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Guild Update

This week's update from the Guild

ScriptMAP-2015

DO you want the clearest information on changes to Pharmaceutical Benefits Scheme (PBS) pricing and their indicative affect on your pharmacy's remuneration over the next five years?

Would you like to better understand how to minimise any adverse impacts and find out what can be done to improve the profitability of your pharmacy?

Would you like to know how your pharmacy can improve generic substitution and dispensing volumes?

Pharmacy Guild of Australia launched *ScriptMAP* (Modelling and Analysis for Pharmacy) in 2008 to assist members adapt to the PBS Reforms. More than 2100 pharmacies utilised this service.

Now, to assist members to understand the Fifth Agreement and the upcoming changes to the PBS Reforms, the Guild has created *ScriptMAP-2015*.

The new report uses your own unique dispensing data and the best available information to provide a comprehensive analysis of the impact of changes to PBS pricing and remuneration.

It also provides an Action List and guides you through specific changes that may assist your pharmacy, with a focus on generic substitution and dispensing volume growth.

The comprehensive, personalised, 37-page *ScriptMAP-2015* report is now available for just \$90 plus GST for a single report, or \$270 plus GST for a 12 month subscription, which includes four reports and a customised *ScriptMAP New Brands Report* every month.

For further information, visit www.guild.org.au/scriptmap.

Please note *ScriptMAP* is only available to Guild members. Access to valuable resources, such as *ScriptMAP-2015*, is just one of the many benefits of Guild membership.

For further information about membership, contact your local State/Territory Branch.



The Pharmacy Guild of Australia

Drug-herb interaction info

MIMS Australia yesterday announced a new Memorandum of Understanding with IMgateway which aims to deliver a "unique Australian-developed, evidence-based drug-herb interactions database directly to the healthcare professional's desk top".

The database has been developed by University of Sydney Faculty of Pharmacy researchers, in a project which has been developed and expanded since its inception in 2002 and delivered via the IMgateway website since last Dec.

The MoU will see MIMS and IMgateway explore "all possible avenues for delivering the content" developed by the University, with the goal of bringing trusted medicines information and

evidence based drug-herb interactions to a wider audience.

"It is our intention to work with our clients and partner vendors to deliver this content as part of our integrated data solutions," said MIMS National Business Manager Margaret Gehrig.

"There is no doubt that the use of complementary medicines is increasing and the need for evidence based information about their impact on prescription medicines is now integral to the needs of healthcare professionals and consumers," she added.

Project leader Professor Basil Roufogalis said the deal would help meet the growing demand for information on the interactions from doctors and pharmacists.

NPS medicines alert

NPS Australia says the 'blasé attitude' of Australians towards prescription and non-prescription medicines "is leading to further health problems for many people and is placing avoidable pressure on our health system."

Acting NPS ceo Karen Kaye was responding to the codeine article in the *Medical Journal of Australia* (*PD* yesterday), which detailed serious health effects in patients who misused ibuprofen/codeine combination pain killers.

"The very serious side effects caused by overusing medicines containing paracetamol and ibuprofen are well known and documented," Kaye said.

"Just because a medicine can be purchased without a prescription doesn't mean it's risk-free," she said.

Les Hill wants Aussies to be aware of prostate cancer

LAST week's Sizzling September launch by the Prostate Foundation of Australia (*PD* yesterday), was littered with Aussie celebrities, including *Rescue Special Ops* actor Les Hill who chatted with *PD* about his involvement with the organisation and its mission to educate Australian men about prostate cancer.

How did you get involved in the campaign?

Early last year I started to notice some of the statistics about prostate cancer and it just seemed to me that basically someone should be doing something. 20,000 men a year diagnosed and 3,000 men dying seemed like an enormous number. And the more I thought about it the more I thought I might be able to get a few Australian men together that I knew in the entertainment industry and make some sort of an awareness campaign. And as we started to build the campaign more and more people wanted to get onboard. So we spoke with the PCFA early on and said this is what we wanted to do and we grew from there, and obviously exceeded all our expectations. I think we've grown to about 35 Australian male identities involved in the awareness campaign.

What has been your role with the campaign?

We made three ads at the beginning of the year. We developed the idea for the ads with Josh Witeman who is a creative in the advertising industry and Paul Middleditch who is possibly the world's best TV commercial director. It was an idea to raise awareness of prostate cancer and to get people talking about it. And anything they need me to do, in as far as being an ambassador for the PCFA, i'm happy to come along and help with.

What advice would you have for pharmacists who are wanting to get involved with the campaign?

The best advice would be to encourage people to speak to their GPs. Every Australian man over 50 years and 40 if they have a history, should speak to their GP about prostate cancer. Also I would advise pharmacists to have open discussions with their patients about prostate cancer, because i think it's one of those diseases that we shy away from as a society and to be able to have an open conversation about it and take away some of the stigma about it is very important.



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Pharmacists cut medication errors

A UK study has found that pharmacists working in conjunction with nursing homes can help cut "unacceptably high" medication errors being experienced in care facilities across Britain.

Earlier this year the UK Health Department issued an alert after an alarming report by Nick Barber, professor of pharmacy at London University, found that on any day seven out of ten nursing home residents experienced at least one medication error.

A four-month trial at a facility in west London found that when a recommendation by Barber that pharmacists be in charge of nursing home medications was followed, errors were reduced by 91%.

Most of the mistakes occurred when there was change in a patients' prescription which wasn't followed up by nurses at the facilities.

The report was presented overnight at the annual conference of the UK's Royal Pharmaceutical Society at Imperial College, London.

Oversupply real - APESMA

PHARMACY union group APESMA says it's been receiving a "steady stream of calls and emails from employee pharmacists" who are concerned about owners making offers of reduced wages.

Senior APESMA Industrial Officer, Jacki Baulch, has endorsed comments attributed to NSW Guild President Si Banks, who was quoted as saying that "leading figures within the profession have been burying their heads in the sand" on the issue of an oversupply of pharmacists.

The oversupply has resulted in a windfall for employers, especially those employing new graduates, according to APESMA.

Baulch said the Association would be investigating a number of complaints from members "that some employers are breaching the Award by offering terms of employment below the legal minimum," contrasting rates of \$35 per hour ten years ago with current market figures in suburban pharmacies of around \$26.

The Pharmacists Division of APESMA says it's also concerned about the increasing numbers of pharmacy schools around Australia "and the shortage of suitable academic staff to service their courses."

"The oversupply of pharmacists might be a short term gain for pharmacy employers, but why spend five years studying for a career, running up a HECS debt and getting paid similar rates to retail workers," Baulch said.

She said that situation was likely to see prospective students shy away from pharmacy "and the profession will be the poorer for it."

Pain at PAC

THE PSA's upcoming Pharmacy Australia Congress in Melbourne 28-31 October will include a presentation on the treatment of pain by rehabilitation physician Dr Stephen De Graaff.

In *Treating Pain in Multidisciplinary Settings* De Graaff will look at how the use of medications needs to be regular and predictable, and in cases of ongoing problems there should be a partnership with the treating practitioner/therapist.

As well as medication, options can include altering biomechanics, changing lifestyle, exercise and education and stress management, as well as psychological treatments such as cognitive behavioural therapy to change the response to the painful experience.

PAC will offer delegates the opportunity to earn up to 35 CPD credits; see www.pac10.com.au.

British Avandia update

THE UK Medicines and Healthcare products Regulatory Agency has issued an update on the use of rosiglitazone (Avandia), with health professionals reminded to "closely observe the current contraindications and monitoring requirements" for the drug, and "to consider alternative treatments where appropriate".

A Europe-wide review of Avandia was initiated in Jul after data indicating increased cardiovascular risk associated with the drug, and is anticipated to reach its conclusion after a meeting later this month.



THE tabloid *Sun* newspaper in the UK has launched its very own celebrity perfume, which claims to provide readers with the smell of show business.

'Buzz' is being marketed as the "essence of pure entertainment" and is claimed to combine essential elements of TV and movie star Sarah-Jessica Parker ("style"), Italian film doyenne Sophia Loren ("charisma"), English songstress Cheryl Cole ("girl-next-door charm") and singing superstar Beyonce Knowles ("intoxicating sass").

It's been created by perfumier Roja Dove, who said he hopes the scent "will make every woman feel she's as glamorous as the people she sees on the television, on the pages of the newspaper".

NO numb bums here!

A ski resort in Utah, USA has announced plans for America's first chairlift with seat warmers.

The Canyons ski area in Park City near state capital Salt Lake City says the high speed lift will also feature a special 'bubble shield' to keep the wind off skiers as it whisks them to the summit in nine minutes - all the while electrically keeping their backsides at a comfortable 12°C.

A similar butt-warming system was installed at an Austrian skifield in 2004.

ENTERPRISING New Zealanders have already begun making the most of last weekend's Christchurch earthquake, with charities set to benefit from the online sale of building debris.

Auction site Trade Me is carrying a number of listings, including a piece of red brick from an historic building, broken plates and dishes being auctioned for use in mosaics, pieces of rubble and overturned road asphalt, and even "earthquake sand" which is being billed as ideal for use in sandpits.

Most of the sellers say the proceeds will go to the Red Cross for use in disaster relief in the aftermath of the quake.

WIN A MINERAL EYESHADOW



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Mineral Eyeshadow from the Love Candy range courtesy of **Total Beauty Network**.

Fall in love with colour! Hearts will be broken everywhere with the release of Designer Brands Love Candy, sweet inspired

products to taunt and tantalise your desire for colour.

The Love Candy range consists of nine vibrant eyeshadows, three tempting shades of nail polish and three opaque glosses.

For a chance to win your very own Mineral Eyeshadow, simply send through the correct answer to the daily question below:

Name the 9 eyeshadows in the Love Candy range

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

The first correct entry received will win!

Hint: Visit: www.dbcosmetics.com.au

Congratulations to yesterday's lucky winner: **Prue Brophy** from **Summit Pharmacy Group**. The correct answer was: 9.