

## Guid Update

### This week's update from the Pharmacy Guild Mirixa expansion

The recently expanded Mirixa Australia Professional Services suite enables you to efficiently deliver a range of professional service programs now supported by \$750 million in funding under the Fifth Community Pharmacy Agreement.

In addition to Compliance and New to Therapy programs that seamlessly integrate with your existing pharmacy software, a range of further IT-enabled growth opportunities include:

#### Dose Administration Aid Patient Detect Service

Identify patients who are on five or more packable medicines and engage them using a simple one page information sheet to grow your DAA service.

Increase script volumes and lock-in repeat business.

#### Blood Pressure Service

Offer a blood pressure service where you can record one-off 'screening' or ongoing 'monitoring' for your customers.

Record, graph and report patient results.

It's what you probably do already, just professionally presented.

You can add patients and will be prompted for at-risk patients when dispensing.

#### Weight Recording Service

Weight management programs require recording and tracking of your customer's progress.

Use this service with any or multiple weight management programs to support your customers and offer something unique.

These new programs are expected to be enabled this month, possibly as early as this week.

To add the new suite of programs to your pharmacy or for more information contact Mirixa: 1300 MIRIXA (647492).



The Pharmacy  
Guild of Australia

## Australia's health spend

**ALMOST** all areas of health expenditure experienced growth above inflation between 2007-08 and 2008-09, according to the latest report by the Australian Institute of Health and Welfare.

In its review, the AIHW found that the national health expenditure in Australia reached \$112.8 billion in 2008-09, 70% of which was funded

### Somatropin review

**THE** European Medicines Agency has announced the commencement of a review into the safety of somatropin-containing medicines.

According to the EMA the review was sparked by the results of a long-term epidemiological study highlighted by the French medicines agency, which involved patients treated during childhood with somatropin-containing medicines.

The results of the study suggested an increased risk of mortality with somatropin therapy compared to the general population, particularly when doses were higher than recommended in the Summary of Product Characteristics.

by the federal and state governments, and the remainder funded by individuals (16.8%), private health insurers (7.8%) and other non-government sources (5.7%).

The largest increase in health expenditure was taken up by spending on public hospitals (\$1.6b), with the recurrent spending on public hospitals in 2008-09 estimated at \$32.3b.

The second largest increase in health expenditure was spending on medications, which grew by \$1.3b.

According to the AIHW in 2008-09 health expenditure in Australia made up 9% of the nation's gross domestic product, up from 8.8% in 2007-08.

"Health expenditure has risen more than GDP in percentage terms for 8 of the past 10 years," a statement from the AIHW said.

"Australia's health expenditure as a proportion of GDP was very similar to the UK, slightly lower than Canada and New Zealand and considerably lower than the U.S.," the statement added.

## "Boost Your Financial Management"



At Hyatt Regency Sanctuary Cove

**GOLD COAST 4-6<sup>th</sup> April 2011**

**Presented by Geoff Perry**

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**Over 2,000 Pharmacists have attended**  
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**Gain 26 CPE points**

*"The most practical, demystifying course I have been to"*  
**Megan Kelly - Kiama**

## Pharmacy vouchers

**THE** Pharmacy Guild of New Zealand has reported a surge in pharmacy gift voucher sales in the lead up to the festive season.

Issued to NZ pharmacies by the Guild, the vouchers can be redeemed at all NZ pharmacies.

The Guild has attributed the boom to the current economic environment saying "it is a good option for those who wish to use vouchers to purchase everyday essential needs, like medicines".

## Sanofi extends offer

**SANOFI**-Aventis has extended the deadline for uptake of its US\$18.5 billion buyout offer of biotech company Genzyme from 10 December to 21 January.

The move follows a rejection of the offer by Genzyme, with the company saying Sanofi-Aventis had "substantially undervalued" it.



## DISPENSARY CORNER

### FORENSICS to the rescue.

A forensic scientist, Liu Hui-fen, also fondly known as the 'jigsaw expert', has saved one Taiwanese man his life savings, after helping to him to piece together 200 bills following a shredder accident.

The feat was completed in just seven days, with the Hui-fen describing the exercise as "difficult" and "requiring patience".

### SOMETHING in the water?

Debate over the existence of the legendary Loch Ness monster has again ignited, with the son of the man who captured the iconic image of Nessie 50 years ago, undertaking a media campaign to convince the world the creature is real.

Simon Dinsdale, a retired police detective and son of Nessie photographer, kicked off his media blitz with a candid BBC interview where he told reporters he personally saw Nessie twice.

"I'm experienced at looking at evidence and I can tell you that on the balance of probabilities there is something large and unknown living in this loch," he said.

Dinsdale Senior's Nessie photo



## Win a Self Tanning Body Crème



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Self Tanning Body Crème from the Eternal Summer range courtesy of **Total Beauty Network**.

Designer Brands has the secret to natural, gorgeous, and glowing tanned skin, minus the exposure to harmful rays and typical self-tan smell.

With luxurious vitamin-enhanced ingredients, this self-tanner works to nourish and hydrate whilst working on your tan. Long-lasting, deliciously scented with frangipani, and quick-drying, it is your promise of eternal summer skin!

For your chance to win, simply send through the correct answer to the daily question below:

**What are the 3 other great products featured on the promotional unit?**

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

The first correct entry received will win!

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

Congratulations to yesterday's lucky winner, **Noelene Morris** from **Marlin Coast Amcal Pharmacy**.