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## Lost in translation?

THE latest edition of the NPS' Medicines Talk publication features information for health professionals on how to assist/treat people for whom English is a second language.

"A quarter of all Australians were born overseas, many in countries with different languages, cultures and beliefs about health and medicines," said NPS ceo, Dr Lynn Weekes.

"This can affect how they understand health information and medicines, for example thinking the colour of a tablet symbolises its strength, or not regarding herbal remedies as medicines," she added.

The new edition of Medicines Talk also offers insight into assisting patients who come from diverse cultural backgrounds, including factors that may impact on medicine usage, such as fasting where patients may stop taking medications, or take them at irregular times.

"If you are providing health care to someone from a culturally and linguistically diverse background or acting as their carer, [you must] be aware of these factors that can impact how people take their medicine and interpret health information," Weekes said.

"Where possible ask them to repeat back to you what they understand, and point them in the direction of translated information sources," she added.

The NPS is also reminding health care professionals that it offers a Translating and Interpreting Service for help with verbal translation assistance.

To access the full Medicines Talk article see [www.nps.org.au/consumers/publications/medicines\\_talk](http://www.nps.org.au/consumers/publications/medicines_talk).

## 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](http://jobs4careers.com.au)

## Self service scripts launched

A REVOLUTIONARY new self service kiosk which allows patients to order prescriptions at their choice of pharmacy before leaving their GP has launched this month under the Twitch banner.

The Twitch kiosks feature a scanner, which reads the patient script; a pharmacy store selector will then appear on the kiosk's screen and the patient can select the pharmacy from which they wish to pick up their medication.

Following this process, the kiosk encodes the e-script and sends the request via a secure gateway to the selected pharmacy.

Upon receipt of the script pharmacists simply need to process it and have the medication ready for when the patient arrives to pick it up.

The Twitch kiosk also allows the patient to select whether they want

## R&D's long-term value

AUSTRALIA'S investment in medical research provides "enormous returns" according to Medicines Australia ceo, Dr Brendan Shaw.

The statement comes on the back of the latest Lateral Economics report which found that the medicines industry invested more than \$1.023 billion in R&D in 2008-09, up \$94 million or 10 per cent from the previous year.

"[The report] highlights the importance of a stable, long-term R&D policy environment," said Shaw.

"We simply can't afford Australia's R&D investment commitment to be compromised by short-term fiscal challenges," he added.

Shaw also said that Australia must begin to capitalise on the fact that it has "some of the world's best research capability and infrastructure".

"We must do all that we can to ensure that we keep more of our top research scientists engaged in Australian R&D and attract greater funding to our universities and other research institutions," he said.

"Ensuring an efficient regulatory environment for clinical research and implementing the R&D tax credit system are two examples of policy settings that would greatly support Australian R&D," he added.

the branded medication, or its generic equivalent, and allows them to select whether they are a safety net or concession card holder.

Patients will also be able to access directions to their pharmacy of choice via the kiosk's integration with Google Maps.

"[The kiosk] could become the patient's preferred method of ordering their prescriptions, just like people prefer ATMs or online banking over in person banking," a statement from Twitch said.

"The team at Twitch believes that pharmacies will embrace this concept as well, because now patients will be able to see all the participating pharmacies that are linked to the Twitch terminal and new business can be driven into their pharmacy," the statement added.

The Twitch terminal is set to be on display for pharmacists to view at PAC10.

For more information, see page 3 of PD, see [www.twitch.net.au](http://www.twitch.net.au), call 1300 516 816 or email Twitch at [info@twitch.net.au](mailto:info@twitch.net.au).

## Pradaxa approval

PRADAXA capsules have been approved by the US Food and Drug Administration for the prevention of stroke and blood clots in patients with atrial fibrillation.

## Million dollar boost

THE Victorian State Government has pledged \$1.3 million to help biotechnology companies build their clinical and project management capabilities.

The announcement coincides with the kick-off of the 2010 AusBiotech Conference in Melbourne today.

"The Practical Drug Development Program will see five project managers trained in clinical strategy and placed within biotech companies to lead and manage drug development programs," said Innovation Minister Gavin Jennings.

"The long-term goal of the program is to enhance the development of new pharmaceutical products, add value to intellectual property, lead to more effective translation of research and increase the sector's attractiveness to investors," he added.

## WIN AN AROMABABY PACK



Pharmacy Daily has teamed up with Aromababy again and is giving readers the chance to win 3 products every day this week.

From category leaders in natural baby care, comes the nappy care trio.

Aromawipes, Barrier Balm and Nappy Cream are on offer in this edition. As used in select hospitals for fifteen years, this professional, world-leading brand is not sold to supermarkets assuring you of a pharmacy-focused approach to expanding your baby care category. Totally safe for mother to be/new mother and sensitive skin, Aromababy is a long time supporter of the Eczema Association.

To win this great pack, simply send in your answer to the question below:

Can Aromababy be used on older children and mother/mother to be?

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

The first correct entry received will win!

Hint: Visit: [www.aromababy.com](http://www.aromababy.com)

Congratulations to yesterday's lucky winner: Anna So from Harrison's Pharmacy, Rhodes.

## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

### Naked and stink free



Popular skincare company QV has launched a new range of colour and fragrance free deodorants and antiperspirants under the banner QV Naked. Keeping in line with its philosophy of gentle skin solutions, QV's Naked deodorant is formulated using Biosorb crystals rather than strong fragrance. Thus rather than masking odours (as do scented products) the crystals control the bacteria that produce odour. The crystals are activated as moisture occurs, and once activated they alter surface chemistry to prevent odour-causing bacteria from forming. Similarly, the gentle antiperspirant product does not feature strong scents, but rather simply reduces the level of perspiration present, which in turn prevents bacterial growth. Both the deodorant and antiperspirant formulations are available in either a 75g roll-on or a 100g aerosol.

RRP: \$4.99 (roll-on products) \$5.99 (aerosol products)  
Stockist: 1800 033 706

### Get rid of that F\*ck!ng Hangover

Just in time for the beginning of the Christmas party season the FeelGoodFactory has launched a product aimed to help aid hangover recovery titled, F\*ck!ng Hangover. Delivered in a cheeky 60ml shot, the remedy aims to replace vitamins and minerals lost through alcohol over-indulgence, and to treat hangover symptoms including fatigue and nausea. The F.H. shot contains B2, B3, B5, B6, B12, biotin, vitamin C, zinc and electrolytes magnesium, potassium and sodium. It also contains essential amino acids asparagine, glutamine, alanine, the mineral cysteine and kudzu, panax and Siberian ginseng.



RRP: \$4.99 (60ml shot)  
Stockist: [www.feelgoodfactory.com](http://www.feelgoodfactory.com)

### Calvin Klein's Beauty



Beauty, is the latest fragrance release from the Calvin Klein fashion house. Created to evoke both femininity and sophistication Beauty is based around the lily flower and features top notes of ambrette seeds (spicy warm smell), a middle note of jasmine (floral/feminine smell) and a dry note of cedarwood.

RRP: \$80 (30ml), \$110 (50ml) and \$140 (100ml)  
Stockist: 1800 812 663

### Hard wax for smooth skin

Andrea Brazilian Hard Wax adheres to the hair and not the skin, meaning that it will not rip the skin in more delicate waxing areas. The wax removes the hair from the root, and is designed for use primarily around the bikini area. The Brazilian Hard Wax kit comes replete with the hard wax product, and a pre-epilation oil to condition and protect the skin, as well as several different sized spatulas and star and heart stencils.



RRP: \$24.95  
Stockist: (02) 8709 8800

### Get on a Banana Boat after sun exposure



Banana Boat's Aloe Mist is an after sun soother for sunburnt skin. The product's no-touch spray delivery system is great for people whose skin is sore to touch, and its formulation of water, humectants (which attract water to skin), anti-inflammatory nicotinamide, moisturising panthenol and Vitamin C is designed to cool, hydrate and soothe sunburnt and chaffed skin.

RRP: \$7.99 (250ml)  
Stockist: 1800 810 310

### DISPENSARY CORNER

**THE** dangers of mobile phone use.

A man in eastern China has had to make an embarrassing call to the country's emergency services, after getting his arm caught in a toilet whilst trying to retrieve his mobile phone.

According to reports, emergency workers had to break the bowl entirely and undo most of the loo's exposed pipes to free the man.

The upside of the event was that the man was able to locate his phone- but unfortunately it no longer worked.

**GENEROUS** thief?

A Swedish professor lamenting the loss of his life's work after his laptop was stolen, was shocked when, just days after the theft, he opened a letter to find a USB containing the entire contents of his computer.

The opportunistic thief took the laptop out of the professors bag, after it was left concealed behind a door in his apartment stairwell whilst the professor went to check on his laundry.

Shortly after the bag disappeared it was returned to its hiding place, with contents intact but minus the laptop.

"It is my life," the professor told media shortly after the theft.

"I have documented everything in it that has happened in the last 10 years and beyond," he said.

Following the return of his work the professor told reporters that he now has "hope for humanity".

**BEWARE** the indigestion to follow.

Residents in the Mexican township of Iztapalapa have taken out the Guinness world record for the world's biggest enchilada.

Measuring 70 metres in length, and weighing a mere 1500 kilograms, the enormous enchilada was created out of

thousands of corn tortillas, white onions, serrano chilis, avacado, cheese, cream, salsa, green tomatoes and beans.



# LAUNCHING

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KIOSK FOR ELECTRONIC SCRIPTS

“  
Kiosks are fundamentally  
changing the way customers do  
business. Among retailers, we  
are seeing anywhere from 15-  
40% of all purchases are made  
at self-checkout machines.”

**Greg Buzek, President of IHL**



Twitch lets the patient order prescriptions at their choice of pharmacy before leaving the medical centre, so it is ready for collection immediately at the pharmacy

- Patient can avoid wait of 20 min
- In about a minute, patient can pick up & pay for prescription
- Twitch is the ideal solution for retail pharmacies to attract and retain customers while increasing store sales, reducing inventory shrink, and optimizing pharmacy hours of operation.
- Twitch offers the privacy and convenience to your customers demand, but unlike mail order or online pharmacy, Twitch allows you to maintain valuable in-store foot traffic.
- Twitch's nationwide network of self service kiosks offers retailers the ability to retain existing customers and attract new customers who are looking for a more convenient prescription pickup alternative. Over time, stores offering Twitch will have a competitive advantage over more traditional retail pharmacies that do not offer an automated self-service option.