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PHARMACY ALLIANCE GROUP
Freedom to choose

Half offer screening

MORE than half of the pharmacies across Australia are now offering the BowelScreen Australia program, just 12 months after its launch.

Bowel Cancer Australia ceo Julien Wiggins said that by September this is expected to grow further to approximately 2800 pharmacies.

6.3% of people screened over the last year have returned a positive result from the tests.

Pharmacy award flexibility

FAIR Work Australia should extend its decision to ease the three hour minimum shift requirement for students working after school retail jobs to community pharmacy businesses, according to the Pharmacy Guild of Australia.

Welcoming the change to the three hour shift requirement announced yesterday, Guild National President Kos Sclavos said that although the move was a win

for common sense, the decision did not flow on automatically to the Pharmacy Industry Award 2010.

"The decision creates more flexibility for retail employers, while at the same time providing school students with increased employment opportunities and valuable work experience," he said.

"The modern award for community pharmacy should contain the same provisions."

Conditions in the new retail award include the provision for a 90 minute shift where the employee is a full time student and when the hours are worked between 3pm and 6.30pm on a school day.

In addition the 90 minute shift has to be agreed to by both the employee and their parent or guardian, and is also only allowed if longer hours are not possible because operational requirements of the employer or unavailability of the student.

As a result of the new ruling, the Guild has committed to pursuing the same change for the Pharmacy Industry Award, and to that end has begun the process of seeking evidence required from pharmacy owners to support the cause.

"The national retail associations have demonstrated the powerful arguments for workplace flexibility which support jobs and assist employers and employees in the retail industry," he said.

"With the support of our members, the Guild will seek to win the same results for pharmacy employers and employees," he added.

SHPA NSW symposium

THE NSW Branch of the Society of Hospital Pharmacists of Australia has opened registrations for its 2011 Neurology Symposium.

The one-day event is designed to give pharmacists and interns (in all areas of practice) a therapeutic update on areas including dementia, Parkinson's disease, childhood epilepsy and multiple sclerosis.

Featured speakers include Associate Professor Vasi Naganathan, Consultant Geriatrician at the Centre of Education and Research on Ageing and Dr Paul Clouston, Staff Specialist Neurology, Westmead Hospital.

In addition delegates will hear from presentations by local pharmacists on interesting neurology cases found in their practices.

The Symposium is worth 6.5 Group 1 CPD credits, and will take place on 16 July at the new Law School Building at the University of Sydney.

Early bird registrations are available until 01 July; **CLICK HERE** for details.

Award nominations

NOMINATIONS are now open for South Australia's eighth annual Margaret Tobin Awards.

Designed to celebrate individuals and groups who work to promote positive mental health, there are a range of award categories including Excellence in Leadership and Commitment to Mental Health Reform, as well as Excellence in Providing Mental Health Services.

Nominations close 24 Jun - see www.sahealth.sa.gov.au.

Working together for reform



THIS week saw the launch of a new industry force, The Pharmacist Coalition for Health Reform (**PD Mon**), comprised of members from the SHPA, the PSA, student group NAPSA and the APESMA union organisation.

Together the group will push for a greater role for pharmacists within the Australian healthcare system, particularly in regards to medicines management.

Members of the Coalition are pictured above (from left) Joseph Monteith, NAPSA; Warwick Plunkett, President, PSA; Steve Georganas MP, Member for Hindmarsh and Chair of The House of Representatives Health Committee - Sue Kirsas - SHPA - Geoff Marsh - APESMA.

They're pictured in front of their new banner which bears the tagline 'Pharmacists - the best kept secret in healthcare'.

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Positive QUMAX

THE results of the Quality Use of Medicines Maximised for Aboriginal and Torres Strait Islander Peoples (QUMAX) Program Evaluation are now out, and show there has been a positive impact across a range of patient areas.

QUMAX was jointly developed by the Pharmacy Guild of Australia and National Aboriginal Community Controlled Health Organisation as part of the Fourth Community Pharmacy Agreement, and aimed to improve health outcomes for Aboriginal and Torres Strait Islander peoples via the provision of Quality Use of Medicines support.

QUMAX found that between Nov 2008 - June 2010 34,000 Aboriginal and Torres Strait Islander people received assistance from the program, including 271,226 PBS medicines, 74,122 Dose Administration Aids and a variety of other QUM activities including transport, cultural awareness, education and devices.

Chemconsult re-launch

THIS week the Chemconsult prescription consultation program has relaunched, with new features including a Professional Referral Program which sees GP detailers creating referrals for Chemconsult pharmacies.

In addition the new program will provide local GPs and patients with regular newsletters updating them on medication issues and Chemconsult case studies.

To support the launch, Chemconsult sales teams will be visiting pharmacies from 27 June.

Pure Therapy that works



THE Purist Company, maker of the popular Al'chemy and A'kin hair and skincare products, has this week revealed its newest natural care weapon, Pure Therapy.

Pure Therapy is a natural skin and hair range targeted to address conditions such as eczema, psoriasis, dermatitis and dandruff.

"This is a range of products that goes beyond the cosmetic benefits of low irritant to treat people with skin sensitivities," said company Chairman Dr Arthur Webster.

At present, Australia has the leading rate of eczema and psoriasis in the world, and the wholly Australian product line, which took five years from concept to development and launch, hopes to tap into this \$90m per annum market by offering a gentle, safe and effective solution which puts the needs of the consumer first.

The range's genesis was in feedback from customers about their wants and concerns, according to gm Andrew Lawrey.

He said Purist made the unusual

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PAC11 earlybirds

THERE are only two weeks left for early career pharmacists to take advantage of the PAC11 Early Bird Savings which end on 04 July.

Special events at PAC11 to help kick start careers and improve knowledge include the Friday ECP breakfast, evening ECP cocktail function and Sunday ECP forum.

See www.pac11.com.au.

US tobacco labelling

THE US Food and Drug Administration has unveiled nine new "graphic health warnings" which will be required to appear on every pack of cigarettes sold in the United States.

The FDA says it's the most significant change to cigarette labels in more than 25 years, with the warnings required on packs, cartons and ads by Sep 2012.

WIN A PURE SPA PACK



Every day this week PD is giving one lucky reader the chance to win an 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.

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

comp@pharmacydaily.com.au

Is Pure Spa sold to supermarkets?

Hint! Visit www.purespa.com.au
Congratulations to yesterday's lucky winner, **Steph Loui of Young's Pharmacy Rozelle.**



Annual Medicines Update

This program is being delivered in short course and full day format:

Short Course – Sydney CBD

15 June – Diabetes and Cardiovascular
22 June – Respiratory and Mental Health
23 June – Pain and Neurology

Full Day Program – Parramatta CBD

18 August 2011



www.psa.org.au



Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



DISPENSARY CORNER

GERM repelling remote.

As most bacteria conscious travellers will know, TV remotes in hotels can be the least cleaned and most germ infested items in guest rooms.

For years, these savvy travellers have slaved with cleaning clothes to remove germs before usage, but not anymore.

DIRECTTV has launched an anti-microbial remote, coated with a "germ-resistant finish" that is said to protect users from 99% of germs which can make them ill.

The Residential Experience remote also offers more than 100 HD channels and an interactive program guide.

THE biggest city in the US state of Oregon, Portland, is flushing around 30 million litres of water down the drain, after video footage caught a man, Josh Seater, peeing into a city reservoir.

City officials who made the decision are now facing down the barrel of public outcry, with many calling the move an over-reaction, particularly given the fact that animals often contribute waste and sometimes die in the water.

"Nobody wants to drink pee, and I don't want to deal with the 100 people who would be unhappy that I'm serving them pee in their water," said David Shaff, administrator of the city water bureau.

CAMPING specialist Coleman has unveiled an innovation which it's describing as a "Guaranteed Anti-Divorce Product" for outdoors aficionados.

Contrary to expectations, the so-called Instant Up tent isn't an erectile dysfunction treatment, but in fact is a tent which can be put up in about 30 seconds.

The special tent has no loose frame poles and "internal cord management," and will be available in 8 sizes from early September - just in time for Father's Day.



Pure Therapy by Purist

Pure Therapy's Intensive Moisture Repair Gel is suited to skin which is very dry, flaky or suffering from eczema or psoriasis. Using ProNourish technology, the gel provides ; lasting 24 hour moisturisation, whilst helping to maintain the skin's barrier function via a mix of cholesterol, essential fatty acids, and ceramides. The addition of colloidal oatmeal and piroctone olamine also helps to soothe irritation and control the appearance of dry, flaky skin. The product is dermatologist tested, contains no harsh chemicals and is both non-irritating and non-sensitising.

RRP:\$12.95 (15ml), \$19.95 (50ml)
Stockist: 1800 631 283

Get your omega-3s in a smooth format

Vegetarians, vegans, meat-eaters alike can all now enjoy their daily dose of omega-3s in a smoothie, with the launch of natural healthcare company Phytocare's, **Omega Smooth** range. For meat-eaters Omega Smooth comes in a Sweet Lemon Smoothie, made using ultra purified molecularly distilled pharmaceutical grade cod liver oil and ultra-purified salmon oil; whilst vegetarians and vegans can enjoy Omega Smooth Strawberry Banana Smoothies, made using 100% organic cold-pressed flaxseed oil. Both smoothie products can be taken straight or mixed into juice or yogurt, in a recommended daily dose of 1-2 tbsp daily (around 10mls). In addition to clients with dietary requirements the products are also great for people have trouble swallowing pills.

RRP:\$39.95 (473mls)
Stockist: 1300 214 048



Aching Limbs find Relief Plus

Relief Plus Oil is a natural alternative to non-steroidal anti-inflammatory drugs, combining 100% pure premium grade arnica, cajuput, camphor, capsicum, eucalyptus, hypericum, peppermint and winter green, to relieve muscular aches and pains, swelling, cramps, spasms, sports and soft tissue injuries as well as painful joints, ligaments and tendons. The Oil is also said to provide pain relief for arthritis sufferers and aids in the reduction of cartilage breakdown in the joints to reduce inflammation. The oil itself is fairly light in consistency, has a disappearing herbal scent and absorbs relatively quickly into the skin.

RRP:\$29.90
Stockist: 0433 885 805



Berocca focuses on middle-aged Aussies

Berocca has launched a brand new product, Berocca Focus 50+ which is designed specifically to meet the needs of Australians aged over 50. Berocca Focus 50+ contains a combination of vitamins and minerals, as well as ginseng, to aid with nerve functioning, mental agility, concentration, energy levels and physical stamina. Recommended for daily use, the product is available in two formats: as a traditional effervescent Berocca tablet and a film coated tablet.

RRP:\$16.49 (effervescent tablets), \$12.99 (30-pack film coated tablet)
Stockist: All wholesalers

