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Lots of PD winners!

AT the PD stand during the weekend's **Pharmacy Expo** in Sydney we ran a competition offering three lucky visitors to the show a prize of a free pass to the Sydney Tower and OzTrek attraction.

Congratulations to the three lucky daily winners: Katherine Coucouvinis, pharmacy assistant at Fresh Therapeutics Pharmacy; Jessica Rigg from SignIQ; and Patrick Chan, pharmacy student at the University of Sydney.

AND congratulations also go to Simone Touma who was the lucky winner of a Kabuki Brush in Friday's issue.

For this week's competition see details on **page 2**.

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of the use of duloxetine for diabetic neuropathy.

Duloxetine is the first antidepressant to be approved for this condition, but is not listed on the PBS for this purpose.

The bulletin is available at auspharmlist.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

Rural tax concessions urged

THE Pharmaceutical Society says a government decision which will see rural incentive payments for doctors not subject to 46.5% PAYE tax should also be extended to pharmacists working in rural and regional Australia.

PSA President Warwick Plunkett said the announcement was clear recognition of the importance of incentives in attracting health professionals to rural areas.

"However we would urge the

Government to extend the scope of its incentive programs and tax concessions to other health professionals like pharmacists who are also critical to the health needs of rural populations," he said.

Plunkett said that there are already regulatory obstacles to attracting and keeping pharmacists in rural areas, and these will only be compounded if one sector of the health profession receives preferential treatment.

"The Government's health reform agenda puts heavy emphasis on primary health care and preventive health and the teams who provide these services to work closely together to deliver better health outcomes for all Australians.

"It creates an imbalance if one member of the team, the doctor, gets tax concessions while other members of the team may not receive any such benefit," he added.

Plunkett said attracting health workers to the regions where they are greatly needed requires an even-handed approach to incentives, "and this is not what we are witnessing at the moment."

Asthma input needed

THE National Asthma Council Australia is seeking input from health professionals including pharmacists, GPs, practice nurses and asthma educator to "help guide the format and content" of the upcoming seventh edition of the *Asthma Management Handbook*.

A two-minute survey can be accessed online via www.nationalasthma.org.au, with entries due by Monday 21 June.

The handbook aims to be a user-friendly practical guide to clinical practice, containing the national evidence-based best practice guidelines on asthma management.

Respondents can give feedback on their preferred format for the handbook, what other information sources they use to keep up to date with asthma management and suggest additional areas which can be built into the next edition.

Caffeine citrate report

THE Therapeutic Goods Administration has published an Australian Public Assessment Report (AusPAR) detailing the approval process for caffeine citrate, which is now online at www.tga.gov.au.

New J&J range

JOHNSON & Johnson Pacific has launched new pharmacy-only cold and flu products for the winter season, along with significant investments in marketing and training for pharmacy staff.

The range includes Benadryl Mucus Relief Double Action which combines bromhexine hydrochloride and guaiphenesin in a non-drowsy formula - complemented with a \$2m *Get it off your chest* marketing campaign.

Also new is Sudafed PE Sinus + Anti-Inflammatory Pain Relief, combining phenylephrine and ibuprofen 200mg, which will also be supported with TV ads, in-store point of sale displays and a winter promotional gift with purchase.

Information on the new products will be delivered via J&J's sales force and also through its JJET online pharmacy training scheme.

Pharmacy assistants can also take part in a 'Train, Spin and Win' exclusive online promotion offering prizes valued at over \$50,000 at www.codral.com.au/spinandwin.

For more details on the new products call 1800 029 979.

Woolworths drops pharmacist trademark

SUPERMARKET giant Woolworths has cancelled the registration of a trademark it first lodged in 2003.

The 'Pharmacist@Woolworths' and 'Pharmacist at Woolworths' trademarks were formally accepted by IP Australia in Apr 2004 and then registered in Aug of that year.

Both have now been cancelled, with the Guild saying it "may only be a coincidence that this has come to light so soon after the Fifth Agreement reaffirmed the Ministerial Determination prohibiting pharmacies within supermarkets".

HRT patches safer?

A STUDY of 75,000 patients between 1987 and 2006 by researchers in Canada and Germany has found that hormone replacement therapy may be safer when administered via low-dose patches than in an oral form.

The *British Medical Journal* published the research, which found a 25-30% increased risk of stroke among patients who used oral HRT compared with those who used none - but only in those who took the tablets for over a year.

The results showed no increased risk for those who were on low dose HRT patches - but an 88% higher risk for those on high dose patches.

Ethics conference

THE University of Sydney Faculty of Pharmacy will next week host a broad ranging conference on 'Ethics in the Professional Life' covering a range of topics ranging from the use of new health technologies, animal research, professional healthcare education through to integrating ethics into pharmacy practice.

The event will also feature a 'Pharmacy Law and Ethics' workshop - supported by the Pharmacy Board of NSW and PDL - which will look at renewing the code of ethics for pharmacists, which was last examined in 1997.

See pharm.usyd.edu.au/aapae.

Orthoplex range

THE supplier of the new Orthoplex Hormone Range of practitioner-only supplements (PD 02 Jun) is Bio Concepts, which can be contacted on 07 3868 0699.

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'Ask your pharmacist,' urges CHOICE

CONSUMER group CHOICE is urging consumers to "never feel reluctant to demand advice and good service from your pharmacist".

The call is part of a statement summarising the findings of a recent survey by the group into discount pharmacies.

The organisation polled 900 members to find out where they shopped for medications and why - with 90% of those who chose discount pharmacies unsurprisingly saying it was for the lower prices.

The survey also saw CHOICE compare prices between traditional and discount pharmacies for ten top-selling PBS-listed medications, as well as personal care items.

The results showed that shoppers could make savings of as much as 25% on a moisturising cream and up to 50% on a prescription antibiotic at one of the discounters.

CHOICE spokesman Christopher Zinn also reminded consumers that further savings can be made by asking for a generic substitution, with 70% of the discount shoppers also saying they were satisfied with the professional advice they received.

BowelScreen program launch

THE Pharmacy Guild on Friday officially launched its new BowelScreen program (**PD** 18 May) at Harrison's Pharmacy in Sydney's Broadway shopping centre.

The pharmacy-based awareness, education and screening program is a collaboration between Bowel Cancer Australia and the Pharmacy Guild.

"There was an opportunity to partner (with Bowel Cancer Australia) to get maximum exposure to people likely to be in the target (bowel cancer) group," Paul Sinclair, community pharmacist and Guild national councillor told **PD**.

"Community pharmacists, as the most accessible healthcare providers, are ideally placed to take an active role in the delivery of preventative health initiatives such as this important screening



program," he added.

In development since the beginning of the year, the program centres on an Enterix screening test which can be purchased by anyone aged 50 years and over.

The take home immunochemical faecal occult blood testing kit comes in a standard BowelScreen Australia branded envelope.

Simpler than the National Screening test kit, users do not need to make any dietary or medication changes before the test, and they do not need to handle the faeces as the kit utilises "brush technology" meaning that they only need a sample from their own toilet brush to send into Enterix Australia for pathology analysis.

The test also differs from the govt program in that it provides screening for all Australians aged over 50 years, it includes reminders for annual rescreening and is widely available throughout the year.

"Bowel cancer claims the lives of 73 Australians every week, making it our second biggest cancer killer," said Julien Wiggins, ceo of Bowel Cancer Australia.

The test costs \$20.95 plus a \$15.40 standard pathology charge, and the costs may be rebatable via Medicare or health funds depending on individual circumstances.

Currently the BowelScreen Australia website is directing users to participating pharmacies, however this function will soon be launched on the Guild website also.

Pictured above at Friday's launch are, from left: Bowel Cancer Australia ceo Julien Wiggins; Judy Readman, gm Enterix Australia; and Paul Sinclair.



DISPENSARY CORNER

AUTHORITIES in North Korea have taken a short break from threatening nuclear war against their aggressors, by touting the benefits of an "extraordinary super drink".

The special anti-oxidation drink made by the Moranbong Carbonated Fruit Juice Joint Venture is said to contain 60 'micro-elements' extracted from over 30 species of plants.

The official KCNA state news agency said the liquid "helps improve mental and retentive facilities by multiplying brain cells."

"It also protects skin from wrinkles and black spots and prevents such geriatric diseases as cerebral hemorrhage, myocardium and brain infarction by removing acid effete matters in time," the official report added.

As well as having no side effects, the super tonic was said to be "particularly efficacious" for workers at smelters, power stations and at medical institutions - and to cap it all off is also claimed to lighten the skin.

THE life of a two-year-old boy in the UK has been saved after his grandmother spotted a tumour in his right eye when she looked at some holiday snaps.

Beverly Warner noticed a discrepancy between the boy's pupils (below) in a photo taken on vacation on the Isle of Wight.

She told his parents about her concerns and despite the child having no symptoms they had him checked out, with doctors diagnosing a retinoblastoma.

Doctors were forced to remove the boy's eye but the speedy diagnosis meant the cancer had not spread to other parts of his body, and he has since made a full recovery.



WIN AN AROMABABY PACK



Pharmacy Daily is once again giving readers the chance to win an Aromababy® baby pack every day this week, courtesy of Aromababy®.

The pack contains Aromawipes®, Moisturising Nappy Cream (250ml) and Natural Floral Water (125ml).

Valued at over \$40, this gift from leaders in luxe, organic baby skincare, is formulated for sensitive skin and babies with eczema.

For more information visit www.aromababy.com and whilst you're there, take a moment to sign up for the FREE e-newsletter for great natural baby care tips that you can use as a health professional!

To win an Aromababy® pack, simply send in your answer to the question below to: comp@pharmacydaily.com.au

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