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Driving your sales

API is again today inviting pharmacies to boost their sales via its Pharmacy Best Buys program, which offers a major prize of a new car in September.

Over 500 pharmacies are already part of Pharmacy Best Buys, which includes national advertising, catalogue distribution and free in-store point of sale materials.

For full details see page 3 of today's *Pharmacy Daily*.

Sperm and infertility

A NEW study by researchers from the University of California has isolated a new contributing factor to male infertility - a gene mutation which causes a lack of coating on the sperm and inhibits movement in the cervix.

Around 20% of men could potentially be affected by the mutation, the researchers said.

APESMA on the rampage

PHARMACIST union APESMA is once again on the warpath over claims Australian pharmacists are not being paid adequately.

According to a new union survey, APESMA has found 89 cases where pharmacy employees worked outside normal hours, such as late at night or on weekends, without receiving penalty rates or compensation.

APESMA Senior Industrial Officer, Jacki Baulch, said the

finding was "yet another example of the widespread and illegal underpayment of Australian pharmacists."

"Under the award pharmacists must be paid penalty rates or compensation for working outside normal hours.

"Employers that refuse to pay for extra work are breaking the law," she added.

As a result of the findings Baulch is urging pharmacy owners to comply with employment awards, adding that the union is intent on pursuing legal action against proprietors who illegally pay less than they should.

Get a job for WYD

THE European Centre for Disease Prevention and Control is urging international visitors to ensure they are vaccinated against measles before leaving home and heading for Europe.

The ECDC said that while outbreaks tend to occur during the northern winter and early spring period, this year's upcoming World Youth Day poses "favourable conditions" for the spread of the virus.

"All those who plan to attend mass gatherings in Europe, such as the World Youth Day on 16 to 21 August in Madrid, Spain, should ensure that they are protected against measles," the group said.

Brilinta US approval

THE US Food and Drug Administration has approved AstraZeneca's new blood-thinning drug Brilinta (ticagrelor) (PD 21 Jun) for the reduction of cardiovascular death and heart attack in patients with acute coronary syndromes.

Demystifying TGA

THE reforms recommended by the TGA Transparency Review panel (PD yesterday) will help demystify the regulatory process for the community, according to Medicines Australia (MA).

Welcoming the final report by the Therapeutic Goods Administration Transparency Review panel, MA chief executive Dr Brendan Shaw said: "the TGA has made significant progress in reforming its business processes and we are already seeing greater transparency in the prescription medicines sector."

"The quality of information provided by the TGA to companies bringing new medicines to market is now better," he added.

Improvements already in place include upgrades to the TGA website, in particular to the search functions of the product register.

Shaw said that although all the recommendations may take some time to put into place, the review represents a "significant step forward".

Pharmacy's Designer wares wins customer



IT was the simple act of purchasing a Designer Brands Eye Mineral Eyeshadow from Terry White Chemist in Runaway Bay, Queensland, that secured one lucky pharmacy customer, Kylie Rutherford, a brand new car.

The car giveaway was part of Designer Brands' fifth birthday promotion, which gave pharmacy customers who purchased the company's products a place in a draw to win prizes including a Fiji holiday, LG Plasma TVs, Drive Day Events and Bevilles Diamond Rings, with the major prize of a fabulous brand new Toyota Yaris.

Thousands of Aussie pharmacy customers participated in the promotion, with Rutherford taking out the major Yaris prize for her \$8.99 eyeshadow.

Kylie is pictured above accepting her car from Tony Rechtman CEO of Total Beauty Network (operator of Designer Brands) outside Terry White Chemist in Runaway Bay.



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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

SCANDINAVIAN travel specialist Bentours is offering its four day Lapland Ice Safari departing Kemi for \$1,596 per person including three nights in 3.5 star accommodation, breakfast daily, one lunch, a three course dinner in the Snow Castle's Snow Restaurant and sightseeing.

Other activities include a snowmobile safari to a Lapp tepee, reindeer sleigh rides, a visit to a husky farm and Kemi's Gemstone Gallery, while cruise options also offer the opportunity to take a swim in Arctic waters in a special survival suit.

See www.bentours.com.au.

AKYRA Chura Samui in Koh Samui Thailand has an opening special priced from THB28,500 (A\$889) per couple for five nights in a one bedroom suite, valid for stays before 30 September.

Rates are subject to a 18% tax and service charge.

Also included in the special are private return airport transfers, breakfast daily, 1 x four course dinner for two, and a 60 minute massage treatment per person.

Details at www.theakyra.com.

CATHAY Pacific has released sale fares to China priced from \$909, when booked before 29 July for travel until 14 September and from 10 October to 16 November.

Passengers will have the option to travel to 19 China destinations from Cathay's Hong Kong hub.

See www.cathaypacific.com.

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Call for pharmacist Locals

PHARMACISTS should have formal representation in the new Medicare Locals system, according to the peak Pharmacist Coalition for Health Reform (PCHR) group.

The comments come on the back of yesterday's decision to invite the Australian General Practice Network (AGPN) to establish a new national body to oversee the Medicare Local network (*PD* yesterday).

"The PCHR welcomes the involvement of the AGPN in the scheme and urges the new national body to consider the important services that pharmacists can deliver within Medicare Locals," said PCHR spokesperson and CEO of the Pharmaceutical Society of Australia, Liesel Wett.

"Pharmacists have in-depth knowledge and expertise in medicine and disease management and can work alongside other health professionals to provide a

coordinated approach to health care for all members of the community," she added.

Wett said that pharmacists should be Medicare Locals because a large portion of Australians visit them every day for medicines.

In addition, pharmacists can deliver chronic disease management services to Australians suffering diabetes, heart conditions and arthritis, keeping them healthy and out of the hospital system.

"Research has shown that the community supports a greater role for pharmacists, with over 75% of respondents saying pharmacists should provide advice on the right mix of medicines, monitor the impacts of those medicines and work closer with GPs to make decisions on medicines," she said.

"It is in the best interests of the community for pharmacists to be formally integrated into Medicare Locals," she added.

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:

Who formulated the All Pure Spa® natural baby care and pregnancy products?

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

Hint! Visit www.purespa.com.au

Congratulations to yesterday's lucky winner, **Alice Tucker** from **Coote Bay Pharmacy, QLD**.

Pharmacy e-Books

THE American Society of Health System Pharmacists has announced a new online platform to make its range of educational titles available in electronic book format.

ASHP has 35,000 members across the US who practice as pharmacists in hospitals and health systems.

The eBooks are available online now at ebooks.ashp.org and can be accessed from any laptop, desktop or tablet computer with Flash software.



DISPENSARY CORNER

DRUGSTORE cowboy with a twist...

A male thief who robbed a CVS pharmacy in the US took a rather unusual approach to disguise, donning a sheer pink dress in the hopes of obscuring his gender.

To complete the ensemble the man opted for funky scarf headwear and tennis shoes.

Across his mouth he held a pair of stockings, which due to the way he was holding them, made it look like he had an elephant's trunk.

Fortunately the robbery involved no violence, with the pink clad elephant man simply walking in, popping a bag on the counter to be filled with cash, and then walking out of the pharmacy.

Police are currently on the hunt for the stylish robber.

EYE strain may be an issue.

Five young dedicated scholars in the Dominican Republic have smashed the record for continuous reading out loud.

The quintet read aloud for 300 hours, via a microphone at a local library.

According to the group, they attempted the record to raise awareness about books and literacy in their country.

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!

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

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