

Guild Update

This week's update from the Pharmacy Guild Prescription Repeat Folders - LIMITED STOCK ORDER NOW

Due to the success and popularity of the Community Pharmacy Alcohol Standard Drink Awareness Campaign and continued support from community pharmacies, there is only a **limited stock still available** of the alcohol standard drink repeat folders.

These folders are *free of charge* to Guild members. Orders must be placed **no later than 10 December 2010**, after which time they will no longer be available. Order limit is one box per pharmacy (3000 folders).

This campaign incorporates the new Australian Guidelines to Reduce Health Risks from Drinking Alcohol. This public health initiative is funded by the Commonwealth Department of Health and Ageing.

To order, please email guildnat@guild.org.au. For enquiries please contact Kelly Gourlay at the National Secretariat of the Guild on 02 6270 1888.

ALCOHOL AND YOUR KIDS BROCHURES

The risks of accidents, injuries, violence and self-harm are high among drinkers aged under the age of 18. With summer holidays kicking off, community pharmacy can play an important role in providing parents and young people with information to help reduce the risk of harm from alcohol.

Two brochures available *free of charge* are:

- 'Reduce your risk: New National Guidelines for Alcohol Consumption' and
- 'Alcohol and your kids: A guide for parents and carers.'

If you want to order these as a valuable resource for your pharmacy, go to www.alcohol.gov.au and go to the 'resources and publications' page.



The Pharmacy Guild of Australia

API's new trading terms

THE impact of Pfizer ceasing sales of its prescription medication through wholesalers (**PD** yesterday), in combination with the recently passed PBS reforms, will leave Australian Pharmaceutical Industries "with no choice but to look at measures to recover lost income".

According to a statement by API released late yesterday afternoon the company estimates the negative impact of Pfizer's announcement alone will see its revenues drop by around 10-15% - the same proportion as cited by Sigma in its ASX announcement yesterday.

API also estimated that the proposed PBS reforms will cost the wholesale industry as a whole \$220 million over five years, or \$8,800 per pharmacy per annum between

Pharmacist pain grant

THE Pharmaceutical Society of Australia, in conjunction with Mundipharma, has announced it will award a grant to a pharmacist who has made "an outstanding contribution to the quality use of medicines through direct clinical care of consumers with persistent pain".

The grant is designed not only to reward pharmacists' efforts, but to encourage future pain management excellence.

"Pharmacists, like doctors, have among their professional responsibilities an important role in monitoring and questioning the use of prescription opioids, and advising patients on the most effective and safe way to take their medications, the Royal Australasian College of Physicians noted in its Prescription Opioid Policy published last year," said PSA ceo, Liesel Wett.

"It said pharmacists should be recognised as key stakeholders in a multidisciplinary group to implement and evaluate policy," she added.

The PSA is now encouraging pharmacists to consider the contribution they make to pain management, including in areas of non-prescription medicines and therapeutic devices, dispensing, medication review or disease state management.

To download a copy of the new grant application form, see www.psa.org.au/pain_gum_award.

2010 and 2015.

Yesterday, as a result of Pfizer's decision, API's shares fell by 9.9%.

"The consequential impact of both these changes on earnings has yet to be fully determined however API will put in place measures to address the impact of these changes by reducing customer trading terms, and reviewing its cost base," the company said in a statement.

At present API has said that it is the process of working through the "precise magnitude of the changes required", and will inform customers of their new trading terms "as soon as possible".

API did however confirm that the reductions in trading terms would apply from 01 February next year.

MEANWHILE Pfizer's announcement also saw Sigma's shares drop by a whopping 17.3%.

The move is also expected to reduce the discounts available from wholesalers, according to a story in today's *Financial Review* which quotes Ian Harper from Access Economics saying that the changes "will add further pressure to a PBS supply chain under financial stress."

"Changes of this magnitude cannot be introduced without the dynamics of the sector changing considerably," Harper said.

Mental costs rise

TOTAL spending on mental health services in Australia by governments and private health insurers rose 10% in 2007-08, according to the newly released National Mental Health Report.

The document shows total costs of \$5.32 billion on mental health, with the increase being the largest since the National Mental Health Strategy began in 1993.

Federal Government spending increased by 201% (\$1.3 billion) between 1993 and 2008, while state and territory spending rose 110% (up \$1.7b).

Other major findings of the report showed an 8% increase in hospital beds for mental patients between 2003 and 2008, reversing the previous decade's decline, while "continuing shortages of mental health workers, especially nurses, affected both the quantity and quality of care".

New WYPC President

AMANDA Galbraith, ACT Guild branch president, has been appointed chair of the Guild's Women and Young Pharmacists Committee.

Galbraith will take over as president following the death of the much loved Judy Liauw, the Tasmanian branch president, who passed away in July this year.

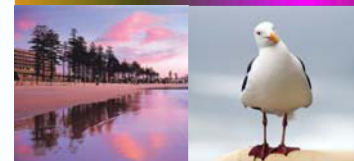
"It is a tremendous honour for me to take over a role previously filled by such a wonderful mentor and inspiring person as Judy Liauw," Galbraith said.

"I look forward to making a contribution towards encouraging women and young pharmacists to step up in the profession," she added.

Welcoming Galbraith to the position, National Guild President Kos Sclavos praised the work of the WYPC saying "I think the women member percentage of 31% is pleasingly high.

"I would like to see it rise to 50% as an important gender equity target".

 **Pharmaceutical Society of Australia**



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PSA3086

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New Pfizer ceo

IAN Read has been named as the new President, Chief Executive Officer and Director of Pfizer, replacing Jeffrey Kindler who has retired from the company.

57-year-old Read is currently head of Pfizer's global biopharmaceutical operations, with responsibility for over 40,000 staff covering the firm's development and commercial operations in 180 countries.

Daily Aspirin dose

RESEARCHERS at Oxford University in the UK have published a study which shows a substantial reduction in death rates from cancer in patients who took a small daily dose of aspirin.

The research looked at 25,000 patients across the UK over a four-eight year period, and found that those who took aspirin had a 25% lower risk of death from cancer during the trial period, and a 10% reduction in death from any cause.

The benefits accrued even with a dose as low as 75mg per day, with lead researcher Prof Peter Rothwell suggesting it would be helpful for daily aspirin to commence around the age of 45-50 years.

APESMA rights campaign

THE Pharmacists' Division of the Association of Professional Engineers, Scientists and Managers Australia (PDA) has announced a new 'Protect your rights at work' industrial campaign following "alarming increases in workplace abuse of conditions by pharmacy employers".

PDA said that since the new Pharmacy Industry Award was introduced in Jan, more than 150 of its pharmacy members had contacted the union with complaints about a range of issues including underpayment of salary and entitlements, unfair dismissals and "cases of bullying and discrimination resulting from members asking about their entitlements under the new Award".

Some of the cases have resulted in "wholly unacceptable" termination of employment because pharmacists have refused to sign an Individual Flexibility Agreement (IFA).

APESMA said it had so far taken 51 cases to Fair Work Australia or other tribunals, with PDA concerned that many members had

signed IFAs "even though they know they are being ripped off because they believe that if they don't they will lose their jobs".

Interestingly, APESMA said that all of the unfair dismissal cases it had taken on had not proceeded to arbitration, but were settled at conciliation "because employers have accepted that they did the wrong thing".

Under the new workplace campaign, PDA will survey members and non-members on the level of non-compliance and abuse of rights by pharmacy employers.

APESMA Senior Industrial Officer Jacki Baulch claimed that most of the proposed IFAs "do not meet the legislative no disadvantage requirements, particularly in relation to access to penalty payments and other allowances".

PSA's refresher

THE Pharmaceutical Society of Australia has released details of the 2011 Offshore Refresher Conference, set to be held in Venice and Salzburg from 1-10 May next year.

The speaker line-up will be led by Professor Andrew McLachlan, Professor of Pharmacy (Aged Care) at the University of Sydney (Faculty of Pharmacy) and the Centre for Education and Research on Ageing at Concord Hospital in Sydney.

Professor McLachlan's research interests revolve around the causes and consequences of variability in response to medicines and how this informs their quality use (especially in older people).

Other speakers are set to cover a diverse range of professional and business topics which, according to the PSA, "will give participants in the conference the latest information on ideas, techniques, developments and services".

Conference participants will earn up to 50 Continuing Professional Development credits.

There is also a post-conference event onboard a nine-night river cruise departing from Budapest on 13 May and including case-study workshops.

Call PSA Travel (Impact) on 1300 139 293 or go to <http://www.psa.org.au/conference>.



DISPENSARY CORNER

LET'S hope they have been thoroughly laundered.

A pair of underpants reputedly worn by Her Majesty Queen Elizabeth is set to be put up for auction, with bids of as much as \$10,000 expected.

US website TMZ has reported that the "cream cotton pants" were apparently accidentally left on a VIP plane during a royal visit to Chile in 1968.

They've been in the "collection" of the late Miami playboy, Joseph de Bicske Dobronyi - aka Sepy - with the executor of his estate hoping to raise funds by auctioning off the lingerie.

The garment is described as being in a "classic style" with lace trimming and embroidered detail around the edges.

MYLANTA may have been needed by a Russian policeman, who attempted to conceal extorting a bribe by eating the money handed over by his victim.

Traffic police captain Alexei Nikolayev was given a three year suspended sentence for bribery, after demanding money from a driver after pulling him over for an illegal manoeuvre.

The driver agreed to hand over the cash, but tipped off other police who detained the officer as he picked up the payment.

Nikolayev allegedly then locked himself in his police car and "ate the received money - a 1000 rouble note and two 500-rouble notes," according to a statement from the prosecutor.

FIRST aid was needed on board a flight in the USA overnight, in which a dog on board escaped from his cage and bit a passenger and crew member, forcing an emergency diversion.

A report in *USA Today* says the two year old Manchester terrier named Mandy became a bit frisky after its "sedatives began wearing off" during the flight.

The dog's owner took it out of the cage to try to calm the animal down, at which point it wriggled free and went on its biting rampage.

WIN AN AROMABABY PURE HAIR CLEANSE



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Pure Hair Cleanse from **Aromababy**.

Aromababy's Pure Hair Cleanse has been soothing babies' scalps for more than fifteen years now. As the first sulphate-free baby shampoo enriched with natural oils, this mild shampoo-substitute is also suitable for older children and for those with dry scalps. The uplifting aroma of natural geranium and orange ensure this product doubles as a great shower gel for adults too. Now available Nationally at Priceline.

For your chance to win this great product, simply be the first person to send through the correct answer to the daily question below:

Can adults use Aromababy's Pure Hair Cleanse?

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

Hint: Visit: www.aromababy.com

Congratulations to yesterday's lucky winner: Mark Casey from Pharmabroker Sales.