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## Discount Drugs new GM

**DOUG** Kuskoph-Dallas has taken the reins as the first ever General Manager of the Discount Drug Stores pharmacy chain.

Kuskoph-Dallas comes to the role after having worked for the firm for five years as its National Buying & Promotions Manager.

## WIN A HAIR NUTRITION PACK



Every day this week, **PD** is giving

two lucky readers the chance to win a hair supplements pack for women, courtesy of **Hair Nutrition**.

Hair Nutrition for Women feeds your hair from the inside out helping you to get thicker, fuller, stronger and faster growing hair with results in just 30 days.

To win this effective and trusted product along with some Hair Nutrition Intensive Protein Shots, simply send in a correct answer to the daily question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

## What happens to hair when it lacks important nutritional care?

First 2 correct entries received will win!

Hint: Visit:

[www.keysun.com.au](http://www.keysun.com.au)

## Revisions to clinical staffing

**ONE** pharmacist working an eight-hour day, five days a week can provide clinical pharmacy services to 30 inpatients at most when the patients are at the lower end of the scale of need, according to the Society of Hospital Pharmacists of Australia's updated *Standards of Practice for Clinical Pharmacy*.

The revised Standards also stipulate that a single pharmacist working an eight-hour day, five days a week, can only provide clinical care for 10-15 inpatients in critical care or speciality units.

The revised figures are based on data from a time and motion study published in 2010 which found that clinical pharmacy activities are associated with reduced patient morbidity and mortality, as well as a reduction in the cost of medicines and the total cost of inpatient care.

Researchers also concluded that clinical pharmacy services should include "a medication history interview with medication reconciliation, pharmacist

interventions, medication order review, clinical review, therapeutic drug monitoring, provision of drug information to patient, and adverse drug reactions delivered according to the needs of individual patients".

The report also recommended more availability of, and access to, pharmacist-delivered medication management services.

## Bowel cancer attack

**THE** Gut Foundation has attacked the Federal Government's cutbacks to new medicines on the PBS, which include two new treatments for bowel cancer.

Speaking today at the start of Bowel Cancer Awareness Week, Gut Foundation president Professor Terry Bolin took aim at the Govt's justification that cutbacks were needed to restore the National Bowel Cancer Screening Program, saying screening should not come at the expense of new treatments.

"We have a situation of extreme concern where the government has finally agreed to restore the National Bowel Cancer Screening Program but has blocked access to new treatments including two of the latest drug indications for bowel cancer," said Bolin.

"We need to see the government recognise the threat that bowel cancer presents in the same way that mental health has been elevated on the national agenda.

"Access to the latest drug treatment options is vital for patients and the doctors treating them," he added.

## Difflam joins Gold X

**INOVA** Pharmaceuticals' Difflam is set to be promoted in a joint branding campaign with the Guild's Gold Cross brand.

A new Difflam commercial will air from mid-Jun, highlighting the Ask Your Pharmacist tagline to leverage from the pharmacy-only brand's market-leading 39.7% share in the throat category.

Guild President Kos Sclavos encouraged all members to support the campaign and Difflam.

## Semuloparin reduction

**SANOFI-AVENTIS'** semuloparin has been shown to reduce the risk of life-threatening venous thromboembolism by 64% in cancer patients initiating chemotherapy.

The discovery was part of a Phase III international randomised Save-Onco study involving 3,212 patients.

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## COMMUNITY PHARMACY OPPORTUNITY

The Royal Children's Hospital will shortly be issuing a public tender to develop and operate a new 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 your details to John Brown at [john.brown@rch.org.au](mailto:john.brown@rch.org.au) before 5pm (AEST) June 2011.

Please note that this is an expression of interest only and does not form any commitment from you or the RCH.

### Weekly Comment

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

This week's contributor is Andrew Pattinson, General Manager for instigo.

### Linking your dispensary to your front-of-shop

Your dispensary sales may seem healthy at the moment, but with the current competitive environment (and advertised prescriptions undergoing dramatic discounting), have you thought about how you can link your dispensary into growing OTC categories to contribute to your overall profit?

Last year the Nielsen Scan Track Pharmacy Research found the vitamins/natural health category was up 14.4% based on the previous year, taking it to the highest grossing front-of-shop category in Australian Pharmacy.

It is also currently the biggest growing OTC category. Are you currently tapping into this growth?

If you consider the potential for vitamin/natural health companion selling with prescription medication, the opportunity for increased sales are substantial.

If you are doing say 300 prescriptions a day and can companion sell a suitable vitamin supplement to a significant percentage of these customers, your incremental sales will be significant.

Additionally, your customers will be happy as the primary outcome will be to help aid their recovery and manage the symptoms associated with many prescription medications.

So it's a win-win situation.

If you'd like more info on how to link your dispensary to your front-of-shop, contact Andrew Pattinson on (02) 9248 2600.



## Guild amps up its training

PHARMACY students who sign up for the Pharmacy Guild of Australia's Intern Training Program will receive free registration to next year's APP Conference (17-20 March) on the Gold Coast.

The Guild says its program "provides intern pharmacists with a choice" to make the training suit their specific needs, with graduates gaining insight into clinical, business ownership and management aspects of community pharmacy, as well as the opportunity to network with potential future employers.

Unique features of the program, according to the Guild, include two workplace visits by a qualified pharmacist providing one-on-one support, dedicated interactive online forums for both interns and preceptors, support with the PBA provisional registration application process, a rural and remote focus so these students are not disadvantaged, and a placement support service.

The program has two intakes per year - for more information see [www.guild.org.au](http://www.guild.org.au).

## Warming winter wine for Pharmacy Catalyst



RECENTLY more than fifty participants gathered in the picturesque Hunter Valley to take part in the 2011 conference of the Pharmacy Catalyst buying group.

Held over two-and-a-half days at the exclusive Peppers Guest House resort, the conference, themed, 'Excellence in Execution', included expert presentations, workshops and networking - not to mention

the odd glass or two of wine.

"I thoroughly enjoyed the conference, met a lot of like minded people and found myself automatically applying some of the strategies for improvement to our pharmacies," said conference attendee, pharmacist Tim Spargo from Coral Coast Pharmacies.

The group is pictured above rugged up outside the resort.

## DISPENSARY CORNER



IT'S not just swallowing the water that you have to be wary of.

A holiday park in the UK has come under the watchful eye of local police, after two chunky alligators were spotted taking a leisurely swim in its lake.

According to reports holiday-makers at the 60-acre park, Waveney Valley Lakes in Wortwell, Norfolk are on the look-out for the pair after a tourist spied the reptiles' scaly backs sticking out of the lake.

A search of the park's caravans, lodges and lake surrounds has not so far resulted in the discovery of any sneaky critters, however the lake is murky so it is possible they won't be seen for some time.

As for their origin, local experts have surmised that they were probably kept as pets before growing too large to house, and being dumped.

### POOL pony.

The call of nature resulted in an unusual day for one horse enthusiast, who had to call in the cavalry after his horse got stuck in a swimming pool.

According to reports, the rider jumped off his horse to have a cheeky wee in the bushes whilst leaving his trusty steed to wait for him unsecured.

What started as a simple plan turned into a complicated rescue after the horse became spooked and jumped into a nearby swimming pool.

It took a team of 11 firefighters, assisted by a group of horse experts, to calm the wet pony enough to secure it with straps and haul it out of the water to freedom and a few carrots.



Just horsing around.

## HOW TO SHAKE THAT TUMMY ACHE ?



GASTROENTEROLOGIST PROFESSOR TERRY BOLIN SAYS [CLICK HERE TO FIND OUT...](#)