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See us at APP!

PHARMACY Daily is coming to you today from the Gold Coast, where the Pharmacy Guild's APP conference is being held.

As well as reporting all of the latest news from the event, we'll be inviting attendees to join our 6500 other subscribers in the APP trade exhibition, so please call by and say hello during the weekend.

UK pill debate

A PHARMACIST in the UK has found herself the centre of an investigation, after she refused to issue a patient with contraceptive pills on the basis of her religious beliefs.

Upon rejection, the patient who had been prescribed the pills for endometriosis, made complaint onto the head office of Lloyds Pharmacy, which employed the pharmacist.

Lloyds has launched an official investigation into the incident, apologising to the patient for any "distress" the situation caused.

When called on for comment, the Royal Pharmaceutical Society of Great Britain told members of the press that "pharmacists were obliged to serve the interests of the patients."

"While the Code of Ethics and Standards does not require a pharmacist to provide a service that is contrary to their religious or moral beliefs, any attempt by a pharmacist to impose their beliefs on a member of the public seeking their professional guidance, or a failure to have systems in place to advise of alternative sources for the service required, would be of great concern...and could form the basis of a complaint of professional misconduct," an RPSGB spokesperson said.

National Board consultation

THE new National Pharmacy Board has today issued a consultation paper on proposed codes and guidelines which support the proposed registration standards which will come into effect from 01 Jul.

Stakeholders from across the industry are being invited to make submissions over the next three weeks or so, with the document including common guidelines on advertising, mandatory notification and codes of conduct across all registered health professions.

However the paper also includes a proposed guideline on Continuing Professional Development, which mandates the graded introduction of compulsory CPD for all

Primary argument

LISTED healthcare provider Primary Health Care has taken legal action against a number of GP groups to stop them using the company's name in vain.

The Australian General Practice Network and some of its regional divisions across the country have applied for trademarks incorporating the name Primary Health Care as they push for the govt to create about sixty Primary Health Care organisations.

Primary Health Care, which operates 87 medical centres, said the legal action aimed to "ensure the brand Primary Health Care was not used in a way which could create confusion, particularly in the medical industry."

MD Ed Bateman said "We have become aware of others trying to benefit from our strong reputation which we have built over many years."

registered pharmacists, starting at 20 CPD credits for the period to 30 Sep 2011, 30 CPD credits for the period ending 30 Sep 2012, and 40 CPD credits for the period ending 30 Sep 2013.

Activities can include accredited CPD or self-directed learning "as part of a structured learning plan" but any CPD undertaken must be able to be verified, through detailed records which are subject to audit.

The guideline will apply to all pharmacists registered in the general, provisional or limited categories, but do not apply to students or pharmacists holding "non-practising registration".

CPD can be either accredited or non-accredited, but a subsequent review may see the board determine what proportion of qualifying CPD must be accredited.

The consultation paper is now online at pharmacyboard.gov.au.

ACP full page

PHARMACY Daily today has two pages of news plus a full page promoting the upcoming Australian College of Pharmacy conference - see page 3.

NZ Guild hits back

PHARMACISTS in New Zealand have defended themselves from claims of potential profiteering from the proposed reclassification of about 70 medications to pharmacy only.

The NZ government medicines regulator, Medsafe, has requested that the products - including cold and flu items such as Lemsip and Vicks Formula 44 - be returned to pharmacy only sale rather than being distributed via other retail channels.

NZ Guild ceo Annabel Young said it was "very concerning" that so many products freely available in supermarkets don't come with the advice of a trained health professional.

"As access to these medicines is currently unlimited, these medicines are often perceived as safe for everybody, which is not the case," she said.

"Community pharmacists ensure patients receive the right medicines for the right reason," Young added.

The reclassification is the result of the NZ government's review of the safety and efficacy of cough and cold medicines, particularly for children.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

Just in time for St Patrick's Day, **TEMPO HOLIDAYS** is offering savings of up to 25% off its Irish Escape tour range.

Included in the deal is a Northern Island Adventure which starts in Dublin and travels to the Glens of Antrim, Torr Head, Foyle River, the Slieve League Sea Cliffs and the Silgo coastline, from \$2664pp twin share which includes four nights B&B accommodation and professional 4WD touring including vehicle and guide- call 1300 362 844.

The **AYANA RESORT AND SPA** in Bali is celebrating its first anniversary by offering guests a 2-night package from US\$290 per room per night, including

accommodation in a Resort View Room, a Tropical Libation cocktail, dinner at the Padi restaurant, daily breakfast and access to the Seawater Therapy pool.

See www.ayanaresort.com.

Or why not look to escape the upcoming winter with these special new cut-price **AIR PACIFIC** fares from Australia to Fiji.

Prices between Sydney and Nadi start at \$510, Brisbane and Nadi \$590 and Melbourne and Nadi \$638.

The new fares are on sale from now until May 14, and are valid for travel dates between 06 March and 07 December.

For more information see www.airpacific.com.

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Pharmacy DAILY

Thursday 11 March 2010

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NPS appointments

THE National Prescribing Board has appointed Dr Chris Mitchell and Dr Jim Langridge as directors on its board and has also reappointed Kate Moore to its board as a Consumer Class director for a second three year term.

Pandemic workshop

THE Australian Pharmacy Professional conference kicked off today with The Business Continuity Planning workshop, tailored to help businesses plan ahead for future pandemics.

Encouraging pharmacists to be 'Kung Flu Fighters' planning and risk management expert David Roddis encouraged attendees to create their own pandemic business continuity planning throughout the session using the computers and software provided as well as on-hand expert support.

Today accredited pharmacists have also taken part in seminars, while PP continues tomorrow with a presentation from Health Minister Nicola Roxon who will address the conference as well as awarding the winners of the Pharmacy of the Year awards.

ASMI joins ibuprofen fray

THE Australian Self Medication Industry has responded to The Gut Foundation's consumer survey on NSAIDs (*PD* yesterday), saying that the drugs play an important role in the short term pain management.

"NSAIDs are available as non-prescription medicines world-wide and have a long history of safe use," said ASMI executive director, Deon Schoombie.

The ASMI statement added that the drugs may have the potential to cause problems if used incorrectly; by patients over 65yrs; by patients with a variety of conditions including those with stomach, kidney or heart problems; or if used in conjunction with other specific interacting medications.

These problems, Schoombie said are however allayed by the warning labels on NSAID packaging, which include generalised warnings for patients with medical conditions or on other medications to 'obtain the advice of a healthcare professional'.

"NSAIDs available over-the-counter without a prescription are

all labelled with warning statements and dosage instructions regarding their purpose and appropriate use," he said.

However a number of *Pharmacy Daily* readers have also responded to the controversy, including well-known consulting pharmacist Ron Batagol who said it was "long overdue" for the TGA should mandate warnings on all packets of non-prescription NSAID products regarding the potential risk of kidney damage when using the drugs while dehydrated during periods of diarrhoea and vomiting.

He said current labels don't warn about these risks, with dehydration due to fluid loss occurring during episodes of fever or high temperature, "the very time that NSAIDs are taken for symptomatic relief."

Pharmacist vaccinations

CHARLES Sturt University has commenced vaccination training for its fourth year pharmacy students, in a pre-emptive move which assumes that Australia will follow international trends and eventually allow pharmacists to vaccinate patients.

As well as administration of vaccines the training covers the treatment of fainting, light-headedness and certain adverse reactions.

"Pharmacists are trusted professionals and I believe we could play an important role in promoting immunisation in the general community," said CSU professor Patrick Ball.

New kidney resource

BAXTER Healthcare has launched a new video resource to help health professionals encourage their patients living with renal failure.

The five minute *Transatlantic solo ... with peritoneal dialysis* video launch coincides with World Kidney Day today and features footage of peritoneal dialysis patient and Atlantic Ocean navigator, Jean-Louis Clemendot explaining the treatment from a first hand perspective.

The video is hosted, along with a stack of other useful kidney disease information resources, on the Mykidneyinfo.net website.

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DISPENSARY CORNER

I'M robbing you, but here, have some cash!

A would be robber in the US held up a pharmacy in Idaho on Monday, demanding a controlled drug from the on-duty assistant, and informing people in the store that he was definitely robbing it.

The assistant, consistent with policy, handed over the drugs, but was surprised when the almost-thief threw its cash value onto the counter and promptly dashed out of the store.

Local police are currently investigating the incident, but as yet have not made any arrests.

A PHARMACY named Butt Drugs would have to tread carefully in its advertising - or would it?

Having won a competition to have a television commercial produced by entertainers and song writers, Rhett & Link, Butt Drugs pharmacy in the US has capitalised on its rather quirky name, with folksy non-actors spruiking lines such as "When I think of drugs, I think of Butt Drugs" and the immortal "Free parking in the rear".

Inspired by folksy ads of the fifties the ad features an annoying jingle and what appears to be actual staff members and clients dropping one-liners.

As expected in this internet age, the ad is now making the rounds on YouTube and causing quite a stir - but to see it for yourself go to www.buttodrugs.com.

PENSIONERS in the UK are being given self-defence lessons using walking sticks supplied by the government's National Health Service.

It's the brainchild of 61-year-old Kevin Garwood, who holds three black belts in martial arts.

He's developed a course based on self-defence using sabres, bayonets and fighting staves, adapted specially for stick users with limited mobility.

It's similar to a program developed in Hawaii a couple of years ago, with its exponent describing it as 'Cane Fu'.

WIN AN AUSTRALIS EYE PENCIL



CONGRATULATIONS to Meg Shapcott from Mater Pharmacy Redland, 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:

Do the Australis pencils have a soft or intense colour payoff?

Send your entries to: comp@pharmacydaily.com.au.

The first correct entry received each day will win.

Hint! Visit the Australis website at: www.australiscosmetics.com.au.

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