

Inter professional Communication

Overcoming Psychological Barriers

Event details:

Liverpool.....	1 May
Illawarra.....	5 June
Coffs Harbour.....	17 July
Penrith.....	24 July
Newcastle.....	18 Sept
Albury.....	23 Oct
Tweed Heads.....	13 Nov

10 Group 2 CPD credits

Register at:
www.psa.org.au

FDA seeks comments

THE US Food and Drug Administration has issued a draft guidance document to help manufacturers and researchers design "better quality clinical studies in support of premarket approval applications for medical devices".

The document outlines FDA expectations for clinical trial design issues, such as minimising data bias, setting appropriate objectives and choosing study participants.

E-health deal announced

HEALTH minister Nicola Roxon has today announced the selection of IT firm Accenture to "lead the building of the IT infrastructure for Australia's national personally controlled electronic health record."

She said Accenture would be responsible for designing and building the physical PCEHR system which will be used by consumers to register for and view their own

e-health records.

Accenture is experienced in the sector, having successfully delivered a similar system for Singapore earlier this year.

The project also includes the development of internet portals for health providers to view and update a patient's record when given access by the patient, as well as a full audit trail that will show when and by whom a person's record was accessed.

"Personal, secure electronic health records are a critical part of the Gillard Government's national health reform," Roxon said.

She said the system would drive improvements over time to make the country's health and hospitals system more efficient and effective.

A key responsibility of Accenture will be to ensure that the system has high availability, including in a medical emergency, "and that it works effectively and securely for patients and providers alike".

16 days to go...

THERE'S just over two weeks remaining for pharmacies to order their customised 2012 API Calendars, using the simple online system at pharmacycalendars.com.au.

See page three for details.

Three years in a row!



ABOVE: Amcal Max in Doncaster East, Melbourne, is celebrating after being named Amcal/Amcal Max Store of the Year for the third year running.

Business manager Sam Maalouf told PD that the pharmacy has a team of more than 50 staff who make sure they give every customer 100% service and advice.

"We are also lucky to have such an excellent Sigma team that

supports the store and makes it all happen," he added.

Pictured above last week from left: Sreedar Sreenivasan, Pharmacist/Partner; Saqif Shaams, Pharmacist; Sam Maalouf, Business Manager; Marcus Thomas, Senior Pharmacy Assistant; Kerilyn Schaller, Senior Pharmacy Assistant; Natasha Heger, Pharmacy Naturopath; and Sarah Carson, Dispensary Assistant.

Blackmores model move

BLACKMORES has become an official sponsor of the FOX8 show *Australia's Next Top Model*, which began airing last week.

The company said it's aiming to raise awareness among younger consumers "about the importance of good nutrition to achieve a beautiful, healthy appearance from the inside out."

One episode will feature the 180 tablet pack size of Blackmores Nails Hair and Skin, sold exclusively in Priceline Pharmacies nationally.

WIN A SLIM SECRETS GLUTEN FREE PACK



This week *Pharmacy Daily* is giving five lucky readers the chance to win great Gluten Free packs of

tasty treats from award winning, globally exported Slim Secrets.

Slim Secrets are the convenient and tasty treats to compliment your health, fitness and weight loss goals. Each pack is valued at \$60 and contains one box of the snack bars (mixed flavours 16x 28g) and two boxes of potato chips (12x40g packs).

For your chance to win this exciting prize pack, simply be the first person to send through the correct answer to the question below to:

comp@pharmacydaily.com.au

What is the main ingredient of Wanted! snack bars?

Hint: Visit www.slimsecrets.com.au

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Guild Update

This week's update from the Pharmacy Guild The bare bones

Osteoporosis Australia and the Pharmacy Guild of Australia have partnered on a new awareness campaign about bone health.

The campaign highlights the key role pharmacists can play in the prevention of osteoporosis by ensuring optimal calcium and vitamin D intake in Australia.

Pharmacists also play a vital role in assisting patients with diagnosed osteoporosis regarding treatments and compliance.

The new campaign will focus on the importance of calcium and vitamin D and the role of exercise in the maintenance of healthy bones.

Key points

- Optimal calcium and vitamin D levels are important in maintenance of skeletal health
- Average dietary intake of calcium in Australia is below recommended levels
- Low Vitamin D levels and vitamin D deficiency can be easily addressed
- Specific exercises can assist bone health
- Compliance with osteoporosis medications is vital to reduce risk of fracture in patients with diagnosed osteoporosis

New resources for pharmacists will soon be available at www.osteoporosis.org.au (Health Professionals section – see 'Pharmacists' page).

Pharmacists can also order consumer brochures (free of charge) from Osteoporosis Australia by emailing admin@osteoporosis.org.au or phoning 02 9518 8140.



The Pharmacy Guild of Australia

Partnership “scores” PBS

A 'PBS SCORECARD' issued overnight by the Medicines Partnership of Australia cites recent data as demonstrating that Pharmaceutical Benefits Scheme growth “remains low and is trending down”.

The Partnership, which comprises the Pharmacy Guild, the PSA, Medicines Australia, the Generic Medicines Industry Association, the National Pharmaceutical Services Association and the Australian Self-Medication Industry, says the research “should allay any concerns the Federal Government may have about the sustainability of the PBS”.

Based on Medicare data, the Scorecard tracks the moving annual total of prescriptions and

government expenditure, with a fascinating graph (below) which links the data to various policy changes and economic events.

The data used does not include \$100 or

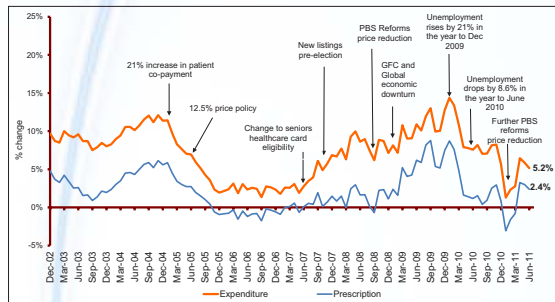
highly specialised drugs used in public hospitals.

The figures show a 5.2% growth in PBS spending for the year to 30 Jun, or less than 2% after adjusting for inflation, which the Partnership says is sustainable, with price disclosure and other measures set to “ensure expenditure remains well under control”.

The scorecard also analyses 10 year average growth in PBS spending, which between 2000 and 2010 was “comfortably the lowest since the 1970s”.

And PBS spending has remained steady at around 0.6% of GDP which is below the OECD average of 0.8%, the Partnership added.

Figure 1: PBS Growth - prescriptions and Government expenditure (Moving Annual Total, MAT)



Source: Medicare Australia. Excludes expenditure on \$100 drugs including highly specialised drugs used in public hospitals.

US pharmacist fraud

A DETROIT-based pharmacist from India has been remanded for trial over an alleged US\$60m fraud.

Prosecutors claim the pharmacist was part of a conspiracy involving falsely billing the US health system for prescription painkillers.

Sexcellence warning

THE TGA has issued an alert over the presence of sulfosildenafil in so-called 'Sexcellence sachets' which may have been purchased over the internet by Australians.

Consumers are urged to discard any remaining product.

DISPENSARY CORNER

THERE is relief in sight for shivering healthcare workers, with the release of a new 'ThermScrub' product in the USA.

The polyester fleece items are claimed to keep users 30% warmer than regular hospital gowns, and as a bonus are odour, moisture and stain resistant.

ThermScrubs have been created by Bob Perez, who says he came up with the idea after working for 18 years as a radiology technician.

"I saw my co-workers constantly shivering," he said, and decided to solve the problem.

"It can be difficult to start an IV with numb, cold fingers, carry a tray with a bad case of the shivers, or lend a compassionate hand, but ThermScrub removes all of those worries," he added.

Fashion-conscious hospital staff will also enjoy the fact that ThermScrubs are available in nine different colours.

A 14-YEAR-OLD British boy has a new lease on life, after a Formula 1 racing team worked to offer him a new "bionic hand".

Matthew James was born without a left hand, and wrote to Ross Brawn from the Mercedes GP Petronas team after he visited his school in Reading, Berkshire.

James was hoping for an i-Limb Pulse made by Scottish firm Touch Bionics, but his family couldn't afford the \$50,000 price tag.

In his letter to the F1 boss, Matthew offered to have his hand sponsored by Mercedes.

The car company contacted the robotics developer, and the two organisations agreed to share technology used in both cars and the bionic limbs.

As part of the deal, the fee to fit the hand has been waived.

The new hand has five individual robotic "fingers" meaning the teenager is able to be much more independent.

"Unfortunately there's one downside to it - I'm having to do more chores," he said.

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