

Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is Instigo's David Zivkovic.

Merchandising by numbers

When it comes to effective merchandising strategies for your business the old adage is true - if you can't measure it, you can't manage it.

It is easy to look around your store and estimate what your key categories are.

However looks can be deceiving, and sales trends change over time; 'traditional' key categories may become less so, especially when a simple return on space sales comparison is undertaken.

This comparison is not difficult to do - your categories are generally divided by bays and shelves, so it is not hard to do a rough approximation of the space a category takes up and then look at actual sales data against the space.

You can then determine what your key categories are and what categories are taking up more retail real estate than they really deserve.

The importance of positioning of categories within your store is basic retailing methodology, but often this is not reviewed after the initial fit out.

Things change.

A well-planned retail layout allows you to maximise the sales for each metre of the selling space and makes use of the walls and fixtures to create selling hot spots.

Remember, Christmas is a key selling period and it is not too

late make an impact with smart merchandising - and this doesn't mean filling up with gifts that won't sell!



SHPA 2010 award winners

THE Society of Hospital Pharmacists has awarded the 2010 Australian Clinical Pharmacy Award to Garth Birdsey.

Garth is the Pharmacist Senior Clinician (Cardiac Services) at Barwon Health in Geelong, Victoria and the award, announced at this year's Medicines Management conference in Melbourne over the weekend, recognises his leadership role in the cardiology team at Barwon Health.

"Garth's clinical pharmacy leadership in cardiology has raised the profile and respect for the capabilities of the hospital pharmacist," said Greg Weeks, Director of Pharmacy, Barwon Health.

"As a result, cardiologists have been keen to support pharmacy within the hospital in developing advanced practice roles," he added.

MEANWHILE Medicines Management 2010 has also seen Dr Ian Coombes awarded SHPA's GlaxoSmithKline Medal of Merit for 2010, in recognition of his "commitment to safe medication use and practical innovations that make medication use safer at all

Diabetes pilot

THE Federal Government has announced that it will launch a Coordinated Care for Diabetes Pilot from 01 July 2011.

The pilot will "robustly evaluate the reform's practical design, clinical patient outcomes and other important indicators such as patient wellbeing and quality of life".

As a result of the pilot, the launch of the actual reform will be delayed by around 12 months.

The pilot was decided upon after stakeholder consultation, and one of its key focuses will be assessing "how Coordinated Care for Diabetes can support a more consumer-centred approach to care through expanding choices available to people living with diabetes, and providing structured multidisciplinary diabetes patient education packages".

The move follows last week's announcement that the government would ditch a plan which would see GPs paid a fixed annual sum to provide medical services to patients with chronic diabetes.

levels."

Coombes' extensive career in hospital pharmacy in the UK, Sri Lanka and Australia has included keen involvement in the education of undergraduate and postgraduate pharmacy students.

During long service leave he undertook voluntary teaching in Sri Lanka where he designed and delivered a fourth year clinical pharmacy curriculum with a team of volunteers.

His innovations include the National Inpatient Medication Chart which he championed nationally and which "changed hospital practice around the country," according to SHPA president Neil Keen.

Coombes was also the driving force behind the development of competency assessment training programs implemented in Qld and which are part of the national Clinical Competency Assessment Tool (shpaclinCAT) project currently underway at SHPA.

As well as the GSK medal, Coombes will receive \$10,000 and the award oration will be published in the upcoming issue of the *Journal of Pharmacy Practice and Research*.

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of opioid-induced hypogonadism.

The bulletin is available at www.auspharmlist.net/ebulletin.php.

Emergency conference

THE Australasian College for Emergency Medicine will hold its annual conference in Canberra on 22-25 Nov, with topics incl the effect of complementary medicines on patients taking warfarin.

CSL Gardasil push

CSL has applied to the Pharmaceutical Benefits Advisory Committee for its Gardasil HPV vaccination to be free for boys aged 12 and 13.

The move follows last week's TGA approval of a new indication for Gardasil for the prevention of genital warts for boys aged 9-26.

Under the National Immunisation Program HPV vaccines are already free for girls aged 12-13.



Ciggies for kids?

AMERICAN health groups have raised concern over the latest marketing efforts by R.J. Reynolds (makers of Camel cigarettes), which they claim are aimed at drawing in children and teens.

According to reports, the new Camel marketing promotion will involve limited edition cigarette packs designed with 'trendy' city names including Seattle, Austin, San Francisco, Las Vegas, Route 66 and New Orleans, distributed over the Christmas/New Year's season.

"It is deeply disturbing that RJR is using the good name and hard-earned reputation of these great American cities to market deadly and addictive cigarettes, especially in a way that blatantly appeals to children," said Matthew Myers, president, Campaign for Tobacco-Free Kids.

The promotion also includes direct mail and online 'Break Free Adventure' marketing, which sees Camel cigarettes visit 10 US cities over 10 weeks, and calls on the public to enter guessing competitions to win prizes.

Coty boosts

European portfolio

BEAUTY giant Coty has acquired a leading Russian cosmetics company, Dr. Scheller Cosmetics and its subsidiary, the German DSC makeup and antiacne brand.

With the purchase, Coty has effectively become the second largest colour cosmetics category in Germany, whilst the buy has upped its colour cosmetics percentage to makeup 25% of Coty's total portfolio.

According to the company, the purchase also brings it closer to its goal of being a US\$7 billion dollar company by 2015.

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 ...

Dialysis' heart risks

CARDIOVASCULAR disease accounts for 43% of deaths in US patients on dialysis (23% of which are due to sudden cardiac arrest), according to Northwestern Medicine cardiologist Dr Rod Passman, medical director for the Center for Atrial Fibrillation at the Bluhm Cardiovascular Institute of Northwestern Memorial Hospital.

The comments come as part of Passman's bid to increase awareness in the medical community, of the heightened heart attack risk posed to dialysis patients.

"Patients on dialysis are excluded from clinical trials examining sudden cardiac death because of their kidney disease," said Passman.

"The lack of research complicates clinicians' ability to understand the connection between renal disease and cardiovascular disease.

"The medical community needs to stop neglecting this community of patients because it is a rapidly growing group," he added.

Servier loses patent appeal

APOTEX has experienced what it is describing as a "resounding win" in the latest round of its long-running battle against Servier over the patent of perindopril.

The case concerned proposed amendments to the patent of perindopril which would have allowed Servier to extend its

Screening machine

PANASONIC has unveiled its latest foray into medical machinery, titled the Cardiohealth Station.

Currently undergoing testing for FDA approval, the Station is designed to assist health professionals in early detection of high risk patients in the asymptomatic population.

The device is operator-independent, features real time reportage, and works by sensing the carotid-intima media thickness and the presence of plaque in patients' hearts.

Panasonic said the gadget provides real time reportage on its findings.

exclusive rights to the drug.

The Full Federal Court appeal decision, handed down on Thursday, supported the initial court mandate that disallowed Servier's request to amend a patent concerning a specific crystalline form of the perindopril salt.

Had the decision allowed Servier to amend the patent, the drug company would have been able to limit generic equivalents.

The appeals court supported the original judgment of Justice Bennett to refuse the proposed amendments because Servier had failed to voluntarily disclose all relevant matters until they were exposed by Apotex.

"That failure to disclose was not of some minor ... matter. It was a failure to disclose Servier's reason for the amendments," said Justice Bennett.

The Appeals Court also added its own reasons behind denying Servier the proposed amendments saying that they were "not fairly based on the specification", and as such would not be allowable under the Patents Act 1990.

Servier has now been ordered to pay Apotex's costs in relation to the appeal.

High heel pain

A THIRD of Australian women who wear high heels would continue to do so against medical advice, according to a new survey conducted by Bupa Australia.

The poll, involving around 1000 Australian women, found that whilst 93% of respondents acknowledged that walking in heels increased their risk of long term health concerns, including lower back pain, they were happy to continue to do so.

"Regularly wearing high heels can have some very serious long-term impacts including osteoarthritis, a shortening of the Achilles tendon as well as ankle, knee, and hip joint misalignment," said Dr Christine Bennett, cmo of Bupa Australia.

The company also revealed that last year 2251 Australian members of its MBF, HBA and Mutual Community health funds had bunion operations at a total cost of \$1.2m.



SERIOUSLY frozen.

A 51-year old Canadian woman, Paddi Moore, has successfully gotten out of a driving charge after a court heard she was unable to blow into the breathalyzer because of botox.

According to reports Moore's mouth was almost totally frozen in place with botox injections to iron out wrinkles, making her unable to grip onto the device's straw long enough to blow properly into the analyser.

After trying four times to no avail the police decided to charge Paddi with refusing to take the test, however this was quashed in court after a letter from her doctor informed the judge that botox made her unable to purse her lips.

HEART attack strikes again.

The notoriously anti-health conscious American eatery, the Heart Attack Grill, has launched a new promotional campaign which is likely to raise the ire of most health professionals.

The promotion allows people who weigh more than 158kgs to dine in the restaurant for free.

The poster-boy for the campaign is Heart Attack Grill lover Blair River who weighs in at 304kgs, and was paid around \$250 an hour to make a YouTube video and model for promotional pictures.

Strangely enough the Heart Attack Grill chain was founded by former nutritionist and Jenny Craig weight loss clinic manager, Jon Basso.

The Grill features waitresses in hospital gowns, serving calorie rich foods and beverages (including the Double Bypass Burger) and after finishing, guests can opt to be wheel-chaired out to their car instead of walking.



Bring on that heart attack!

WIN AN EMU SPIRIT PACK



This week **Pharmacy Daily** is giving readers the chance to win one of five gorgeous Emu Spirit Gift Pack courtesy of **Emu Spirit**.

The products inside the gift pack are valued at over \$150 and contains: Moisturising soap bar, Arthritic and Muscular Rub, Day

Crème Refresh and Renew, Night Crème Repair and Restore, Advanced Hand and Body Lotion, Oil of Emu, and an Emu Egg.

Emu Spirit is an Australian company dedicated to producing Emu oil that is simply and naturally the best quality available. Emu Spirit's Oil of Emu is a natural anti-inflammatory that can be used to treat all aches and pains to skin conditions such as psoriasis and eczema. Best of all, Oil of Emu can also be used to promote general health and wellbeing and is a wonderful source of 'skin food' to assist dry itchy skin, scars, and fine lines.

For your chance to win this great pack, simply send in your answer to the daily question below to: comp@pharmacydaily.com.au

How many sizes does Oil of Emu come in?

Email your answer to: comp@pharmacydaily.com.au

The first correct entry of the day wins!

Hint! Visit Emu Spirit website at: www.emuspirit.com