding' (28%) and 'Workload' (20%).

Conversely pharmacists on a worldwide stage generally said that 'Third party payers, reimbursement, generic drugs, pricing control and regulation' was the biggest issue facing pharmacists (25%), followed closely at 18% by the statement: 'Government/Politics framework unclear, system reform, new contracts and regulations'.

## Ideas take root in an unsympathetic country



IN order to help Australians raise awareness of lung cancer and motivate people with lung disease symptoms to seek diagnosis and early treatment the Australian Lung Foundation last week, held commemorative Tree Planting ceremonies across the country.

The events coincided with the release of new international research which found that Australia is one of the least sympathetic countries in the world when it comes to attitudes towards lung cancer.

Researchers took into account responses from 16,000 people across 16 countries and found that Aussies were generally unaware that lung cancer is Australia's biggest cancer killer (responsible for more deaths per annum than breast, ovarian and prostate cancer combined).

In addition, over one third of Aussie respondents also indicated that they felt less sympathy for lung cancer sufferers than other cancer patients, given its link to smoking.

"It's important that Australians recognise that lung cancer, like all types of cancer, doesn't discriminate," said Prof Matthews Peters, Head of Respiratory Medicine at Concord Hospital Sydney, with lung cancer affecting "men and women, smokers and never smokers, the old and the young."

Prof Peters is pictured planting a tree with lung cancer survivor, Sue McCullough.

## John Bell FIP VP

SYDNEY pharmacist John Bell has been re-elected as a vice president of the international Pharmaceutical Federation at its 2010 Congress in Lisbon.

Bell was re-elected for a second four-year term in the role.



## DISPENSARY CORNER

DEATH by mushroom.

Italian authorities are urging the public to follow correct mushroom hunting procedures after this year's mushroom season has already claimed the lives of seventeen people in just nine days.

Since the season opened two weeks ago, the forested and mountain areas of northern Italy have seen 'boom numbers' of mushroom lovers determined to nab themselves an armful of fungi.

"There is too much carelessness," said Gino Comelli, head of the Alpine rescue service in Valle di Fassa, who was responding to mushroom hunters tactics of donning camouflage and hunting in the dark to protect their hard-sought mushroom yields.

DESPERATE for the loo.

A serious John Lennon fan has paid a phenomenal \$16,000 for a toilet once owned and used by the Beatles legend.

Sold at ten times the auctioneers expected price, the loo is made of porcelain and is bordered with blue and decorated in matching blue flowers.

Lennon resided with the floral dunny from 1969-1972 when he had it removed for renovations.

The toilet was gifted by Lennon to his renovation-builder, John Hancock, telling the tradie the loo might be nice as a decoration with some flowers planted in it.

Rather than take his gardening advice Hancock stored the toilet in his shed for 40 years until his death, when his son-in-law uncovered it and put it up for auction.

PIANIST sans arms.

A Chinese man, Liu Wei, has defied critics by becoming an expert pianist despite having no arms.

Instead of fingers, Wei has trained himself to play the piano with his toes.

The 23-year old pianist is currently enjoying celebrity status after appearing on the T.V show "China's Got Talent".

"Music has become a habit for me... It is just like breathing air," he said.

## WIN A ULITTLEBEAUTY PRIZE PACK



Pharmacy Daily has teamed up with ULittleBeauty, and is giving away exciting prize packs every day this week.

Each pack is valued at \$69.95 and contains two ULittleBeauty products: Intox-C-Cation Skin Firming Serum and a Drought Relief - Hydrating Facial Gel Mask.

ULittleBeauty is Australian owned, contains natural & certified organic ingredients, cruelty free, vegan certified, and free of parabens, SLS, petrochemicals, artificial fragrances, colours, preservatives.

For your chance to win this exciting prize pack, simply send through the correct answer to the question below:

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Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

The first correct entry received will win!

Hint: Visit [www.ulittlebeauty.com.au](http://www.ulittlebeauty.com.au)