

Pharmacist satisfaction

A **SIGNIFICANT** portion of pharmacists rate their skill levels as "high", according to a recent survey conducted by the Pharmacy Guild of New Zealand.

The survey asked pharmacists to rate skill levels across four areas: communication skills, behavioural management skills, applied drug knowledge and regulatory compliance skills.

Overall pharmacists considered communication as the most mortant skill, followed by drug knowledge, behavioural management skills and regulatory compliance skills.

"Pharmacists do an excellent job triaging patients that come into their pharmacy every day," said NZ Guild ceo Annabel Young.

"While the survey indicates that community pharmacists rate their skill levels as high, it is also clear that they feel they could benefit from additional training in regulatory compliance and communicating effectively," she added, with seven out of ten giving themselves a lower rating in this area.

Amcal Max set to double

SIGMA'S Amcal Max network is set to double in size in 2011, according to Sigma gm Retail Peter Tilley, who says new members have been signing up at the rate of one new Amcal Max pharmacy every two weeks over the last year.

There are now 32 Amcal Max pharmacies in Australia - a fourfold increase in just 12 months - with annual turnover now approaching \$130 million in retail sales.

Tilley said the brand was appealing because its sales and profit growth made it appealing to both consumers and pharmacists.

And despite tight market conditions in the industry, "on average Amcal Max stores are experiencing healthy annualised growth in sales and bottom line returns by enjoying the benefits gained from following a retail compliant model," Tilley said.

He also cited research showing that in the last three months of trading the majority of the top 30 advertised lines from Amcal Max were "better or the same retail

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Special expo edition

PHARMACY Daily will produce a special printed edition to be handed out to visitors at the upcoming Pharmacy Expo in Sydney later this month.

For special advertising opportunities in this special issue contact Lisa Maroun on advertising@pharmacydaily.com.au.

Priceline Sisterhood

YESTERDAY Priceline launched a national community program aimed at raising awareness and funds for six womens' health and wellbeing charities, *The Priceline Sisterhood*.

"We pride ourselves on understanding the needs of our customers and our involvement in *Australia's Biggest Health Check* helped us understand what health issues are worrying Australian women and their families," said Priceline's Group General Manager Michael Langham.

Charities included in the Sisterhood were chosen because they work in the areas identified as being of most concern to Australian women and include: Australian Cervical Cancer Foundation, Alzheimer's Australia, Children First Foundation, Look Good...Feel better, PANDA (Post and Ante Natal Depression Association) and the Victor Chang Cardiac Research Institute.

This month's launch kicks off with a focus on mental health, and will raise funds (via the sale of selected Olay skin care products and Pantene hair care products) and awareness for PANDA.

Surgery for snoring

MANDIBULAR advancement splints or surgery come to the fore as viable options, alongside continuous positive airway pressure, for the treatment of snoring, in the latest edition of *Australian Prescriber*.

"Estimates suggest that 30% or more of patients cannot or will not use CPAP in the long term," said Wollongong ENT head and neck surgeon Dr Stuart MacKay.

To read the article, visit www.australianprescriber.com.

API back on track

AUSTRALIAN Pharmaceutical Industries this morning advised investors that its Bundamba distribution centre in Queensland is on track to fully reopen in August - a remarkable achievement given that it was under 2 metres of water during the floods earlier this year.

COMMUNITY PHARMACY OPPORTUNITY AT NEW ROYAL CHILDREN'S HOSPITAL, MELBOURNE

The Royal Children's Hospital (RCH) is moving to its new site adjacent to the current hospital later this year. The new hospital will provide outstanding clinical facilities for patients, families and staff and will feature an excellent retail precinct serving the hospital and local community. A Community Pharmacy has been planned for this retail precinct development.

The RCH will shortly be issuing a public tender to develop and operate the Community Pharmacy and is currently seeking Expression of Interest from parties who would like to be included in the tender process.

To register your interest, please provide the details listed below to John Brown at john.brown@rch.org.au.

- Trading Name
- Address
- ABN number or equivalent
- Contact Details

The tender documents will be forwarded to all registered parties when the tender period opens.

Your registration of interest must be received by 5pm (Australian Eastern Standard Time) 9 June 2011. Please note that this is an expression of interest only and does not form any commitment from you or the RCH.



If you have any questions with regards to this Expression of Interest, please contact John Brown by email at john.brown@rch.org.au or on 9345-5173.

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CPD Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

- 05 Jun:** Practical Diabetes Management for Pharmacy, Wagga Wagga - 02 9431 1125.
- 08-10 Jun:** ConPharm 2011 in Darwin - see aapc.com.au.
- 17-19 Jun:** Pharmacy Expo, Darling Harbour Sydney - details pharmacyexpo.com.au.
- 29 Jun-02 Jul:** 9th International Conference on Life Long Learning in Pharmacy, Rotorua NZ - www.illpharm.com.
- 06-09 Oct:** PAC11, Melbourne Convention Centre pac11.com.au

Terry White joins the fight

MORE than 150 Australian pharmacies have joined the fight against bowel cancer, following Terry White Chemists' decision to align with BowelScreen Australia.

The new partnership will provide Terry White pharmacies with bowel cancer screening test kits for sale to customers for \$20.95, plus a pathology fee of \$15.40 following the completion of the test.

Increasingly bowel cancer is coming to the fore as a disease of national importance, with statistics showing the cancer claims 78 lives every week.

The alignment of Terry White and BowelScreen Australia (a collaboration between Bowel Cancer Australia and the Pharmacy Guild of Australia), comes just in time for Bowel Cancer Awareness Week (5-11 July).

Welcoming Terry White into the fold Bowel Cancer Australia chief executive officer Julien Wiggins said the commitment "strengthens pharmacists' contribution in the fight against bowel cancer."

"One of the great strengths of pharmacy is convenient access to professional, health-related products, programs and services," said Terry White Chemists chief executive officer Anthony White.

"The more easily people are able to access these types of tests, the more they will make use of them."

"As a consequence of that kind of convenience we are likely to see real change - more early diagnoses - and with bowel cancer that is an important element to successful treatment," he added.

In terms of garnering public interest, Terry White has said it will promote the bowel cancer screening test kits to around 1.8m Aussies via its catalogue.

Olive leaf on the rise

PHARMACIES across the nation are being advised to stock up on supplies of Olive Leaf Extract, following its naming as the 2011 Health & Wellbeing Product of the Year by the popular womens magazine, *Women's Weekly*.

The company says it expects sales to soar due to the exposure it will now receive, with a national PR and advertising campaign to roll out.

For more information or to order the product call 1300 653 436.

DISPENSARY CORNER

PAINTING not so good for health.

An artist in Poland is facing the possibility of time in prison after he created a canvas depicting beer cans on a supermarket shelf.

Michal Oginski has received an official police warning that the artwork is a "bad influence on the youth of the nation," because it could lead to underage drinking.

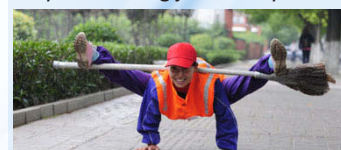
The artist defended himself by saying "it's just a painting of some beer cans".

A STREET sweeper in Beijing has become a local celebrity after a YouTube videoclip of her practicing martial arts whilst working hit the internet.

"Before I got the job I used to do Taichi both using my body and with a sword, and I missed them because with this job I start at 5am and finish at 4pm," said an abashed Zhang Xiufang.

"But then one day I was swinging the broom and it reminded me of my old hobby - and then I started practicing again," she added.

"I have even been asked by other street sweepers to show them some tricks - it's a great way to relax and stay fit in what is a very demanding job so why not?"



Keeping limber whilst at work

WIN A \$175 PRIZE PACK FROM INNOXA!

Congratulations to yesterday's lucky winner, **Nicola Barr** from **Griffith University**.

Pharmacy Daily has teamed up with **Innoxa** this week and is giving five lucky readers the chance to win some exciting skincare packs.

Each pack is valued at \$175.65 and includes 7 products from the latest Innoxa skincare range (pictured below).

The new Innoxa Skincare range is proudly Australian made and continues to use the highest levels of breakthrough ingredients to hydrate, protect and renew the skins cellular structure. Innoxa Skincare is 100% allergy tested, dermatologically approved and not tested on animals.

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