



Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature.

This week's contributor is Hilary Hahn, GM of Sales for the Pharmacy Alliance Group.

Sorting through the different offers in the marketplace

Our industry is constantly changing. It's of great importance to develop relationships that help you navigate these changes, allowing you to continue to offer the best care and advice to your customers with as little impact to your bottom line as possible.

There are untold numbers of groups/service providers that exist in our industry.

Analyse your goals (and your demographics) before you look to partner with an organisation, to ensure that they can meet your needs.

Are you looking for profit optimisation, time savings, peace of mind, space effectiveness, or building a viable exit strategy?

Your business is as unique as your goals, so it is imperative that you look for a position in the market that suits you – and a partner that can help you get there.

Request proof, ask for testimonials and make certain your values are aligned.

Practical features to look for in a business building partnership include:

- overall cost leadership
- long heritage
- differentiation, focus and dedication
- strong marketing abilities
- creative flair
- technology leadership
- strong cooperation with partners
- independence

Only once you've defined your goals can you look at each offer, and decide which will give you the most value in terms of what you're looking to achieve.



PSA hails Gillard health plan

THE Pharmaceutical Society of Australia has welcomed the government's revised health care reform package, saying it provides an opportunity for the role of pharmacists to become "more structured and integrated into the collaborative health-care model".

Acting PSA president Grant Kardachi said reported elements of the plan include doubling the number of so-called Medicare Locals from 15 to 30 which would provide a greater emphasis on community health.

"Medicare Locals have the potential to improve health outcomes for the community through a more systematic provision of team-based care - still something of a rarity in the primary care setting," Kardachi said.

"Through a more consistent integration into primary health care teams pharmacists can use their recognised expertise in medication

management to improve the health of the community," he added.

The PSA said that medication misadventures are a "huge and growing problem," leading to much unnecessary hospitalisation and costing more than \$660m a year.

Kardachi also hailed a report that PM Julia Gillard is seeking greater emphasis on the treatment and prevention of conditions such as diabetes and obesity.

"Programs and advice and counselling to provide treatment of these two conditions are already a major part of the professional services that many pharmacists provide," he said.

SA nurse scholarships

THE South Australian government is moving to boost the numbers of nurse practitioners in the state, today awarding 40 nurses scholarships to study for Masters degrees to lift their qualifications.

"By 2014, we hope these nurses will be among the additional 100 Nurse Practitioners treating and caring for patients across South Australia," said Health Minister John Hill.

The scholarships include reimbursement of all course fees and costs including books, travel and accommodation for rural students and clinical placements.

FDA kidney test OK

THE US Food and Drug Administration has approved a test to help with the management of potential organ rejection in kidney transplant patients.

The test, called QMS Everolimus Immunoassay, monitors the blood level of everolimus (Zortress) which is used to help prevent rejection.

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Organic soap winners

CONGRATULATIONS to Kaylene

Morris from Phoenix Medical and Samara McKenzie from Murray Bridge Better Health Pharmacy, who were the lucky winners of last Friday's Organic Soap packs competition, sponsored by The Organic Soap Company.

Statins and sleep

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin discusses nightmares and sleep disturbances associated with statin use.

It's available for free download at auspharmlist.net.au/ebulletin.php.

Use it or lose it!

**IDEAL FOR INDEPENDENT
PHARMACIES**

2010 was a watershed for many retailers. All Pharmacy owners who have experienced a decline in retail sales over the last year must now stop and take stock.

Customer loyalty can't be assumed.

- Exactly what should you do?
- Should you spend hundreds of thousands of dollars on a fit-out?
- Should your store be bigger or should you lose space?

To answer these questions, join Hilary Kahn (FeelGood Guide), Mark Nicholson & Norman Thurecht (Johnston Rorke Chartered Accountants) in a punchy and informative 55 minute online live seminar.

15th February 2011

2:30pm (AEST)

For Information Click Here



TWC care packages

TERRY White Chemists has announced a major flood and cyclone relief initiative which will see more than \$800,000 worth of free 'care packages' distributed across Queensland.

The group said the packages would help Queenslanders to restock with "essential pharmacy items" such as hand sanitisers, vitamins, band-aids, hairbrushes, toothbrushes and antiseptic.

The move is on top of \$200,000 already raised across the Terry White Chemists group by pharmacy owners, suppliers and staff.

"The fundraiser was a great success but there was a real sense within the group that we wanted to do something on a more personal level...for those affected by the devastating weather events that have hit Queensland," said TWC ceo Anthony White.

"We decided that, as we are in the business of pharmacy, we should call on our own network of contacts to see what they could provide in the way of assistance".

The care packages were made available for collection from last Fri at all Terry White Chemist stores from Cairns to Lismore.

NZ pharmacy consolidation

NEW Zealand listed pharmacy franchise group Pharmacybrands has announced a further expansion with the purchase of a group called Radius Pharmacy.

Pharmacybrands already includes Unichem, Amcal, Life Pharmacy and Care Chemist stores, with this latest move adding 34 additional outlets to its network.

The purchase price is \$17.1 million plus the assumption of \$18 million in debt, and is subject to approval by Pharmacybrands

shareholders at a meeting planned for late next month.

Pharmacybrands ceo Alan Wham said the move was vital because the group faces "retail competition primarily from other channels and we must invest further in both the tools and developing the skills to compete effectively, at the same time as investing in new service opportunities in primary care".

Pharmacybrands currently has almost 270 franchisees and about 30 company owned stores with the Radius deal boosting it above 300 outlets in total and more than doubling the shops in which it has a direct interest.

Radius Pharmacy's 34 outlets last year turned over about \$86 million, dwarfing Pharmacybrands' 2009/10 total revenue of \$16.2m.

Crossmark connects

PHARMACY and retail marketing services provider CROSSMARK has launched a new interactive online Connect Community in Australia and New Zealand, with the aim of providing "a foundation for a more collaborative learning and dynamic work environment for staff and clients".

The system allows the company's staff to connect and collaborate instantly, marking a "fundamental shift in how CROSSMARK communicates with our staff and clients," according to spokesperson Hilary Lamb.

US e-script battle

THE benefits of electronic prescribing in the USA may be undermined by a move which would limit the display of available drugs in doctor's software to proprietary items rather than including generics.

The Pharmaceutical Care Management Association, which is a coalition of 'pharmacy benefit managers' in the US, has raised the issue of a "quiet campaign" by some drug manufacturers to push state-based legislation around electronic prescribing.

New laws are currently pending in 11 states, with the PCMA saying the legislation would "undermine e-prescribing's progress by prohibiting doctors from seeing all lower cost options such as cheaper generics and preferred brands".

The organisation also says the state-based laws propose preventing the technology from showing safety information such as drug-drug interactions and disallowing any choice of lower cost pharmacy options.

Lilly reshuffle

ELI Lilly and Company has named Sue Mahony as its new President of Lilly Oncology.

She moves from her current position as the company's senior vice president of human resources, and will be replaced by Steve Fry.



DISPENSARY CORNER

THIS could be seen as romantic - if a little unhygienic.

New York's Bronx Zoo is offering a unique gift for all you romantics wanting something a bit different to the traditional Valentine's Day flowers and chocolates today.

The zoo's "Name a Roach" promotion gives lovers to have a Madagascar Hissing Cockroach after that special someone in their life.

The gimmick is being promoted with the catchy tag-line "Flowers Wilt. Chocolates Melt. But Roaches are Forever," with more than 1000 incurable romantics already paying the US\$10 fee to personalise one of the disgusting crawling insects in honour of their

AND still on the Valentine's Day theme, there could be an upsurge in glandular fever in the tourist town of Pattaya in southeastern Thailand, which is currently hosting the World's Longest Continuous Kiss competition.

No snorkels are permitted, and judges carefully enforce the rules of the competition which stipulate that lips must be locked non-stop, with couples unable to sit down or sleep during their record attempt.

Last year saw a new world record set at the event, with a German pair kissing for an amazing 32 hours, 7 minutes and 14 seconds.

GERMAN paramedics were called into an urgent case last week, after a passerby alerted emergency services about a swan that was stuck in a frozen pond.

A total of 25 ambulance officers and firefighters were scrambled to the pond for the hair-raising rescue of the stranded creature.

The skills of the workers were not really needed however, because once they located the afflicted animal they found that it was in fact a plastic replica which had been put there by fishermen to scare away other birds.

"The ice was not very thick so it was quite a dangerous rescue," said a spokesman, who added: "Thankfully no one was injured and we got some training."

WIN A REVITANAIL NAIL STRENGTHENER



Pharmacy Daily has teamed up with **Revitanail** this week and is giving 5 lucky readers the chance to win a Revitanail Nail Strengthener.

Revitanail Nail Strengthener has always been the first choice for women who want nails that are strong and long. This superior nailcare treatment is fortified with Calcium and helps promote stronger, longer and healthier looking nails. It also protects nails against dehydration caused by the use of harsh detergents and soapy water.

For your chance to win your very own Revitanail Nail Strengthener, simply send through the correct answer to the daily question below:

How long does each Revitanail Nail Strengthener programme last for?

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

First correct entry received each day will win!

Hint: Visit: www.revitanail.com.au