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and just as importantly
good will with customers"**

Read what Jo McDowall has to say, [click here](#).



Guild Update

This week's update
from the Guild

Research Summit

COMMENCING today, the Pharmacy Guild of Australia is hosting the first ever Pharmacy Practice Research Summit in Canberra.

The Summit is funded by the Australian Government Department of Health and Ageing as part of the Fourth Community Pharmacy Agreement Research and Development (R&D) Program.

The overall theme of the summit is the translation of research into policy and practice. The aim is to promote the research findings of the R&D Program, as well as identify research gaps in order to more strategically direct future research.

The summit brings together a wide variety of delegates, comprising researchers, research users, universities, policy advisors, Government officials and other health related peak bodies. The program will address a broad range of topics and issues.

Among an impressive line-up of speakers are two internationally renowned researchers – Dr Tommy Westerlund, Apoteket AB, Sweden and Assistant Professor Fernando Fernandez-Llimos, University of Lisbon, Spain. They will discuss "The nature of drug related problems internationally" and "Implementing professional programs into community pharmacy practice – international experience" respectively.

Other highlights in the program include an economic evaluation of "The value of clinical interventions in Australian community pharmacies" by Dr Peter Tenni, University of Tasmania, and a facilitated feedback session aimed at "Identifying research gaps".

The Guild hopes that the Summit helps to continue the outstanding outcomes pharmacy practice research has contributed to the profession in recent years.



The Pharmacy
Guild of Australia

Central clinical guidelines

THE National Institute of Clinical Studies has launched a new national portal to enable centralised access to current Australian clinical guidelines.

The Clinical Practice Guidelines Portal provides links to documents developed by governments, professional colleges, specialty societies and non-government agencies, and has been developed to create a 'one stop shop' for clinicians, researchers, policy makers and consumers.

It's an initiative of the National Health and Medical Research Council, which has also developed a national clinical practice Guidelines in Development Register. Parliamentary Secretary for

Health, Mark Butler, said: "Australia is a world leader in guideline development and implementation of the new Portal will improve access to the latest, evidence-based resources.

"The Register is about efficiency, collaboration and transparency. It will improve the coordination of guideline activities in Australia, avoid duplication and help prioritise needs," Butler said.

The register allows users to search for guidelines by condition (such as asthma or diabetes), stage of life, or healthcare setting (such as primary and community care).

See www.clinicalguidelines.gov.au.

US consolidation

NORTH American pharmacy giant Walgreens has announced a major restructure of its health care division, integrating the operations of both its pharmacy and 'wellness services' operations.

The Health and Wellness division currently operates a range of in-store clinics and health centres, and under the changes the Pharmacy division will add long-term care pharmacies, specialty pharmacy, infusion pharmacy and mail-order pharmacy to its existing retail pharmacy operations.

Elmo under pressure

THERE'S speculation that when Sigma Pharmaceuticals finally updates investors on its full year profit expectations, ceo Elmo de Alwis could be forced to step down.

The company has been suspended from trading since last Wed, and extended the trading halt to a formal suspension yesterday.

A story in today's *Sydney Morning Herald* today suggests that the company may have had a problem with customers not placing forward orders to boost Sigma's sales figure.

US\$330m Baxter buy

BAXTER International has announced the acquisition of UK-based biologics manufacturer ApaTech, which makes a range of products used in orthopaedic and dental surgeries.

ApaTech makes a synthetic bone graft material called Actifuse, which is sold in the US and Europe.

Baxter will make an upfront cash payment of US\$240m plus potential payments of up to \$90m.

Listing cost recovery

THE health department has issued a reminder that PBS cost recovery fees for the evaluation and listing of medicines on the PBS now apply for new and amended applications.

The cut-off dates for lodgement of submissions at the July meeting of the Pharmaceutical Benefits Advisory Committee are 10 Mar for major submissions and 23 Apr for minor submissions, and applicants must now include a completed fee application form.

This form will undergo a "fee category assessment" by departmental staff, at which stage it will be separated from the submission and used to initiate fee processing, rather than being provided to the PBAC.

See www.pbs.gov.au.

Three pages today

TODAY'S *Pharmacy Daily* has two pages of news plus a third page promoting a special offer for independent pharmacies.

More info on [page three](#).



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New US hospital pharmacy system

INFORMATION provider Thomson Reuters has launched a new 'Pharmacy Intervention Solution' for hospital pharmacists in the USA.

Thomson Reuters Pharmacy Intervention automatically compares clinical profiles with data pulled from various hospital IT systems to automatically identify patients who are at risk of an adverse drug event - such as potentially lethal medication combinations or dosages.

The product combines real-time clinical surveillance, mobile access to patient data and interaction reference information to "help hospital pharmacists identify, perform and document interventions at the point of care, prevent adverse drug events and reduce medication costs."

Patient information can be accessed via a web portal or mobile device such as an iPhone or Blackberry, with any interventions attached directly to patient records and able to be viewed by relevant team members at any time.

Pharmacy Intervention is part of Thomson Reuter's Clinical Xpert suite of clinical workflow solutions.

MA hails technology review

PEAK pharmaceutical manufacturer group Medicines Australia says recommendations in the government's new Health Technology Assessment Review highlight "some key future developments in the way governments assess new prescription medicines and other medical technologies for subsidy."

MA ceo Brendan Shaw said that greater coordination between the evaluation processes for medicines, devices and tests "is long overdue".

He said this should avoid the situation where a new medicine has been approved for subsidy "but

Register for KYN

QUEENSLAND pharmacies are being urged to register for limited spaces available for this year's Know Your Numbers blood pressure awareness campaign.

The campaign will operate 17-23 May in conjunction with the National Stroke Foundation, with participating pharmacies receiving a free resource kit including a blood pressure monitor and information for consumers.

Registrations close next Mon - more info 1300 122 268.

patients find the relevant diagnostic test required to determine their eligibility for that medicine has not been approved."

The review suggests that concurrent, rather than sequential, assessment processes be allowed, with this reform having the potential to reduce the time patients must wait for new treatments to become available.

"Another key recommendation is that the Government explore ways to subsidise a new technology on a conditional or interim basis while further evidence is being collected.

"These types of interim listing arrangements are starting to be used for subsidising new complex medicines overseas and can improve patient access to such therapies," Shaw said.

He said the UK, Denmark and France were looking at these types of arrangements, "and Australia should do the same."

The report also suggested more patient and community interaction with the assessment system.

Omega-3 guidelines

THE Therapeutic Goods Administration has is inviting comments on draft compositional guidelines for Omega-3 fish oil phytosterol esters.

The guidelines are required because there is no standard for the substance in the British Pharmacopoeia.

The deadline for comments is 01 Sep - see www.tga.gov.au.

Plumbing problems

THE upcoming PSA March Weekend will include a presentation from prostate cancer specialist Dr Phillip Katelaris, who will speak on 'The prostate and problems with the plumbing'.

After giving an overview of the prostate, its function and idiosyncrasies, Dr Katelaris will also head a 'battle of the sexes' forum on the Sun afternoon for a "lighthearted look at what makes men and women tick".

Registrations are still available for the weekend which will take place at the Mantra Ettalong on the NSW Central Coast 26-28 Mar - more details www.psa.org.au.



DISPENSARY CORNER

A KEY way for men to avoid fatal strokes is to be in a happy marriage, according to a study presented at the American Stroke Association's International Conference this week.

The study of 10,000 men in Israel found that those who were single and those in loveless marriages had a much higher risk of fatal stroke than those who were happily married.

Single men had a 64% higher risk of fatal stroke than those who were married, while men in unhappy marriages also had a 64% higher risk than those who were happily married.

The research was based on questionnaires completed by civil servants in Tel Aviv in the 1960s, with the subjects at the time having an average age of 49.

The scientists then looked at those who died from strokes during the following 34 years.

Despite the positive effects of happy marriage, they also pointed out that the best way to avoid a fatal stroke was to have a healthy lifestyle, with regular blood pressure checkups.

OFFICIALS at a Russian zoo have sent one of their inmates to rehab - a world-weary chimpanzee who's apparently addicted to booze and cigarettes.

The hard partying chimp had apparently picked up his bad ways during his career as a circus performer - which came to an end when he was transferred to the zoo for aggressive behaviour.

At first all was well in his new zoo life - he seemed to fit in well, fathering two baby chimps and even taking up the gentlemanly pursuit of the arts (by undertaking drawing with markers).

The problem however soon came to the fore when he began to bug visitors for a swig of grog and a spare ciggie.

"The beer and cigarettes were ruining him," said his keeper.

It's not clear whether the chimp stop-smoking program involves going cold turkey, patches, gum or medication.

WIN AN AUSTRALIS LIP PENCIL



CONGRATULATIONS to Rosetta Bernadello from Apotex who was the winner of yesterday's comp.

Australis has once again teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Australis Lip Pencil, valued at \$8.95.

Line, define and fill your lips with this high-quality range of lip pencils.

With 10 new shades, each pencil shade has been perfectly matched to the Australis Colour Inject Mineral lipsticks so the age old problem of matching shades is no longer - we've done the hard part for you!

This beautifully soft, anti-feathering pencil is a must to complete your lip look.

For your chance to win your very own Australis Lip Pencil, simply send through the correct answer to the following question:

How many new shades are Australis launching?

Send entry to: comp@pharmacydaily.com.au.

The first correct entry received each day will win.

Hint! Visit www.australiscosmetics.com.au.

How Independent Pharmacies Can Beat The Discounters *Without* Lowering Prices

Special, Melbourne: A new special report for the independent pharmacist is now available, titled “How to Beat The Discounters Without Lowering Prices”.

This highly informative and easy-to-read special report is unlike anything ever published in the industry. Within its pages are profit building ideas and little known strategies proven to work for you, the independent. Strategies you can use to compete against the discounters *without* lowering prices. And it's available FREE for a limited time.

Here's what you'll discover:

- **How to pick up \$6 for every \$1 in gross profit.** Highly successful pharmacist reveals how he did it.
- **How a little known country pharmacy doubled and redoubled its dying script business.** The easiest way to boost profits in your dispensary.
- **How to “lock in” your script business so your best customers keep coming back to you, and refer their friends.** A simple idea that takes only minutes to implement.
- **The secret that forces your staff to give excellent customer service, every time.** Once you know this, your staff “pounces” on all your customers in less than 60 seconds.

- **How to create the illusion your prices are as low as the discounters** (even though you are priced higher on almost your entire range).
- **How to (at least) double the response of your Yellow Pages ad** by overcoming the single biggest Yellow Pages mistake you can make.

You'll also discover the simple 4-step secret to bringing in over \$30,000 turnover in as little as four hours. You'll even hear a surprising confession from the Managing Partner of Chemist Warehouse on how to beat the discounters!

In your special report you'll even find out a little known secret an independent in South Australia uses to compete with discount pharmacies on price – and win. And you'll also discover “contractual fine print” buying groups don't want you to know.

All this – and more – is revealed in your FREE special report **“How to Beat The Discounters Without Lowering Prices”**.

HOW AN INDEPENDENT ADDED \$570,000 TO THE VALUE OF HIS BUSINESS

You'll hear how an independent retired and became part owner in 7 pharmacies – without any of the management headaches (he now lives in a beautiful oceanfront home in Perth). You'll also hear how he added an extra \$140,000 in profit... and \$570,000 to the value of his business in 36 months.

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- The *easiest* way to integrate Best Practice retail strategies at store level.
- And finally...the *easiest* way to boost the value of your pharmacy by as much as \$200,000.

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We have just completed our first print run of this special report, and only have limited copies available. So if you wish to get your hands on a copy, please call the number below ASAP. This way we'll ship out your complimentary report immediately. Otherwise you may need to wait until we do our next print run, or risk missing out completely.

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