

## Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature. This week's contributor is Shannon Kerr, Marketing Manager at instigo.

### Leadership

There is an old saying – 'if you do what you've always done you'll get what you've always got'.

Periodically, it is important to step back and look at how you are leading your team to the outcome you want.

A simple model to use when delegating anything from ordering stock to implementing marketing or managing the POS is the Situational Leadership Model.

The first step is to select the right person to be delegating to; using simple work preference/psych profiling tools such as a Team Management Profile can really assist in understanding what types of tasks staff are best at doing.

Aligning skills with the task type increases the chance of success drastically.

#### Simply put, the 4 steps are:

**Direct** – When handing over a task be directive "I would like you to do this task in this timeline".

**Coach** – Once the action of doing it has been mastered explain why we are doing the task ("by running a negative SOH report it allows us to simplify our auto ordering").

**Support** – Once the staff member has mastered the task and understands why they are doing it make it clear they are the 'expert'.

**Delegate** – Once (and only once!) you have been through the above process is a task genuinely delegated.

The staff member understands WHAT, WHY, WHEN and the outcome.



*instigo is a consulting company that focuses on three areas of retail pharmacy specialisation: people, marketing and retail solutions. For more information visit*

[www.instigo.com.au](http://www.instigo.com.au) or call instigo on 02 9248 2600.

## NZ cough reclassification

NEW Zealand's Medsafe medicines regulator has reclassified cough and cold medicines containing dextromethorphan and phenylephrine as pharmacy-only as pharmacy-only for children under 12 years of age.

The move is effective from May 2011, with Medsafe saying products containing the ingredients will only be available in supermarkets if they are relabelled for use in adults and children over 12.

Medsafe is also considering a similar move for medications containing ippecacuanha, but has received an appeal against the rescheduling so hasn't announced a change for these products while the appeal is considered.

Products containing guaifenesin are not affected by the changes.

Medsafe spokesman Stewart Jessamine said the reclassifications means that parents "will be able to get professional advice on how to use these medicines safely before buying them for their children."

He said the move is in line with changes being made or under consideration in other countries such as Australia and the UK.

"If a parent is unsure of the best way to treat their child, they should

seek advice from their general practitioner or a healthcare professional," Jessamine said.

"I would advise parents not to use over-the-counter cough and cold medicines for children under six years of age," he said.

The Pharmacy Guild of New Zealand this morning welcomed the reclassification, with president Ian Johnson saying "it is vital cough and cold products are not just picked off a supermarket shelf and given to a child".

### Free registration

THE Pharmacy Guild of Australia has announced a special Pharmacy Assistants' Conference deal, whereby pharmacies who register two team members for attendance will receive a complimentary registration for a third person.

In addition, every conference delegate will also go into the draw to win one of seven available 'Spot' prizes, including an Apple iPad which is valued at \$700.

Kicking off at 9am on 28 Aug, at the Swiss Grand Hotel at Bondi Beach, the conference is priced at \$105pp or \$210 for three staffers.

For more info, or to register see - [www.nswpharmacyassistant.com.au](http://www.nswpharmacyassistant.com.au).

## Question marks still over Gollmann

DESPITE protestations that it's business as usual at robotics supplier Gollmann (PD Fri) a number of **Pharmacy Daily** readers have advised that they haven't been able to get any response from the company.

Phones are not being answered and enquiry emails are not being responded to, while the company's warehouse in Melbourne has reportedly been vacated.

The Gollmann Bouw website is silent on the situation, but the administrator Ferrier Hodgson has confirmed that the company has ceased trading.

And as reported on Friday, the Guild's Gold Cross website no longer carries an endorsement of the Gollmann product range.

The first meeting of creditors will be held tomorrow at the Ferrier Hodgson offices, with a second meeting to be held on or before 19 August at which the Administrator's report will be considered.

It's unclear at this stage what the liabilities of the company are, but the administrators are not accepting liability for the supply of any goods and services from the date of their appointment, 15 July.

Germany-based Daniel Gollmann told PD that in the "unlikely case of a serious technical issue" Australian customers are advised to contact the manufacturer directly in Europe.

"The transition period will be very short," Gollmann insisted, but wasn't able to provide more information about the future of the Australian operations at this stage.

## 1 Body Beautiful alert

THE Therapeutic Goods Administration has issued an alert for consumers who have purchased a product called 1 Body Beautiful over the internet or from retailers, after laboratory analyses confirmed the presence of sibutramine and phenolphthalein in the product.

The move follows a warning from the Hong Kong Department of Health in May, with the TGA saying that as the product has not been assessed for quality, safety or efficacy it may not be legally supplied in Australia.

Consumers who have purchased the product are advised to cease using it and discard any remainder.

## WIN A MINERAL STARTER KIT



Every day this week, **Pharmacy Daily** is giving readers the chance to win Mineral Starter Kit courtesy of **Total Beauty Network**.

Exclusive to Designer Brands is a Mineral Starter Kit including the staple products need to help you get into the mineral faze.

Infused with minerals and vitamins which care for your skin, Designer Brands Mineral Starter Kit makes skin look healthy, natural and radiant all day long. Our talc & bismuth-free products mean NO IRRITATION or CLOGGING, just beautiful, flawless skin.

For your chance to win your very own Mineral Starter Kit this week, simply send through the correct answer to the daily question below:

### Name 3 products in the Mineral Starter Kit


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

The first correct entry received will win!

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

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## Unified vision?

**PUNDITS** from across eleven key industry bodies met last week to discuss the need for a whole-of-profession vision for pharmacy.

Convened by the PSA on the back of the release of its 'Issues Paper on the Future of Pharmacy', the Future of Pharmacy Stakeholder Forum saw the representatives agree not only on the need for a cohesive vision, but also the need for an "agreed process for the implementation of the vision".

As such, delegates are now in the process of securing the backing of their respective industry-bodies, and have agreed to meet again in two to three months.

Participants in the Forum came from several industry bodies including: the Pharmacy Guild of Australia; the Australian Association of Consultant Pharmacy; the Australian College of Pharmacy; the Australian Pharmacy Council; the Association of Professional Engineers, Scientists and Managers, Australia; the Committee of Pharmacy Schools; National Australian Pharmacy Students' Association; the Pharmacy Board of Australia; the Pharmaceutical Defense Limited; the Society of Hospital Pharmacists of Australia and the PSA.

## RGH Bulletin

**THE** latest Repatriation General Hospital E-Bulletin is now available to read, covering the latest information on caffeine.

It details information ranging from what caffeine is, its effects, where it is found and labelling and measurement advice, and can be accessed online at no charge from [auspharmist.net.au/ebulletin.php](http://auspharmist.net.au/ebulletin.php).

## 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)

## UK pharmacist consultation

**PHARMACISTS** in the United Kingdom are being asked to "shape their own future" in a consultation by the Royal Pharmaceutical Society of Great Britain on 'supervision' regulations.

In the UK, current pharmacy supervision rules govern how pharmacies are overseen by pharmacists, and aim to guarantee the "universal availability of professional advice from a pharmacist in a community pharmacy," which the RPSGB says is "one of the unique benefits that pharmacy offers the public".

Sweeping health system reforms are under way in the UK, and the English Pharmacy Board says it's hoping to develop a consensus on the future of supervision before it becomes an issue.

Core principles outlined by the Pharmacy Board include that patients have a right to access medicines along with quality pharmaceutical services.

Patients should have their medicines supply overseen by a pharmacist and they should have a right to counselling about their medicines, and patients also have a

right to expect that a pharmacist will perform a professional check on every prescription dispensed.

Other principles are that any change to supervision should not lead to an increase in risk, and any changes in workload must be at an acceptable level for the profession.

The Board also suggested that a pharmacist only be responsible for one pharmacy at a time.

A program of activity has now commenced to engage UK pharmacists in debate about the future of supervision.

## Stem cells for arthritis

**THE** first trial of stem cell therapy for arthritic knees is set to start shortly in Great Britain.

The one year trial will see patients treated with a mixture of their own bone marrow stem cells, mixed with their own cartilage cells, via an injection into their knee at the site of damage or wear, with results marked on how effective the treatment is in developing new quality cartilage.

It is hoped this study will eventually provide an alternative to knee replacement surgery.

## Neutrogena Healthy Defence



### IS 30 the new 15?

Last week Johnson & Johnson launched the Neutrogena Healthy Defence Daily Moisturiser into the Australian market.

Using "Helioplex360" technology to help prevent oxidative damage to the skin,

as well as to guard against the daily effects of VUA and UVB rays (even through glass and cloud), the formulation also contains Vitamin A, C and E to which work as moisturising agents to both nourish and protect skin - see **Pharmacy Daily's** Health and Beauty feature this Wednesday for a more in depth look at the product.

A key selling point of the product is the fact that it is a daily moisturiser with an SPF rating of 30+, meaning users can now obtain a higher level of cover without relying on an additional sunscreen or foundation.

"Johnson & Johnson is focused on bringing science to the art of beauty", said Dan Spira, Johnson & Johnson VP & Country Manager for the Pacific, who confirmed that the decision to launch the product in Australia was in part due to a gap in the market.

Pictured above, mingling with guests at the launch is Amanda Broderick Marketing Manager at Johnson & Johnson and Lindsay Cowan, Neutrogena Brand Manager.



## DISPENSARY CORNER

### ANOTHER reason to quit?

Last week at the Neutrogena's Healthy Defence launch, Greg Goodman, Adjunct Associate Professor at Monash University treated attendees to a discussion of how humans process and judge beauty.

Smoking, it seems, is not only bad for your skin, but nicotine also makes users think other people are more attractive than they would normally judge without the influence of the drug.

Alcohol also makes both sexes consider others more beautiful than they may be, and surprisingly enough, for males this effect can last up to 24 hours after intoxication.

Interestingly enough females generally tend to prefer to marry more feminine looking males, due to the subconscious judgment that masculine types have more testosterone, and would be more likely to stray.

Fathers also subconsciously prefer more feminine-looking males for their daughters for the same reasons.

### HE just can't stop eating them!

A 52-year old Chinese man, Wang Jun, has admitted to local media that he is absolutely addicted to chowing down on light bulbs.

Snacking on around 25 bulbs per month, the 52-year old man has said that since discovering the delights of a good bulb, he has eaten a total of around 1,000.

"I remember eating my first light bulb when I was 12," Jun reminisced fondly.

"I did it as a dare with my friends and actually had quite a nice feeling afterwards.

"It was very satisfying," he added.

Having started snacking in private shortly after his first light-bulb experience, Jun was only busted eating light bulbs well into his habit by his wife.

Apart from his wife leaving him due to his "weird habit" Jun told media that so far, he had felt no ill effects from his feasting.