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## Priceline, Warehouse satisfy

**CHEMIST** Warehouse and Priceline Pharmacy were the leading pharmacy groups in terms of customer satisfaction in 2010, according to a Roy Morgan Research report released yesterday.

The two brands tied with a 90% satisfaction rating - just pipping MyChemist, Amcal and Terry White Chemists which all ranked 89%.

The survey of more than 10,000 people who had purchased from chemists in the previous four weeks, measured the proportion of customers who were "very satisfied" or "satisfied" with their experience.

Guardian Pharmacy was in next position with 88% of customers satisfied, followed by Soul Pattinson with an 86% rating and then Chemmart at 85%.

The overall average for all chemist stores surveyed was an 89%

satisfaction rating.

Roy Morgan Industry Communication Director, Norman Morris, noted the strong competition at the top of the ratings ladder.

"With only two percentage points separating the satisfaction of the top six chemists it is proving to be a considerable challenge to achieve a sustainable advantage in this market," he said.

### Valdoxan now available

A **NEW** antidepressant, Valdoxan (agomelatine), is now available to Australians via private prescription.

Valdoxan is the first antidepressant which helps resynchronise circadian rhythms by acting on bodyclock receptors in the brain.

As the first melatonergic antidepressant, the drug is effective against core symptoms of depression including depressed mood, anxiety, feeling of guilt, psychomotor retardation, sleep disturbances and daytime fatigue.

### Pharma in public health

**THE** UK health system should utilise the network of community pharmacists as its "natural frontline", according to the British Royal Pharmaceutical Society.

The calls come on the back of a UK government initiative which aims to strengthen public health provision via a new National Public Health Service.

"Informal public health provision has been central to pharmacies throughout their history and there is a growing evidence base for good outcomes from their delivery of formal public health services," said the Chair of the English Pharmacy Board, Lindsey Gilpin.

"The contributions pharmacists in Great Britain already make at strategic and commissioning levels in wider public health must be recognised and supported in the new NHS structures in England.

"These include needs assessments, public health policy and planning, quality frameworks, evidence-based delivery and medicines management," Gilpin added.

### Last chance to register

**THE** Pharmaceutical Society of Australia is reminding pharmacists that time is running out to register for its upcoming Refresher Conference activities in Europe, see p4 for details.

Also see p2 for your chance to win a spot on the post-conference cruise.

## Business Development Managers



Your Pharmacy Partner

On the back of an extremely successful launch at APP, APHS Packaging is recruiting for passionate and committed pharmaceutical sales professionals, with a demonstrable track record in achieving results.

APHS Packaging is a leading supplier of dose administration aids for pharmacies and aged care facilities across Australia. Through state of the art packaging and inspection systems, APHS Packaging produces easy-to-use medication sachets within a highly regulated manufacturing environment. With APHS Packaging poised for strong growth, this role will play a key part in the organisation's overall success.

Reporting to the National Sales Manager, these hands-on roles will focus on the new customer acquisition, as well as promoting the expanding product offerings to the existing customer base. You will achieve this by owning the customer relationships from origination to initiation.

Register your interest by contacting Peter Maloney, 0408 705 662 or peter.maloney@aphspackaging.com.au.



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Discover the power of OPI retail! Nicole by OPI now available in Pharmacy. Become a Stockist: 1800 358 999. Try It On - www.nicolebyopi.com ©2011 OPI Products Inc.

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The Pharmacy Guild of Australia

## WIN A SPOT ON PSA'S POST OFFSHORE REFRESHER CONFERENCE RIVER CRUISE



The Pharmaceutical Society of Australia is giving one lucky PD reader the chance to win a place on PSA's upcoming Post Offshore Refresher Conference Danube River Cruise.

This incredible prize includes a seven night cruise (14-23 May 2011) on the 5-star MS Amadeus Diamond (Haydn Deck) travelling from Budapest to Bucharest and including the Black Sea.

The prize includes all meals, sightseeing excursions, Bucharest transfer and attendance at the case study workshop sessions.

The prize winner will be able to add other elements of the Offshore Refresher Conference program in Venice, Salzburg and Vienna if they wish through PSA Travel.

For your chance to win this fantastic prize, simply send in your answer to the question below by COB on Wed 13th Apr:

In 50 words or less, tell us why you think learning at PSA's Offshore Refresher Conferences would be so much fun

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)  
The most creative response wins!



Click here for terms & conditions

## Pharmacies falling short

MANY Australian pharmacies are struggling to turn a profit, according to Ashley McKertich, ceo of Zenbuu, the company behind the Good Pharma website funded under the Fourth Agreement Practice Change Program.

With one in three Australian pharmacies currently using Good Pharma, data gathered by the site's financial diagnostic tools has revealed that 43% of pharmacies have gross margins of less than 26%, whilst more than 56% of pharmacies have average stock turns of less than four.

In addition, Good Pharma found that 45% of Aussie pharmacies have a poor liquidity ratio of less than 0.2:1 - i.e. current liabilities are significantly more than the cash available to pay them.

"The data from Good Pharma is of concern," says Peter Saccasan, Director of Pharmacy Services at Guild Accountants.

"The low stock turn and liquidity ratios should be ringing alarm bells with owners.

## Mental health launch

THE Department of Health has announced the implementation of the new Flexible Care Packages for people with severe mental illnesses.

The \$58.5m project will provide mental health clinical and case coordination services through Medicare Locals.

The PSA described the move as a "good first step," with the Society proposing a federally funded network of liaison pharmacists for each Medicare Local "to improve cost-effective health services for consumers with mental illness".

"And with the push on to increase generic substitution, low gross profit margins should not be occurring," he added.

"The remuneration package around dispensary has been designed to ensure pharmacy owners can stay ahead of costs.

"Hopefully they are not giving it away in discounts," said Saccasan.

He said Guild Accountants urges owners to move their attention away from just turnover.

"It's what they get out of the turnover - GP\$ - and how they spend their profits - improving their balance sheet and liquidity - which are the primary focus of how we work with pharmacists," he added.

See [www.goodpharma.com.au](http://www.goodpharma.com.au).

## Pandemic AusPAR

THE TGA has released a new AusPAR for GSK sponsored pandemic influenza vaccine, Arepanrix H5N1.

The intramuscular vaccine injection is approved for two doses 21 days apart in adults 18 years and older; see [www.tga.gov.au](http://www.tga.gov.au).

## AHPRA student register

THE Australian Health Practitioner Regulation Agency (AHPRA) has delivered on a core legal requirement, by launching its national Student Register.

Maintained by AHPRA, the register will reflect the profile of students as advised by national education providers.

"We are delighted the Student Register is now established," said AHPRA CEO, Martin Fletcher.

The Register is not available to the public, and was created from data provided by educational providers, which will continue to be updated to reflect student movements.

Anxious to allay concerns, AHPRA has said that the role of the 10 Boards is limited to student health impairment matters and serious criminal convictions, which may adversely impact public safety.

"National Boards have no role to play in the academic progress or conduct of students which continues to be a core responsibility of educational providers," AHPRA said in a statement.

## WIN A BLUE STRATOS PACK



This week *Pharmacy Daily* is giving 5 lucky readers the chance to win a fantastic male toiletries pack valued at \$30, courtesy of **Blue Stratos**.

Blue Stratos is one of the most famous masculine fragrances, a classic which features as a landmark FOUGERE fragrance in the industry 'bible' - developed in 1976.

The Fougere fragrance concept is based upon the interplay between lavender and oak moss. Not only is it a nice smelling body spray, Blue Stratos has also developed an Anti-Perspirant Deodorant that protects for 24hours, as well as good old deodorising Talc Powder. You'll smell fantastic with this range of men's bathroom products all designed to complement each other.

For your chance to win this great male toiletries pack simply be the first person to send in an answer to the daily question below:

## How long does the Anti-Perspirant Deodorant protect for?

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

Hint! Visit [www.keysun.com.au](http://www.keysun.com.au)

Congratulations to yesterday's lucky winner, **Veronica Gousev** from **Allergan**.

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Just one click away from keeping up to date with all the breaking news as it comes to hand...



## 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).



### DISPENSARY CORNER

#### PITFALLS of plastic surgery.

A US woman, Marilyn Leisa, has won her court case against a plastic surgeon, Dr Paul Barker, whose work left her unable to blink or close her eyes when she sleeps.

According to reports the woman went to Barker to correct lumps on her eyelids from a previous plastic surgery.

Leisa sued Barker claiming he did not warn her of the risks of the procedure, whilst her lawyers argued that he never should have performed the surgery on someone whose eyelids were already stretched to the limit.

The court also heard that Leisa now has to use a number of drops and gels in her eyes, and that she is experiencing vision problems.

Although she can go under the knife again to correct the issue, Leisa also told the trial judge that she was too scared to undergo another plastic surgery procedure.

Leisa was awarded US\$115,000 for her troubles, an amount which she described as a "joke" compared to her US\$500,000 claim.

#### THE height of rudeness.

A man on a Horizon Air flight between Oregon and California was forced off the plane by stewardesses for simply being too tall.

At over two-metres in height the man had requested an exit row seat, but was instead placed in a normal aisle seat, where he was forced to put his legs into the aisle.

Soon after, a stewardess tripped over his legs, and when he told the aircraft personnel that he was unable to tuck his legs he was removed from the flight due to health and safety concerns.

The airline has since apologised.

#### CAN'T wait till Friday?

Recent figures released by the US FBI have found mid-morning on Friday's as the prime time for robberies to take place in the USA's southern and western states.

Last year alone nearly US\$43m was stolen from 5,546 financial institutions.



#### Smell like a Dancing Ribbon

Nina Ricci's Ricci Ricci Dancing Ribbon fragrance is set to launch next month. The limited edition scent is based on the perfume house's original Ricci Ricci fragrance which launched two years ago, and includes top notes of raspberry and ginger, a heart of Beauty of the Night flower and is finished with notes of patchouli, sandalwood, tuberose and centifolia rose. The inspiration for the red ribbon bottle design is based on Bern Stern's famous photo session with Marilyn Monroe, The Last Sitting.

RRP: \$95 (50ml)

Stockist: 02 9663 4277

#### The eyes have it

Dermalogica's Age Reversal Eye Complex is designed to be applied to the eye area after cleansing to fight the multiple signs of ageing, including fine lines, wrinkles, hyperpigmentation and loss of contour. The formula contains retinoid at 0.1% strength (pure Vitamin A) to aid in reversing wrinkles, sun damage and darkened areas, by triggering epidermal cell proliferation, speeding up cell turnover, stimulating collagen production and thickening cell layers. Other formula ingredients include urea, Glucosamine HCl, yeast extract and algae extract to micro exfoliate the eye area, as well as stabilised Vitamin C derivative sodium ascorbyl phosphate as an antioxidant. In addition the Complex blends Fraxinus Excelsior Bark Extract, Niacinamide, Dipeptide, Soy peptides and Rice bran protein to help reverse puffiness, sags, and shadows.

RRP: \$95 (15ml)

Stockist: 1800 659 118



#### Smelling good is no sweat

The new offering from man-centric brand Lynx, is a 24-hour antiperspirant titled Lynx Dry: Full Control. Designed to stop sweat for up to 24 hours, the manfume deodorant includes musk and woody undertones with mandarin and ginger notes.

RRP: \$6.29 (110g antiperspirant spray), \$3.99 (50ml antiperspirant roll-on)

Stockist: 1800 812 663



#### The sun has gone but you can still shimmer

Physicians Formula's new Shimmer Strips Custom Eye Enhancing Gel CreamLiners are made up of three pots of complementary colour which when applied create, define, and illuminate eyes. Each trio features a black shade for definition, plus two coordinated pearlescent shades to accentuate natural eye colour. The cream formula is quick drying, and glides on to provide the definition of a liquid eyeliner. The creams are also water and smudge resistant, and each pot can be snapped away from the others for individual use on-the-go. The CreamLiners come in three shades: Blue Eyes, Green Eyes and Brown Eyes.

RRP: \$24.95

Stockist: 02 8709 8800



#### Great mums deserve great hands

Revitanail has packaged two of its top selling products into a Beautiful Hands and Nails Mother's Day gift set. Included in the pack is the award-winning 30ml Revitanail Nail Strengthener and 100g Revitanail Hand and Nail Cream, plus a four-way nail file. The gift set is packaged up in a keepsake Revitanail tin.

RRP: \$95 (50ml)

Stockist: 02 9663 4277





36<sup>th</sup>

PSA Offshore Refresher  
Conference 2011

Last  
chance to  
register



## Venice & Salzburg 1-10 May 2011

Pre Conference: Milan and Verona 27 April – 1 May 2011 or Orvieto and Florence 27 April – 1 May 2011  
Post Conference: Vienna 10–14 May 2011 and Danube River Cruise 14–23 May 2011

The PSA Offshore Refresher Conference continues to be Australia's leading essential practice education conference and this year will be no exception.

The education program will showcase an outstanding selection of speakers including:

Mr Bruce Annabel  
Dr Jenny Gowan  
Mr Bill Horsfall  
Professor Andrew McLachlan  
Ms Debbie Rigby  
Dr Sepehr Shakib  
Dr Danny Stiel  
Dr Peter van Wijngaarden

The comprehensive program will focus on:

Neurology  
Ophthalmology  
GI tract  
Therapeutic Updates  
Business Management

Delegates will have the opportunity to earn up to 50 CPD credits whilst experiencing the culture and atmosphere of Europe. The 2011 Offshore Refresher Conference will be our most popular to date. Register now to secure your spot.

For more information call  
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