

**12** FREE  
Months

Standard Membership!

Offer ends March 31. ACT NOW!  
Click here for more information  
DAVID PATTON: 0432 515 717

Chemsave

7.5% PBS  
DISCOUNT!  
COST -0.5%

## Guild Update

### This week's update from the Guild Finance for pharmacies

A RECENT Council of Small Business of Australia (COSBOA) survey, commissioned by Telstra, found the cost and availability of finance to be of grave concern to small business owners.

This has prompted the Senate to agree to a Coalition proposal for an inquiry into the difficulties faced by small businesses in acquiring adequate and affordable finance.

The Guild is preparing a submission on the experience of community pharmacy in gaining access to finance, and changes to their continuing facilities with financial institutions as a result of the Global Financial Crisis.

To prepare this submission, we need real examples of problems encountered.

If you have experienced genuine difficulties obtaining and maintaining finance we would like to hear from you.

Any information provided will be de-identified to maintain privacy and all information will be used for the sole purpose of completing a submission to the Senate on this matter.

Any experiences that you feel may be relevant to the submission should be brought to the attention of Karen Killeen - Policy Officer, Small Business at the Guild National Secretariat, by emailing [karen.killeen@guild.org.au](mailto:karen.killeen@guild.org.au).

To ensure the examples are received in time for inclusion into the submission they are required by 17 March 2010.



The Pharmacy  
Guild of Australia

## ACT trial for CMI campaign

THE Pharmacy Guild's healthlinks.net medicines information provider will fund a two week campaign in Canberra to remind consumers about the importance of being fully informed about medicines, and taking the right medicine at the right time.

The promotion kicks off next Sun and will tell ACT citizens about the availability of Consumer Medicine Information (CMIs) - either from pharmacists or online - whenever they purchase a prescription medication.

The campaign aims to ensure that consumers know it is okay to 'just ask' at any time for CMI, and will also serve as a reminder to pharmacists about the benefits of ensuring that patients receive CMIs in appropriate circumstances.

As well as radio and print advertising, 'just ask' materials will be distributed at shopping centres and there will even be mobile truck

## Constipation guidelines

THE first-ever collaborative treatment guidelines for the management of constipation and impaction in older Australians is now available for access by healthcare professionals.

The 'IMPACT Bowel Care for the Older Patient' guidelines were developed by a multi-disciplinary team of experts and is a practical, comprehensive and user-friendly set of guides, assessment tools and treatment pathways.

To request a copy of the IMPACT guide call 1800 636 000.

## Sigma starts to stink

SIGMA is continuing to get bad press over the looming closure of its Herron factory in Brisbane, where reports say 30 staff were laid off without warning last week.

"Workers turned up, only to find their swipe cards weren't working," said National Union of Workers spokesperson, Duncan Pegg.

The company also has a major question mark hanging over it due to the indefinite suspension of trading in its shares, with speculation that Sigma is set to announce a major earnings downgrade due to a refusal by a major discount pharmacy chain customer to place a significant advance order.

ads "to drive home the message".

Research will be conducted both before and after the two week trial, to measure the success of the campaign.

"If the results are positive, it's hoped funding can be found for a similar campaign to be conducted nationally," the Guild said.

Guild President Kos Sclavos backed the move, saying "Anything that can be done to improve consumer health literacy is beneficial."

## Health ID comments

A SENATE committee looking into the proposed introduction of the Universal Healthcare Identifiers has received 40 submissions after calling for feedback with a one week deadline.

There appears to be general consensus in support of the move, however some groups such as the Optometrists Association of Australia have urged that incentives be introduced for all health practitioners "to recognise the investment in time and resources to adopt new e-health initiatives."

The AMA says it's also concerned about possible breaches of privacy, with most concerns not covered by this bill, meaning they will "need to be dealt with in future legislative or administrative arrangements for e-health records themselves."

The AMA also raised the limited interoperability of IT systems, which it argues makes sharing patient information across different settings "difficult, if not impossible."

The committee will this week conduct hearings and report to Parliament next Monday.

## Three pages today

TODAY'S *Pharmacy Daily* has two pages of news plus a full page from the Australian College of Pharmacists promoting its upcoming conference in the Barossa Valley - details on **page 3**.

## Blue Book out now

THE second edition of the PSA's *Case Studies in Practice: Medication Review* - also known as the 'Blue Book' has been released.

Written by Tim Chen, Rebekah Moles, Prasad Nishtala and Ben Basger, the textbook has been completely rewritten and updated with new case studies and index.

PSA said the book is "a must for anyone involved in Home Medicine Reviews or even for those who are just thinking about becoming an accredited consultant pharmacist."

The Blue Book is available from the Books and Products section of [www.psa.org.au](http://www.psa.org.au) for \$80 to PSA members or \$120 for non members.

## TGA consultations

THE Therapeutic Goods Administration has set a 22 Mar deadline for submissions on its proposed new streamlined submission process for prescription medicines, after conducting public information sessions in Melbourne, Sydney and Brisbane over the last two weeks.

Details of the presentations made during the sessions are now online at [www.tga.gov.au](http://www.tga.gov.au).

## \$10.7m smoking fight

THE govt today announced 14 sites across the country which will benefit from a \$10.7m funding round to promote anti-tobacco campaigns and prevention strategies in Indigenous communities.

Visit us at the Gold Coast APP 2010 stand #136 for your chance to Win a Kyocera FS-C5200DN Colour Laser Printer

CHEMIST

POS  
DIRECT

Metrologic  
Barcode Scanner



Phone: 1300 767 303  
[www.posdirect.com.au](http://www.posdirect.com.au)

These prices valid until stocks last.  
Price does not include freight, credit card fees may apply.

\$330

EX GST

Orbit

The only therapeutic ultrasound  
For joint pain, muscle aches, sporting injuries

click here or call 1800 505 108

From the people who brought you the Circulation Booster



## Collaboration "vital"

A STUDY of a collaborative model of healthcare between pharmacists and doctors has shown that although patients felt more cared for, there wasn't a significant improvement in clinical outcomes.

The study, undertaken by the University of Montreal and published in the *Canadian Medical Association Journal* this week, describes how the research team examined the benefits of greater cooperation between family doctors and community pharmacists, focusing on patients with high levels of cholesterol who are at risk of cardiovascular disease.

Pharmacists counselled patients about their medications, requested laboratory tests, monitored the effectiveness and safety of treatments, verified adherence to therapy and adjusted doses.

While the collaborative care showed no significant impact on cholesterol control, the study did indicate improved care and more lifestyle changes.

The researchers concluded that the health system can capitalise on the availability of pharmacists so they can make adjustments in medication and improve compliance.

## Mirixa lifts pharmacy traffic

MIRIXA Australia is encouraging pharmacies to "take a fresh look" at the Mirixa system, and is set to release a suite of demonstration-based training and support videos to improve pharmacy staff knowledge of the offering.

Mirixa cited the example of a Terry White Chemist in Runaway Bay on the Gold Coast, which has seen its patients enrolled in Mirixa go from zero to 70 in just a month, after educating staff on the benefits of the program.

The pharmacy signed up for Mirixa last year but hadn't been confident to approach patients.

Pharmacist Jana Fulcher said the key to the sudden growth was a team approach to the scheme.

"Knowledge about the programs seemed to be a big barrier so as a group we went through the program materials, ran some role plays and discussed what needed to be delivered," she said.

"Once everyone was familiar with what needed to be done we could work out how to deliver programs," Fulcher added.

The team has seen a significant boost to visitation to the pharmacy by enrolled patients, as well as a large number of referrals from clients who have benefited from medication and health counselling through the Mirixa system.

During the sessions the pharmacist is required to discuss medication related problems with patients which is also providing invaluable practical experience.

## Cigs are a slow burn

A NEW cigarette study conducted by researchers at Duke University in the USA has found that rather than creating nicotine spikes in the brain with each intake of smoke, cigarettes cause a gradual build of nicotine over several minutes.

According to the study's findings brain scans of smokers and occasional smokers found that maximum brain levels of nicotine were reached between three and five mins of the initial puff.



## DISPENSARY CORNER

ANYONE for another slice of breast-milk cheese?

Yes you read that right, a New York chef, Daniel Angerer, has pushed the boundaries of good taste by churning cheese out of his wife's breast milk.

According to Angerer the inspiration came after his wife gave birth eight weeks ago, and began to freeze her excess expressed milk.

Aged for a fortnight the apparently 'sweet tasting' cheese is now available in a variety of his dishes at the chef's upmarket Klee Brasserie, including maple caramelised pumpkin encrusted cheese with grapes, and cheese rolled in dehydrated porcini mushroom and onion chutney.

A YOUNG girl in China has had to undergo an unusual operation to remove a perhaps more unusual body part - her tail.

The 6cm tail was first discovered when she was born, and over a period of four months doubled in size and grew to 15cm in length..

The child's father, Hou, told local reporters that he was 'shocked' at his daughter's condition, but heeded medical advice to wait until she was older to remove it.

The one in a million tail occurrence also came as a surprise to the child's doctors.

"We've never seen anything like this before," one of her treating physicians was quoted as saying.

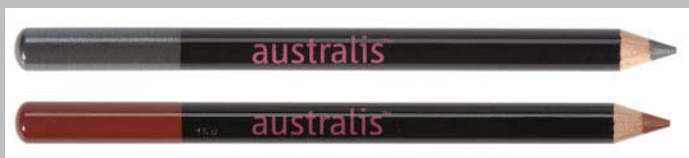
Post operative x-rays showed that the tail was in fact connected to a fatty tumor in the child's spinal column.

It's not clear whether further medical intervention will be required to stop the tail from regrowing again.



Doctors examine the tail in pre-op

## WIN AN AUSTRALIS EYE PENCIL



CONGRATULATIONS to Helen Phillips of Sigma Pharmaceuticals, who was the lucky winner of an Australis Eye Pencil in yesterday's PD.

Australis has teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Australis Eye Pencil. Valued at \$8.95, the Australis Eye Pencil is the softest pencil ever.

The Blackest Black eye pencil creates the perfect smokey eye with ease, providing an intense colour, smooth formula and long-lasting finish.

New shades available include Silver Service and Hello Sailor, formulated with the same long-lasting easy glide formula.

For your last chance to win your very own Australis Blackest Black Eye Pencil, simply send through the correct answer to the following question:

**Which pencil is best for a smoky eye look?**

Send your entries to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

The first correct entry received each day will win.

Hint! Visit the Australis website at: [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au).

## Vision screening move

HEALTHPOINT will this week at APP launch a new vision screening service for pharmacy customers, allowing them to have their eyes tested in a special kiosk.

It takes 3 minutes to assess a customer's vision with the EyeSite system, which the company said would lead to increased sales in the eye care category for pharmacy.

Ethical and OTC eye health is worth around \$100m in pharmacy, and with the ageing of the population eye problems are expected to increase further.

More information 03 8610 8900.

## Free US antibiotics

A PHARMACY chain in the USA is offering a free 14-day supply of selected antibiotics to anyone who presents a prescription - whether or not they have health insurance.

The Stater Brothers Super Rx group has 28 pharmacies in Southern California, and said the move aims to support customers experiencing hardship "during these challenging economic times."

The program has been extended indefinitely, and includes antibiotics such as amoxil, ampicillin, ciprofloxacin, doxycycline, erythromycin, penicillin, trimeth/sulfa and tetracycline.

barossa valley  
14-18 APRIL 2010

# practice and management

21st Annual Conference

**ONLY 6 WEEKS TO GO UNTIL THE COLLEGE  
CONFERENCE COMMENCES.**

**PLACES IN BOTH THE COMMUNITY AND CONSULTANT  
PRACTICE OPTIONS ARE FILLING QUICKLY.**

*Enjoy a full, informative and practical program in either option.*

**Want to know more? Go to [www.acp.edu.au](http://www.acp.edu.au) and click on the Conference Brochure image.**

PRINCIPAL SPONSORS



PLATINUM SPONSOR



GOLD SPONSORS



nabhealth



Johnson & Johnson Pacific



**The CPD Specialists.**  
Easy. Accessible. Practical.