

Pharmacy DAILY

Monday 31 Jan 2011

PHARMACYDAILY.COM.AU

Pharmacy Daily winner

CONGRATULATIONS to Diana Lin from Apotex, who was the lucky winner of last Friday's A'kin Anti-oxidant competition.

For those of you who missed out last week, never fear, see page two for the first installment of this week's Julienne hair removal competition.

J&J EU approval

JOHNSON & Johnson has received European Union approval for its planned acquisition of global biopharmaceutical company, Crucell.

Fully and unanimously supported by the Crucell Management Board, J&J's offer (open until 16 February) includes a recommended cash offer of 24.75 per Share, for all of Crucell's issued and outstanding ordinary shares, subject to the satisfaction of a minimum acceptance level of at least 95% of the Shares, which will be reduced to 80% if certain conditions are met.

In terms of its plans for Crucell, J&J has said that it "expects to maintain" the company's existing facilities and senior management staff, as well as its current employment levels.

Following the expected sale, Crucell will become the centre for vaccines within Johnson & Johnson's pharmaceuticals group.

Pfizer delivery arrangements

PFIZER has announced that between now and 01 April, it will not charge delivery fees for pharmacists who place two or three orders in the same week.

The interim arrangements are part of Pfizer's response to consultations with community pharmacy representatives over its decision to sell its prescription medicines directly to community pharmacy, effectively cutting out wholesalers, from 31 January (PD 06 December).

According to Pfizer, the arrangements will give pharmacists an additional two months to establish ordering patterns and "become comfortable with the new ordering system".

Pfizer, as a means of calming pharmacist concerns, has also enhanced its critical products list by 15 additional medicines, including products which may be categorised as life saving, life sustaining or where there is no therapeutic alternative.

Medicines on Pfizer's critical products list do not incur delivery fees and are guaranteed to arrive within 24 hours.

In addition, Pfizer has also added 119 "specialty care medicines" to its general products list.

"These medicines are usually sold into hospital pharmacies but some

community pharmacies need to stock them for their customers," said Mark Crotty, General Manager of Pfizer Established Products Business Unit.

"We understand that one of pharmacy's main concerns is around delivery standards," said Crotty.

"Our agreement with our logistics service provider, DHL, means that all pharmacies will get next business day delivery if orders are placed before the 1pm cut off time, with the exception of 17 pharmacies classified as remote where deliveries will take around two business days," he added.

The new direct-to-pharmacist business model, which takes effect from today, will also be reviewed by a specially selected Monitoring Committee made up of senior representatives from the Pharmacy Guild of Australia and Pfizer.

The Committee will monitor performance and delivery times, and will also, "ensure that any issues are resolved quickly and that pharmacists have a voice."

As part of its duty, the Committee has already met to set up procedures for reviewing and resolving disputes arising from the new model.

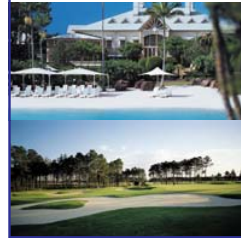
"We understand that this is a big change for pharmacy but we are confident that our competitive offers and service standards will be well received," said Crotty.

Got Psoriasis? Don't Hide

THIS week marks the start of a new psoriasis campaign, 'Got Psoriasis? Don't Hide?'

Championed by its ambassador, psoriasis sufferer Emma Caminiti (season one winner of reality TV show *Beauty and the Geek*), the campaign uses social media to make it easy for psoriasis sufferers to find and interact with one another, see - www.facebook.com/gotpsoriasisdonthide.

"Boost Your Financial Management"



At Hyatt Regency Sanctuary Cove

GOLD COAST 4-6th April 2011

Presented by Geoff Perry

FMRC Business Development

Over 2,000 Pharmacists have attended
CLICK HERE to go to brochure for details.

Gain 26 CPE points

"The most practical, demystifying course I have been to"
Megan Kelly - Kiama

Have your say on clinics

THE Department of Health is hosting a series of community consultations for health professionals and local residents, regarding GP Super Clinics in their local areas.

As part of the consultations health professionals and residents will be encouraged to "share ideas about the best options for their local GP Super Clinic", and will also be invited to ask about the GP Super Clinics program and funding processes.

Community Super Clinic consultations are will be held in: West Pilbara (Karratha), WA, 31 January; The Gold Coast, Qld, 3 February; The Sunshine Coast, Qld, 4 February; Adelaide, SA, 14 February; Mount Barker, SA, 15 February; Darwin, NT, 18 February; The Lower Hunter, NSW, 7 March; Townsville, Qld, 10 March; and Mackay, Qld, 11 March.

To register interest in attending email gpsuperclinics@health.gov.au.

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Pharmacy Catalyst

Guild Pharmacy Academy - NSW Convention 2011

Friday 25th - Sunday 27th February 2011 | Novotel - Manly Pacific

Earn ALL your required CPD points in one weekend

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- See, touch & discuss products with industry suppliers at their trade booths
- Network with industry colleagues & peers at dinner on Saturday night
- Zone Leaders meet Sunday 27 February



Proudly supported by Pfizer

Register now at www.guildpharmacyacademy-nswconvention.org.au

JR pharmacy
(a division of JR Chartered Accountants)

You could be forgiven for thinking Pharmacy businesses are under attack:

1. Warehouse operators continue to win customers from community pharmacies with aggressive discounting and low price offers.
2. The Government recently legislated a Memorandum of Understanding with Drug Manufacturers which accelerates the current price reduction process flowing from Weighted Average Price Disclosure
3. Pfizer have shifted their supply from the traditional wholesale chain with associated changes to trading term arrangements
4. Wholesalers are changing pharmacy trading terms including a reduction in discounts resulting from the MoU and Pfizer's decision
5. Pharmacy valuations are being impacted while the Banks are changing their lending and covenant requirements

So how does a traditional community Pharmacy combat the above?

Is Pharmacy ownership still the holy grail for young Pharmacists ?

Join Johnston Rorke Partners Mark Nicholson and Norman Thurecht as they explore the impact of the above changes and consider the requirements for future success in a rapidly changing industry. Also joining Mark and Norman with supporting insight will be Andrew Vidler from Symbion and Westpac Pharmacy lenders from each state.

CLICK HERE

For your state's "Focus & Execute" seminar details to explore the impacts on community pharmacy and the building blocks for future success.

Westpac

symbion
Pharmacy Services

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



Pharmacy workshop

FMRC Business Development is hosting its 'Essential Pharmacy Financial Management' workshop between 4-6 April 2011, at the Hyatt Regency Sanctuary Cove.

Worth 26 CPD points, the workshop will be presented by Geoff Perry, and is aimed at providing participants with "financial skills for life."

There are only a few spots left, see - www.fmrbusdev.com.au.

Back to school asthma

PARENTS of school aged asthma sufferers should prepare 'back to school asthma action plans', according to the Department of Health.

The call comes ahead of the anticipated spike in asthma cases at the start of the school term (this week), with the DoH also encouraging those who deal with children on a day to day basis to visit www.asthmaaustralia.org.au for asthma management information.

Pure flood relief

THE Purist Company has announced that it will donate A'kin and Al'chemy products to the Qld food bank, bringing its total cash and stock donation to \$50,000.

Change Champions

CHANGE Champions has released details of two upcoming medication safety seminars to be held in March 2011.

The first seminar, 'Medication Safety and Older People' will take place between 1-2 March at the InterContinental Hotel, Adelaide; whilst the second 'Mental Health and Medication Safety' two-day seminar will kick off between 3-4 March, also at the Intercontinental.

MEANWHILE the company is also hosting a master class on 'Improving adherence with medication in psychiatric practice', on 01 March in Sydney.

See - www.changechampions.com.au.

New Vitamin D test

ABBOTT has received permission to market its new Architect 25-OH Vitamin D assay, product in the EU.

The device is a fully-automated immunoassay, which is intended for the quantitative determination of 25-hydroxy vitamin D in human serum and plasma, to aid in the assessment of vitamin D sufficiency.

Pharmacy's larger chemo role

PHARMACISTS have the potential to be involved in the dispensing, administering and monitoring of patients receiving oral chemotherapy and Systemic Anticancer Therapies, according to a new report.

Prepared as part of collaborative work between the UK NHS, the Royal Pharmaceutical Society and the National Pharmacy Association, the report titled 'Dispensing and Supply of Oral Chemotherapy and

New smoking campaign

THE Department of Health has launched a new "hard-hitting" anti-smoking campaign, which links smoking with lung cancer.

The \$61m campaign launches on television and radio stations, as well as in print, this week, and emphasises the link between smoker's cough and the most common symptom of lung cancer (a cough).

"In Australia, smoking causes 84 per cent of new lung cancers in men and 77 per cent in women, so the message is plain: stop smoking to reduce your risk of lung cancer," said the Minister for Health and Ageing, Nicola Roxon.

SACT in Primary Care', is aimed at setting requirements for a community based service which would dispense and supply oral anticancer medicines in primary care.

In terms of service models, the report theorises three levels with Level One offering a baseline service where the service provider would supply the oral anticancer drugs ensuring compliance with NHS safety recommendations.

Level Two would offer a specialised service, where service providers would "check the oral anticancer medicine prescription, referring to a regimen protocol following the basics of national standards for chemotherapy verification"; whilst Level Three would offer an advanced service, whereby service providers would assess the patients clinically to ensure that it is safe to proceed with chemotherapy.

As part of this three tiered scheme, the report's authors recommended service providers meet additional training standards.

To view the report visit - www.rpharms.com.

DISPENSARY CORNER

BOUNCING back quickly.

In a somewhat unbelievable feat of human endurance, a 35-year old Scottish mountain climber, Adam Potter, has survived an unfathomable 300m fall off a mountain.

Potter, part of a group of 24 climbers at the summit of the 1,094-metre high Sgurr Choinnich Mor mountain, lost his footing and tumbled 300 metres down the mountain's near vertical cliff face to land on an outcrop 790 metres from the bottom.

"The speed accumulated really fast," Potter told reporters.

"I was trying to slow myself down but every time I slowed myself down I would then go over a cliff edge, so I would get all my speed back.

"Towards the end I had almost lost all of my speed, then I actually saw what I was about to go over, which was one more cliff, and I actually thought that would be it," he added.

Fortunately for Potter, it was not the end, and he was located by a search and rescue helicopter, shortly after coming to a standstill.

"It's hard to believe that someone could have fallen that distance on that terrain and been able to stand up at the end of it, let alone chat to us in the helicopter," one of his rescuers said.

LEGAL squeeze.

A 6ft 9ins prisoner, known only as Angelo MacD, is currently in the midst of a legal battle over claims he is simply too big to fit in his gaol cell.

According to reports the Dutch prisoner, who weighs in at 36 stone, is fighting for the right to complete his two year gaol sentence in his own home, under house arrest.

In a bid to accommodate Angelo, authorities added a 2.15m plank and another mattress to his bed, however his lawyer is arguing that Angelo has to wedge himself into his shower, and that his loo is so low that he has to "limit" his visits.

"He is 2.07m tall and a metre wide and a metre deep, he is a giant," Angelo's lawyer told media.

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.

Julienne Ultra Creme Bleach is fast acting as it works in minutes

Hint! Visit www.julienne.com.au