

Inter professional Communication

Overcoming Psychological Barriers

Event details:

Liverpool	1 May
Illawarra	5 June
Coffs Harbour	17 July
Perth	24 July
Newcastle	18 Sept
Albury	23 Oct
Tweed Heads	13 Nov

10 Group 2 CPD credits

Register at:
www.psa.org.au

Today's issue of PD

TODAY'S *Pharmacy Daily* has two pages of news, plus a full page from the PSA on next year's Offshore Refresher Conference in Istanbul (p3).

MEANWHILE, PD would like to congratulate Andrea Gray from Sigma Company Limited, who was the lucky winner of last Friday's Innoxo Skincare competition.

Chemmart top of pops

CHEMMART has topped six leading pharmacy brands to lead in five categories including service, range, advice provided, availability of pharmacists and overall customer satisfaction.

The findings are part of a recent independent consumer satisfaction survey of 2,500 Aussies undertaken by Canstar Blue.

Chemmart Executive Director Jonathan Layton attributed the results to the success of the strategy behind the overall Chemmart Pharmacy brand, with initiatives including its newly launched wellbeing service and communication strategy, debuting in-store 20-minute Health Checks.

"We have positioned Chemmart as a brand that drives value for pharmacists and differentiates by delivering professional health solutions," he said.

Medicare Locals from July

FIFTEEN organisations have been selected as the nation's first Medicare Locals, aimed at improving the health outcomes of communities around Australia, effective from 01 July this year.

"The new Medicare Locals will have the important role of working with GPs, nurses, allied health professionals, Indigenous health organisations and Local Hospital Networks to identify and respond to gaps in local health services – and help patients and professionals navigate our complex system more easily," said the Minister for Health and Ageing, Nicola Roxon.

The fifteen Medicare Local boundaries include: Western Sydney, Hunter Urban, New England, and Murrumbidgee (NSW); Metro North, Gold Coast, Metro South, Townsville-Mackay and West Moreton-Oxley (Queensland); Central Adelaide and Hills and Country North (SA); North West Metro and Country South West (WA); Tasmania; and ACT (ACT).

Welcoming the announcement, National President of the Pharmaceutical Society of Australia, Warwick Plunkett called the move "an important day in the health reform process" which he said

would "herald a sea-change in the orientation of Australia's health system, bringing a much-needed and overdue focus on primary health care.

"The expertise of pharmacists in the provision of primary health care has been often overlooked but with the establishment of Medicare Locals that contribution can now be integrated more consistently in team-based care".

Pharmacists, as the most accessible healthcare professionals, are an invaluable resource to Medicare Locals as they can bring a more immediate view of health issues in their local areas to the program, he said.

"Consumers walk in and speak to pharmacists about health issues, often before they speak to other health professionals," he added.

MEANWHILE Roxon has also announced greater access to Medicare funded medical specialist video consultations for patients in rural, regional and outer metropolitan areas.

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.

To win, simply send in the correct answer to the daily question below to:

comp@pharmacydaily.com.au

Hair inside your follicle is _____?

First 2 correct entries received will win!

Hint: Visit: www.keysun.com.au

Congratulations to yesterday's lucky winners, Anna So from Harrison's Pharmacy Rhodes, NSW and Marsha Gomez from The Pharmacy Guild of Australia, ACT.

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The Pharmacy Practice Incentives are funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and the Pharmacy Guild of Australia.



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Guild Update

This week's update from the Pharmacy Guild Earlybird gets the discount - Pharmacy Women's Congress

There is only one week left to register at the early bird registration rate for the 2011 Pharmacy Women's Congress.

Delegates who register prior to 15 June will receive a discounted rate on registration, plus the chance to win an Early Bird Conference Extras prize, which includes three nights' accommodation at the Sebel Cairns Hotel, a ticket to a Dine-around of your choice, and a 60 minute Mii Spa massage voucher valued at \$125.

With program topics including 'Realising your board potential', 'Making mentoring work for you', 'Business success', and 'How to implement Fifth Agreement professional services', this year's congress is not to be missed by female pharmacists wishing to stay ahead of the game.

Congress attendees can earn over 17 CPD credits by attending the regular program sessions, as well as the new pre- and post-Professional Development Sessions on the Friday morning and Sunday afternoon.

Professional Development Sessions are also open to non-Congress delegates for a fee.

The Pharmacy Women's Congress will be held from 15-17 July at the Sebel Hotel, Cairns.

For more information visit pharmacywomenscongress.com.au.



The Pharmacy Guild of Australia

Pharmacists' gut feeling

AUSTRALIAN pharmacists are being encouraged to be more proactive in educating patients about appropriate treatments for stomach pain.

The push follows the release of a study which found that one in every three Australians who suffer from stomach aches and cramps more than twice a year take anti-inflammatory drugs (NSAID's).

87% of respondents also told researchers that they thought that NSAIDs were appropriate for the treatment of stomach aches and pains, many of which were unaware that rather than treating the pain, NSAIDs can actually cause stomach complications.

"We've known for many years that anti-inflammatories are associated with stomach-related side effects," said Gut Foundation President Professor Terry Bolin

"Despite this, their use to treat stomach pain seems to have increased.

"Pharmacists play a key role in educating their patients and customers about the appropriate treatments for stomach aches and an important part of this involves ensuring that they are accessing the most effective treatment with the least side effects," he added.

When discussing pain management treatments, Bolin suggests pharmacists look at over-the-counter antispasmodics for their patients, which alleviate pain by relaxing the cramped muscles of the digestive tract, relieving the spasms which cause abdominal pain.

To view a video presentation from the Gut Foundation, featuring Prof Terry Bolin, on 'How to Shake that Tummy Ache' click on the YouTube logo.



Industry gets behind Prostate Cancer Packs



aligned pharmacies across Australia (PD 31 May) the packs include information about prostate cancer, diagnosis and support services.

"Providing these packs through pharmacies gives men that are diagnosed easy and convenient access to information, support and professional advice – giving them a greater chance of beating the disease," said Symbion Pharmacy Services GM, Pharmacy, Brett Barons.

Barons also cleared up confusion surrounding the packs, saying that all Aussie pharmacies can participate in the program, with close to 100 additional packs having been ordered since last week's launch.

Any pharmacy wanting to participate should call 1300 772 000.

Pictured above from left is Sally Rempel, Communications Manager, Pharmacy Guild of Australia; Brett Barons; Dr Anthony Lowe, CEO Prostate Cancer Foundation of Australia; and Peter Waterman, Director, National Public Affairs, PSA.

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DISPENSARY CORNER



WATCHING is as good as jogging?

A study by researchers at the University of Indiana is ruffling a few feathers in the fitness world after it revealed that watching an avatar of yourself exercise is as good as exercising in the real world.

The study looked at two groups of individuals, one which participated in real world exercise routines and one in which members watched a cyber version of themselves exercising.

Results showed that after a 12-week period, both groups had a similar 4.5kg average weight loss.

No-one was more shocked than lead researcher, Prof Johnston, who said the outcome was the result of an increase in the confidence of virtual world participants.

"If you can visualise yourself being successful in activity, that gives you confidence to perform an activity," she said.

"The other aspect is some of the participants in the virtual world reported they actually exercised while they were in the virtual world," she added.

AGE is no barrier to art.

A four-year-old Australian girl, Aelita Andre, is taking the New York art world by storm with her first solo exhibition of works at the Agora Gallery in Manhattan.

Compared to the likes of Picasso and Pollock, Aelita is the daughter of artists, and is said to "utilise elements of surrealism and expressionism in her work."

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Istanbul

27 April – 3 May 2012



The PSA Offshore Refresher Conference continues to be Australia's leading essential practice education conference and this year will be no exception.

Pre conference tour:

Cappadocia, Antalya, Pamukkale and Izmir (Turkey), 18–27 April 2012

Pre conference tour:

Dead Sea and Petra (Jordan), 21–27 April 2012

Post conference tour:

Gallipoli (Turkey), 3–5 May 2012

Post conference cruise:

Aegean Cruise (Istanbul to Athens), 5–12 May 2012

Post conference cruise:

Turkish Coastal Cruise, 5–11 May 2012

The education program will focus on:

- Business management
- Cardiovascular updates
- Dermatology
- New Drugs
- Rheumatology
- Therapeutic updates

Delegates will have the opportunity to earn up to 50 CPD credits whilst experiencing the culture and atmosphere of Turkey, Jordan and Greece. The 2012 Offshore Refresher Conference will provide you with an experience like no other.

Secure your spot now and register your interest by downloading the [expression of interest brochure](#).

For more information call PSA Travel on 1300 139 293 or visit www.psa.org.au/conference

 Pharmaceutical Society of Australia

PSA3196

Access your expression of interest brochure today