

**CONTENT ALERT**


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NPS is engaging

THE latest evaluation report from the NPS has revealed the service has "successfully engaged different audiences via multiple channels".

"I'm pleased to announce a significant increase in consumer participation in our activities, which will help us move closer to achieving our 10 year goal of becoming a household name," said NPS ceo, Dr Lynn Weekes.

ARTG searches made easier

CONSUMERS and pharmacists will be more easily able to find out information about medicines and medical devices under changes implemented this week by the Therapeutic Goods Administration.

The search function for the Australian Register of Therapeutic Goods has been enhanced, with Parliamentary Secretary for Health

and Ageing, Catherine King, saying the move is an "important advance which will benefit consumers, health professionals and the industry".

As part of the move, users will now be able to navigate selection functions to obtain product name, ingredients, manufacturer details, approval date and warnings about the use of the product, as well as search by active ingredient.

"This change is another step towards making consumers and health practitioners better informed about therapeutic goods on the Australian market and the ways in which the TGA regulates these products to protect the health and safety of the community," said King.

The site at www.ebs.tga.gov.au also makes it easy to search for recent additions to the ARTG.

HEA reports losses

HEALTH Corporation Limited has reported a consolidated loss of \$275,299 for the half-year ending 31 December 2010.

During the period the company sold assets including its Health Information Pharmacy franchise business, with a profit of \$2.26m.

Following the sale, the company's core business now comprises of bioscience operation Intramedics and two businesses providing accounting and management services to pharmacies.

Five years of fabulous



LAST week Designer Brands celebrated its fifth birthday, inviting members of the industry to Paddington Bowling Club for a drop of bubbly and some bowls.

DB Chief Executive Officer, Tony Rechtman, thanked Australian pharmacies for getting behind the brand, saying he was humbled by its remarkable growth over the last five years.

"Our goal is to make quality products affordable for everyone.

"Now our products are available in 7000 Australian pharmacies, and around 400 in NZ," he said.

The lavish do also saw the brand

introduce some of its latest products to the market, including its brand new eyelash Growth Serum, which is designed to provide the same eyelash strengthening/thickening/lengthening benefits of its luxury-brand competitors, but at a quarter of the price (\$19.99).

Pictured above, enjoying a quick break from a whirlwind five years, is the Designer Brands team (from left) Krystyna Gangemi, Maria Cugliari, Tony Rechtman, Maureen Barton and Tamara Same.

For more information on Designer Brands' products visit - www.tbn.com.au.

Qld's new wage sheets

NEW Pharmacy Guild wage information sheets for pharmacy assistants, pharmacy assistant trainees, pharmacists, interns and pharmacy students in Queensland are now available.

The new sheets feature updates to the minimum wage rates for pharmacy assistants and pharmacy assistant trainees in Qld (applicable where the employee entity is not a constitutional corporation- i.e. sole traders, partnerships and some trusts).

The new wage rates are applicable from 01 February 2011, and will see pharmacy assistants and pharmacy assistant trainees paid the same rate.

The new sheets will be distributed to all Pharmacy Guild of Queensland financial full members shortly.

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Guild Update

This week's update from the Pharmacy Guild

Industry Award

The Pharmacy Industry Award 2010 (PIA) now covers most community pharmacy employers, unless you are a sole trader or in a partnership in Western Australia, or you have an Agreement in place.

The Pharmacy Guild of Australia produced the *Plain English Guide to the Pharmacy Industry Award 2010* exclusively for the benefit of members.

It gives members detailed information, explanations and sample calculations about their Award obligations under the national PIA.

The guide provides:

- best practice tips to comply with the PIA;
- calculations and examples to help you understand the complex transitional arrangements; and
- how to access a range of additional resources developed by the Guild for its members.

There's no "legalese", just best practice advice in plain English.

The guide has been updated to include advice for members now covered by the national workplace relations system following the state referral of powers in NSW, Queensland, South Australia and Tasmania.

It's available for \$165 (inc. GST) to Guild members only - order now at www.guild.org.au/workplacelrelations.

Access to valuable resources, such as the *Plain English Guide to the Pharmacy Industry Award 2010*, is just one of the many benefits of membership with the Guild.

For further information about membership, contact your local State/Territory Branch.



The Pharmacy Guild of Australia

CHC lead remedy warning

THE Complementary Healthcare Council is urging Australian consumers to seek the guidance of a healthcare professional when considering the use of complementary medicines, and to always purchase goods from reputable retailers.

The statement comes on the back of recent international regulatory agency warnings after an Aussie man contracted lead poisoning following a course of traditional Ayurvedic medicine, Vatyog, which he purchased for back pain from Arya Aushadhi Pharmaceutical Works in India, after reading a newspaper advert.

Later the concoction was found to contain around 448 micrograms of lead per tablet with a recommended daily intake of two to three tablets a day - compared to current Australian guidelines recommending a maximum lead blood level of 10µg/dL).

The patient had been on the Vatyog treatment course for three months, and had potentially ingested 896µg of lead daily for the period.

"The public needs to be aware that products purchased overseas are not subject to the same regulations as those enforced in Australia and therefore it is important to ensure online or telephone purchases of complementary medicines are made only on the recommendation of a qualified healthcare professional or from a reputable retailer," said CHC Executive Director, Dr Wendy Morrow.

"It is of the upmost importance when buying complementary medicines that you consult a healthcare professional regarding any medicines you are considering taking, as well as those you may already be taking," she added.



Pharmacy DAILY is giving Independent pharmacists the chance to WIN 1 of 10 Pharmacy Alliance Group memberships by answering this question:

How many generic molecules do Pharmacy Alliance Group members receive maximum discounts on?

Visit www.pharmacyalliance.com.au now to enter!

Pharmacy DAILY readers click here to enter

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DISPENSARY CORNER

GIVE the team a Berocca!

Seven exhausted Australians have become the first group to successfully navigate the Bass Strait on ocean-racing surf skis.

In just seven days the team, led by Jarad Kohlar, steamed across the strait, paddling on average 10 hours per day.

"It's 330 kilometres and it's a long way and it's very mentally and physically demanding," said Kohlar.

The aim of the trip, apart from adventure, was to raise awareness of the growing problem of marine pollution and also to raise funds for the not-for-profit marine protection group the Surfrider Foundation Australia.

"Every beach that we came across, even the remotest beaches, were full of rubbish," said Kohlar, who added the group aimed to raise \$20,000 for Surfrider.

BEER is alcohol?

Authorities in Russia have made the bold decision to classify beer as alcohol, as part of the nation's growing drive to curb binge drinking.

Up until now, beer had been classed as a foodstuff, and as such, pubs, clubs and other outlets were able to bypass advertising and night-time sale rules.

BREAST not so best?

Officials in the UK have reacted quickly to widespread reports of the new breast milk icecream at a Covent Garden restaurant (*PD Fri*), ordering that the 'Baby Gaga' be withdrawn from sale immediately.

A Westminster City Council spokesman said the agency was reacting to complaints from the public about "whether a shop should be selling edibles made from other people's bodily fluids".

The British Food Standards Agency is understood to be looking into the Icecreamists eatery over concerns about the possible transmission of viruses such as hepatitis through breast milk.