

## Guild Update

This week's update from  
the Pharmacy Guild

### New Business Plan Competition

The National Student Business Plan Competition has been revamped to make it easier to enter, which means it will be even easier for pharmacy students to make their mark and showcase their innovative ideas.

Blackmores Australia has joined with Gold Cross Products and Services and PDL as the new principal sponsor of the 2011 competition, which has also made it possible to open the competition to even more participants this year.

Easier to enter, more competitors, more innovation – the 2011 National Student Business Plan Competition is set to be the biggest and best competition yet!

This year will allow for double the entries from each of Australia's 15 pharmacy schools, and – in some cases – multi-disciplinary teams can enter. Also, a new quarter final round has been established.

This year, entrants will also be given "Foundation Pharmacy" details on which they will build their innovative businesses. This change was based on feedback that, while the competition was very worthwhile, it took a lot of time and effort to prepare entries. The Foundation Pharmacy is intended to make entering the competition easier and more fun.

As in previous years, finalists will pitch their business plans to delegates at the Guild's Pharmacy Women's Congress – to be held in Cairns, Queensland, in July – where the winner will also be announced.

For further information, email [karen.killeen@guild.org.au](mailto:karen.killeen@guild.org.au).



The Pharmacy  
Guild of Australia

## New February PBS listings

**THIS** month around 300,000 Australians are set to benefit from the listing of nicotine transdermal patches on the Pharmaceutical Benefits Scheme.

From today consumers will be able to access both the Nicotinell Step 1, nicotine, transdermal patch (releasing approximately 21mg per 24 hours) and the Nicabate P, nicotine, transdermal patch (also releasing approximately 21mg per 24 hours), on the PBS, while an extension to the listing of Nicorette Patches has also been granted.

Available as an aid to cessation of smoking in patients who have entered, or are entering, a comprehensive support and counselling program in the context of a public health priority area, the nicotine "skin patches" will cost between \$5.40 and \$34 for a four week course – down from around \$140.

In addition, from today, the PBS listing of the anti-smoking aid Champix (varenicline tartrate), has been extended by an additional 12 weeks.

Previously subsidised for one 12-week treatment course, Champix tablets are now available on the PBS for a second 12-week course, for patients who are smoke free after their initial 12 week treatment, and who are enrolled in a comprehensive support and counselling program.

The Health Dept has estimated the move will help about 70,000 to continue their abstinence from smoking.

**MEANWHILE** other February PBS listings include Avodart (dutasteride capsule, 500micrograms), for the treatment, in combination with an alpha-antagonist, of lower urinary tract symptoms due to benign prostatic hyperplasia

Neocate LCP + MCT (Amino Acid Synthetic Formula supplemented with Long Chain Polyunsaturated Fatty Acids and Medium Chain Triglycerides, compound powder, 400g) is also available on the PBS from today.

Indicated for cows' milk protein allergy and multiple food allergy, Neocate LCP + MCT has been formulated with an increase in medium chain triglycerides as its fat source.

Vidaza (azacitidine, powder for injection) has also been listed on the PBS (under Section 100) for the treatment of myelodysplastic syndrome in patients who meet certain criteria; whilst a new lower dose of Herceptin (trastuzumab, powder for I.V. infusion, 60mg) has been listed for the treatment of HER2 positive early breast cancer.

Finally, a new strength of an existing product and presentation of Omnitrope, (somatropin, solution for injection, 10mg in 1.5ml cartridge, with preservative) is also now available on the PBS for the long term treatment of children (above three years of age) with growth disturbance due to insufficient secretion of pituitary growth hormone, growth disturbance associated with gonadal dysgenesis (Turner Syndrome) and growth disturbance associated with chronic renal insufficiency.

For details on the new listings see [www.pbs.gov.au](http://www.pbs.gov.au).

## PBS reforms kick in

**THE** Department of Health has today published a new list of Drugs subject to Expanded and Accelerated Price Disclosure from today, under the Memorandum of Understanding between the govt and Medicines Australia.

The changes will see a mandatory price reduction of 5% for generic drugs in the F2T formulary, while medicines in the F2A formulary will drop by 2%.

The MoU also sees the PBS price reduction increasing from 12.5% to 16% when the first generic brand of a medication is introduced.

## Medicines Safety

**THE** February issue of the *Medicines Safety Update* is now available to view on the Therapeutic Goods Administration website.

The issue covers clozapine and severe constipation, drug interaction between tamoxifen and antidepressants, methysergide and retroperitoneal fibrosis, and a reminder to report suspected adverse reactions.

To view go to [www.tga.gov.au](http://www.tga.gov.au).

## Pharmacy and CoQ10

**THIS** year the Bio-Organics CoQ10 television campaign will again be branded with the Pharmacy Guild of Australia's Gold Cross logo.

The consumer promotion will primarily target patients on cholesterol-lowering drugs which may lower their bodies naturally occurring CoQ10 levels.

At present Bio-Organics has a 19% CoQ10 market share in pharmacy, with its super strength 150mg product a top seller.

The new adverts follow on from the success of last year's Gold Cross campaign which reinforced the Gold Cross as the symbol of the profession, representing, trust, service and advice.

The CoQ10 TV advert will close with the message 'Ask your pharmacist where you see the Gold Cross'.

"Our respective brands are well regarded in pharmacy and last year's CoQ10 campaign with Gold Cross endorsement boosted Bio-Organics awareness and sales," said Sanofi-Aventis' David Anderson.

The campaign will kick-off on 13 February and will run until April.

**HAS YOUR WHOLESALER  
REDUCED YOUR PBS DISCOUNT?**

**CAN YOU AFFORD TO LOSE  
\$5,000 PER YEAR FOR EVERY  
\$1M IN TURNOVER?\***

**We GUARANTEE we can increase  
your current PBS Discount!  
You can get back what you  
have lost and more!**

Click here for more Chemsave benefits

\*Approximate and average figures based on a 1.25% PBS discount reduction



**STILL OFFERING  
AUSTRALIA'S  
HIGHEST  
WHOLESALER  
PBS DISCOUNT!**

**Contact us NOW to see how we  
can help YOU!**

**DAVID PATTON: 0432 515 717**

Would you like **GP of 36-38%**  
when the industry average is 33%?  
We can help.

\* See us at APP at  
stands 112 & 113

PHARMACY ALLIANCE GROUP  
Freedom to choose

CLICK HERE  
TO FIND  
OUT MORE

## Qld pharmacy scam

**AUTHORITIES** are warning pharmacies in Queensland of a Nigerian phone scam currently doing the rounds.

According to reports, Qld police became aware of the scam after a Brisbane pharmacist received a phone order for \$3000 worth of blood pressure kits.

The caller provided credit card details and a Nigerian shipping address.

The pharmacist then processed the goods, only to receive a call from the bank regarding the fraudulent use of the credit cards used to pay for the blood pressure kits.

Several other Brisbane pharmacies have since also reported similar phone calls.

"I urge everyone to be extremely cautious when taking phone orders for large amounts," said a police spokesperson.

"Businesses, especially those who have been affected by the floods, will be extremely vulnerable right now and unfortunately this would be a golden opportunity for an overseas scammer," the spokesperson added.

## PSA pushes mental health

**THE** Pharmaceutical Society of Australia's 2011-12 Budget submission includes a proposal for a federally-funded network of liaison pharmacists to improve community mental health outcomes.

The program would see one salaried pharmacist for every Medicare Local, "to improve cost-effective health services for consumers with mental illness".

According to the PSA, the

program would provide a single point of coordination and communication between the consumer, primary health-care team, community mental-health team, and hospital-based health professionals.

"If accepted by the Government, this program would reduce preventable medication errors and help to ameliorate the personal and health system costs of medication errors," said Acting President of the PSA, Grant Kardachi.

The key program focus for liaison pharmacists, according to the proposal, would be consumers with mental illness transferring between health-care settings and providers.

## Free eMIMS for interns

**MIMS** Australia is offering all pharmacy interns, enrolled in the Pharmacy Guild of Australia's new Guild Clinical Intern Training Program, with free access to eMIMS during their training.

"MIMS has provided complimentary eMIMS to pharmacy students and the PSA Interns for many years and we believe it is important we offer the same opportunities to interns who choose the Guild as their training provider" said Margaret Gehrig, MIMS National Business Manager.

## APP holiday winnings

**ATTENDEES** at this year's Australian Pharmacy Professional Conference and Trade Exhibition (17-20 March), will have five chances to win one of five holidays, according to the Pharmacy Guild of Australia.

The holiday packages, each valued at \$5,000, are sponsored by eRx, Find a Pharmacy and Mirixa.

See [www.appconference.com](http://www.appconference.com).

## Australian Prescriber

**THIS** month's edition of the *Australian Prescriber* is out today, with articles on standards for electronic prescribing systems, non-surgical treatments for skin cancer, pain relief in pregnancy and breast-feeding and managing delirium in older patients.

To view the publication see-  
[www.australianprescriber.com](http://www.australianprescriber.com).



## DISPENSARY CORNER

**WHO'D** have thought it?

The US Food and Drug Administration has issued a recall for candy bars called 'Toxic Waste Nuclear Sludge' because they are not safe to eat.

The lollies were manufactured in Pakistan and on sale throughout the US and Canada, but the FDA has found an "elevated lead content" in the products which could be harmful to children and pregnant women.

**SOME** people really don't let illness interfere with their lives.

A Chinese man has gained instant fame after he was photographed by another motorist driving while receiving an intravenous drip (see below).

The photographer, Zhou Tao, spotted the vehicle in the western city of Xian.

"I couldn't believe it when I saw the IV pole sticking out of the window and the driver receiving treatment," he said.

The patient has been nicknamed 'Injection Brother,' with internet photos receiving over 100,000 hits in just two hours.



Hopefully it's not a tranquilliser.

## WIN A JULIENNE HAIR REMOVAL PACK



Every day this week, **Pharmacy Daily** is giving away hair removal packs, courtesy of **Julienne**.

Each pack contains Julienne Ultra Creme Bleach and the Julienne Soft Feel Wax Strips.

For the ultimate bleaching experience! Julienne Ultra

Creme Bleach contains all you need to bleach dark body hair. A gentle bleaching treatment for sensitive skin. Now you can feel more confident with hair that blends naturally with your skin tone!

Julienne Soft Feel Wax Strips are ready-to-use, instant hair removal strips infused with soothing Geranium oil to enhance your home waxing experience. Soft feel technology strips are so easy to use and are ideal for all hair types.

For a chance to win your very own Julienne pack, simply be the first reader to send in the correct answer to the daily question below to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**Julienne Ultra Creme Bleach Kit contains 2 tubes, a ..... and a ..... bowl**

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

Congratulations to yesterday's lucky winner, **Meagan Hocking** from Mannum Rd Better Health, SA.

## MARCH WEEK END

Continuing  
education focusing  
on the heart  
and mind

### Annual Therapeutic Update

Friday 25 – Sunday 27  
March 2011

Novotel Sydney Manly  
Pacific, NSW

[www.psa.org.au](http://www.psa.org.au)



Pharmaceutical  
Society of Australia

PSA3086