

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

Pharmacy Best Buys

API is today inviting pharmacies to boost their sales via its Pharmacy Best Buys monthly promotion, which will in September offer a major prize of a new car.

More than 500 pharmacies are already taking part in the program which includes national press advertising, catalogue distribution and free in-store point of sale materials.

For details see **page three**.

Don't be too social

PHARMACISTS in the UK are being warned against engaging with customers or patients on rapidly rising social media outlets such as Facebook and Twitter.

The UK National Pharmacy Association has issued a statement saying that the pharmacy team has a "duty to protect patient confidentiality," with the alert following a similar warning to UK doctors by the British Medical Association (BMA).

A newly released BMA social media guide for health professionals sets out a number of suggested guidelines including using strict privacy settings, and not posting "informal, personal or derogatory comments about patients or colleagues on public internet forums".

"Defamation law can apply to any comments posted on the web made in either a personal or professional capacity," the Guideline states.

The BMA also warned that some health workers had been investigated after communicating with patients online, and "some have even lost their jobs as a result".

New SHPA research role

THE Society of Hospital Pharmacists of Australia has today announced a new Melbourne-based research pharmacist role which it is jointly funding in conjunction with Celgene.

The manufacturer has provided an unrestricted research grant in support of SHPA's goal of "excellence in medicines management," according to Celgene gm Albert Spanos.

"This is an important time for pharmacists and recognition of their knowledge and expertise about using medicines at all steps of the medicines management pathway," Spanos said.

"Much is happening in Australia at present and we want to support SHPA to provide their input to key areas of the broad health agenda".

The key focus of the new SHPA Celgene Fellow will be to bring together evidence from research into practice "in a way that describes the benefits for individual patient care or system-wide improvements," according to SHPA.

Key outcomes will include plain English fact sheets that can be understood by the general public, along with govt decision makers.

SHPA President, Sue Kirsa, said the organisation had considered what was top of mind on the government's agenda "and also how that involved pharmacists working at the coal-face of providing care".

She said stand-out issues identified included e-health and Personally Controlled Electronic Health Records; the ongoing

National Health and Hospital Reform and the interplay between Medicare Locals and Local Hospital Networks; and supporting the recognition of pharmacists as advanced practitioners.

"Success for this role will be the ability to review the literature and unpublished material - especially from Australian studies - and to translate this so that consumers and government decision makers can understand how pharmacists can have the best impact," she said.

Kirsa added that SHPA wanted to be able to harness the innovation that is taking place both here and internationally.

"We want to highlight the ways that pharmacists can make a difference and improve medicines management and make that understandable to all."

For more details on the new SHPA research role **CLICK HERE**.

Compounding focus

THE use of compounding pharmaceuticals in Anti-Ageing medicine will be a key focus of the upcoming Australasian Academy of Anti-Ageing Medicine Conference to be held in Melbourne next month.

Places are still available at the 20-21 August event which is themed 'Age Management: Prevention, Integration and Balance'.

Conference spokesperson Daryll Knowles said the event would "showcase a range of emerging technologies and innovative techniques to allow pharmacists to further customise medications".

See www.a5m.net.

MA slams deferrals

A SUBMISSION from Medicines Australia to the Senate Inquiry into the govt's administration of the Pharmaceutical Benefits Scheme (PD 24 Jun) claims that ordinary Australians are missing out on access to new medical treatments.

"The future access of Australians to medicines is being transformed into a political lottery," the submission says, because the PBS deferrals perpetuate a two-tiered system where high income patients can afford better treatments for a range of conditions such as chronic pain from cancer or schizophrenia.

Of even more concern than the deferral of medicines currently in the pipeline is the revelation in the submission that almost half of Medicines Australia member companies are now considering delaying bringing new medicines to the local market as a result.

"The decision to require Cabinet to approve all new PBS listings...is a bad policy decision," MA said.

The Senate Committee is due to hand down its report by 18 Aug.



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Guild Update

This week's update from
the Pharmacy Guild

The Plain English Guide

The Plain English Guide to the Pharmacy Industry Award 2010 (PIA) has been updated to include advice for employers who joined the national workplace relations system from February 2011, as well as information on the impact of the 2011 Annual Wage Review and associated adjustments.

The guide has been developed by the Pharmacy Guild to help its members understand the PIA, as well as the terms and conditions of employment provided by the National Employment Standards (NES).

This guide is an essential resource for employers, human resource managers and payroll personnel and contains detailed information to assist employers comply with the PIA.

It provides:

- best practice tips to comply with the PIA;
- calculations and examples to apply the transitional arrangements; and
- identification of further sources of information.

The guide provides vital information to enable members to gain a practical understanding of their award obligations as employers in the community pharmacy sector.

Available exclusively to Pharmacy Guild members for just \$165 – you can log on to www.guild.org.au/workplacelrelations and order your copy today.



The Pharmacy
Guild of Australia

Monash urges uni review

MONASH University Dean of Pharmacy, Prof William Charman, has called for a moratorium on new pharmacy schools in Australia, as well as a review of their accreditation standards.

Charman says the proliferation of schools here is "of significant concern," with a threefold increase since 1997 to a total of 18 - greatly exceeding the level of pharmacy education per capita in the UK, USA, Canada and Europe.

He says there is currently a "prevailing lack of clarity, future planning and governance of this matter," adding that it is also time to "reconsider the overall standards, process and quantitative quality assurance requirements associated with accreditation of pharmacy schools".

The statement follows a recent response from Monash to reported comments by PSA President Warwick Plunkett (PD 06 Jul), who accused Monash of being among the "big universities" contributing

to an excess of pharmacy graduates.

Charman defended Monash, saying the university now had the same number of incoming pharmacy students as in 2004/5, as part of a "deliberate strategy to support the very high-quality students attracted to our leading education and research program".

He said Monash had invested over \$50 million in new facilities and infrastructure "to enable our approximately 50 highly qualified academic staff to provide the best possible education to our students."

Charman said he looked forward to positively contributing to a debate about the future of pharmacy education in Australia, adding that "it is essential that stakeholders from the community, the various organisations that represent the profession, pharmacy regulatory bodies, students and interns, the education sector and the Government come together to urgently address these matters in the public interest".



DISPENSARY CORNER

THIS could mean the end of textas the playground.

A Scottish surgeon has come up with a new technique which could replace the use of plaster casts for some types of injuries.

Professor Gordon Mackay said the method uses an "internal support" for broken ligaments.

In Scotland, plaster casts are known as "stookies", and the doctor said that when they are removed "the limb tends to be festering within and your muscles have wasted to nothing."

"Anyone who's had the experience of trying to put a knitting needle down the cast to get to an itch will realise that a stookie is extremely unpleasant," he added.

The method uses a small piece of tape inserted using keyhole surgery to brace hurt ligaments, allowing movement and supporting them while they heal.

Sports people are expected to be particularly interested in the technique because it will allow them to recover much faster from ligament damage.

ONE big headache.

A 22-year old man in China has used a lifetime's worth of luck to survive a fall and a steel pole to the skull.

According to local media the man, a builder, had been working on a construction site in Quanzhou when he fell, impounding a steel pole 15 centimetres into his own skull.

The 1.2cm thick pole took a whopping five hours in surgery to remove.

"It's very rare to see such severely injured patient," said Doctor Zhuang, who confirmed that the young builder is in a serious but stable condition.



WIN A PURE SPA PACK



Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a Pure Spa® pack, courtesy of **Pure Spa**.

Pure Spa® natural skinCare products contain certified organic rosehip, jojoba, sunflower and natural vitamin e oils – all rich in natural vitamins and well known for their ability to care for sensitive, newborn baby skin.

Pure Spa® products also contain carefully selected pure essential oils. Made in Australia, naturally. Now available to pharmacies and NOT sold to supermarkets.

For your chance to win your very own Pure Spa® pack, simply be the first person to send in a correct answer to the daily question below:

Where would you find the natural and organic ingredients for each All Pure Spa® product?

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

Hint! Visit www.purespa.com.au

Congratulations to yesterday's lucky winner, **April Pearce** from **Ayr Distric Hospital, QLD**.

Drive your sales...

and one of your customers could be driving a **NEW CAR!**



Image for illustration purposes only. Prize will be a Polo 77TSI Comfortline Manual

Now is the time to boost your sales with the proven pharmacy retail promotion that delivers more than any other program.

Pharmacy Best Buys is API's proven, low cost, easy to manage monthly promotion with over 500 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **FREE in-store point of sale including posters, price cards, spare catalogues, competition entry forms & wobblers**

WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is the multi award winning Volkswagen Polo 77TSI valued at \$24,300 with 5 state consolation prizes of Tom Tom GPS units (valued at \$447 each). Attract new customers to your pharmacy and encourage your existing customers to spend more!

Don't miss out. With printing and distribution of just \$130* per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today, that's only 13 cents per catalogue.

This is the retail boost that will help drive sales and improve profits for your business. Sign up today and take advantage of our NEW CAR giveaway!

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