

Pharmacy DAILY

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PHARMACYDAILY.COM.AU

Day of Difference

THE National Australian Pharmacy Students Association has partnered with the Day of Difference Foundation for its annual Charity Cup initiative.

Taking place in April, the Cup will see all NAPSA's 14 branches compete to raise the most money and host the most innovative event, see www.napsa.org.au.

NEW

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Help for busy pharmacists

PHARMACISTS struggling to find the time to implement and manage new professional services are set to get a helping hand, with the release of the Pharmaceutical Society of Australia's Pharmacy Support Program.

Timed to coincide with the start of the Fifth Community Pharmacy Agreement, the program is a consultancy service which is tailored to the needs of individual pharmacies to assist them in delivering services which suit their businesses and to match corresponding customer needs in their local area.

Program packages from the PSA's Pharmacy Support team are available for purchase by all pharmacists across the nation, and include a series of in-pharmacy visits from a practice support officer, as well as phone and email

Australia's health

THE latest \$52m Australian Health Survey kicked off over the weekend, designed to provide a snapshot of Australia's health and aid in the design and planning of the national healthcare care system.

Around 50,000 Aussies are set to take part in the survey, which will build on previous studies and which will also include an expanded nutritional and physical activity component.

In addition, for the first time since its inception in 1977, the survey will feature a voluntary biomedical component, where blood and urine samples will be analysed to provide info on chronic disease risk factors.

The survey will take place over 2011-12, with summary results available in late 2012.

support, business tools and other various resources.

"Practice support officers assist with business assessment, local area analysis, preparation for professional service delivery, staff management, service promotion and marketing, communication with other health care professionals and planning," said National President of PSA, Warwick Plunkett.

"The aim of the program is to increase service implementation in community pharmacies, and improve the viability and sustainability of these services," he added.

For more information on the new program, visit www.psa.org.au/psp.

UK drug prices rise

MEDICINE prices in England are set to rise by around 20p (30 cents) per prescription from 01 April.

The rise is a result of an increase in prescription (dispensing) charges for medications, and was strongly opposed by many British health authorities including the British Medical Association, who labelled the change a "tax on the sick".

Recently other UK territories including Scotland, Northern Ireland and Wales have scrapped their respective prescription charges, and pressure is piling up from health organisations for England to follow suit.

The English Department of Health however has responded to the push by saying that any scrapping the tax would cost too much, and that it would leave the country with a £450m shortfall in the NHS budget for "vital" health services.

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Pharma chief wanted

THE Department of Health and Ageing is currently on the hunt for a new Chief Pharmacist, with ads seeking applications for the role of Director PBAC Secretariat placed in weekend newspapers.

The Department is also seeking a Secretary of the Economics Sub-Committee, to provide technical advice on the PBAC.

Home menopause test

HOME-Check has released a new Home-Check Instant In-stream Menopause Test for Australian women concerned about possible menopausal symptoms.

The test measures the levels of Follicle Stimulating Hormone (which rises as menopause approaches) and has a 99% accuracy rate, with results available in 60 seconds.

"Determining if you are menopausal means you can then consider treatment to manage the symptoms but also take control of other increasing health risks such as cardiovascular disease and osteoporosis," said Home-Check Director, Tanya Crowther.

For details call 1800 833 416 or email info@home-check.net.au.

PharmaSave



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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is Pharmacy Alliance Group's GM of Retail Services, Geoff Dyer.

Introducing front, middle and back of pharmacy

Communities look to pharmacies as healthcare providers, meaning your pharmacy is more than just a front/back split.

There is a space emerging in-between – the 'middle'.

The *middle of pharmacy* represents your greatest opportunity to enhance your role as a trusted service provider to your community.

Offering programs like CPAP, smoking cessation and weight loss shows your customers you are a place to go for advice, and that pharmacy is not a commodity.

While middle of shop is emerging as an important space for pharmacists to fill, there is more pressure on front and back of pharmacy now than ever.

In your *back of pharmacy*, you must be both competitive and comprehensive.

Ask yourself if you are maximising your opportunity for generic substitution, are fully informed and abreast of industry changes, and most importantly, are buying the best that you possibly can.

In your *front of pharmacy* you must merchandise and promote product ranges that your customers are looking for.

You need to be informed and in-stock of new products, and be actively marketing to increase your basket size and market share.

Look for partners to give you innovative solutions, education and incentives across your front, middle and back of shop to help you and your staff engage effectively with your customers.



Natural drugs have a place

CONSUMERS who choose to use complementary medicines should be assisted to make informed decisions rather than be dismissed as "superstitious", according to the Australian Self Medication Industry.

The comment comes in response to an opinion piece published in the *Sydney Morning Herald* which discussed the "inability" of the medical profession to cope with the growing demand for natural healthcare alternatives.

"Consumers have made it very clear that they see a distinct role for CAMs [complementary medicines] as part of an integrated approach to personal health, and they want

GPs, pharmacists and other healthcare professionals to assist them in making the right choices," said Executive Director of ASMI, Dr Deon Schoombie.

"The majority of complementary medicine users in Australia are well educated, and approach the use of such products and services in combination with existing orthodox treatments.

"We need to recognise this new reality and work collaboratively with all major players to ensure that consumers are getting the best advice and treatments possible in a 21st century health system," Schoombie added.

WIN A FABULOUS NAIL CARE PACK



This week, *Pharmacy Daily* is giving 5 lucky readers the chance to win a prize pack from **Fabulous** professional nail care range (pictured to the left).

Each prize pack is valued at \$50 and includes: Professional Nail Polish Remover, Nail Polish 6 Pack, Mirror Shine, Miracle Nail plus a bonus Vitamin E Lip Therapy.

What do your hands reveal about you? Take a look at your fingernails. Are they strong and healthy-looking? Get Salon perfect nails right now!

It's time to take care of your nails with this prize pack of Fabulous professional nail care range. Have gorgeous looking nails in no time at all and let this range help you to make a lasting first impression that you won't need to go to a salon for!

For your chance to win your very own Fabulous prize pack, simply send in a correct answer to the daily question below:

The professional nail polish remover is an effective _____ remover

Email your answer to: competition@traveldaily.com.au

Hint! Visit www.keysun.com.au

The first correct entry received will win!



DISPENSARY CORNER

LAST ride for one Cowboy.

The 74-year old US author of the smash hit novel, *Drugstore Cowboy*, Jim Fogle, has been sentenced to serve 16 years in gaol for robbing a pharmacy in May last year.

His novel, based on his life as a drug-addled thief who goes from town to town robbing pharmacies was made into a blockbuster film.

Fogle has spent the past 57 years in and out of goal for robbery.

The *Drugstore Cowboy*, who was wheeled into court toting an oxygen machine, told reporters that he didn't see any way of getting out of his 14th conviction.

"If I hadn't got busted, I'd be dead by now the way I was living and stuff," he said.

SUNBLOCK and chafing cream.

Around 150 nude cyclists braved inner-city streets of Melbourne over the weekend, for the annual Nude Bike Ride.

The 10km ride through the city's streets had a number of 'causes' including bike activism, naturalism, environmentalism, pacifism, as well as several political statements (including one on the Libyan situation).

"Going past Lygon Street, people come running out and they're quite shocked and then they start laughing and screaming," said organiser Heidi Hill.

Let's hope they at least wore a layer of sunscreen!

WHOOPS.

Mazda is recalling 65,000 Mazda6 cars following the discovery of yellow sac spiders in 20 cars' fuel vent lines.

Mazda has said the spiders' add pressure to the fuel tank which could result in cracks and fires.

Need help with the Pharmacy Industry Award?

www.guild.org.au/pia



The Pharmacy Guild of Australia