

Would you like to win this?



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## Bupa's new health

**HEALTH** insurance giant Bupa has launched a new health section on its US website which features interactive content and 50 medical factsheets - see [bupa-intl.com](http://bupa-intl.com).

## 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.

Have gorgeous looking nails in no time at all with Fabulous professional nail care range. 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 be the first person to send in a correct answer to the daily question below to: [competition@pharmacydaily.com.au](mailto:competition@pharmacydaily.com.au)

## The Mirror Shine has three features in one. What are they?

Hint! Visit: [www.keysun.com.au](http://www.keysun.com.au)  
Congratulations to yesterday's lucky winner, **Julie Wyborn** from **Planet Health, NSW**.

## PSA hits record membership

**15,000** pharmacists are now members of the Pharmaceutical Society of Australia.

The figure represents the largest ever amount of pharmacist members ever experienced in the PSA's history, with National President Warwick Plunkett commenting that the milestone "is recognition that PSA is the leading advocacy organisation for pharmacists."

"It is also recognition that PSA is influencing attitudes, opinions and policies through representation, networking, consultation, continuing education, practice support, standards, guidelines and a range of publications and health promoting programs and

resources," he said.

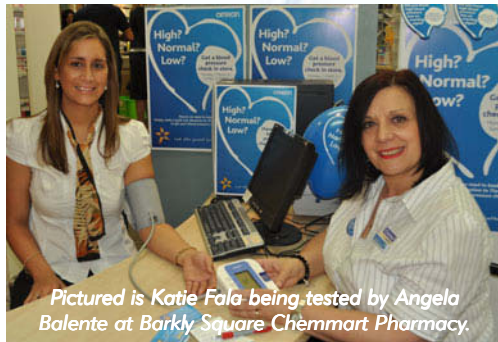
The recent rise in memberships, according to Plunkett, can also be linked to the establishment of the new national organisation in 2009.

"Having the PSA as a unified body has also given us greater credibility and consequently a greater say in ensuring that pharmacists are better recognised," he said.

Meanwhile PSA CEO, Liesel Wett, attributed part of the PSA's success to its continuing professional development programs.

"We have set the bar very high and while others try to emulate the programs, PSA's experience and commitment in this area continue to speak for themselves," she said.

## Chemmart encourages healthy Aussie hearts



*Pictured is Katie Fala being tested by Angela Balente at Barkly Square Chemmart Pharmacy.*

**Pressure Challenge**, a one-week campaign running from 7 - 13 March, which is designed to raise awareness of the service and encourage people to have their blood pressure checked.

The company is hoping to complete 10,000 blood pressure tests this week, and also to raise \$10,000 dollars for the National Heart Foundation, by asking patients for a gold coin donation.

"This new service is all about improving people's wellbeing and raising awareness of this common health condition," said Katie Fala, Chemmart Services Manager.

"Importantly, it is also increasing interaction between pharmacy staff and patients and provides our Member pharmacists with a strong balance between the professional and retail sides of their business," she added.

**CHEMMART** is aiming to improve heart health across the country, with this week's launch of a new blood pressure testing service as a standard feature in its 200+ pharmacies nationwide.

The launch is being supported by the **Chemmart Blood**

## Thelin withdrawal

**THE** European Medicines Agency has withdrawn its marketing approval for Thelin (sitaxentan).

Thelin is an endothelin receptor antagonist used to treat adults with pulmonary arterial hypertension to improve exercise capacity in patients with class III disease.

The withdrawal is a result of a request by its manufacturer, Pfizer, after new information came to light regarding two cases of fatal liver injury linked to the drug.

Thelin was previously available in 16 EU states and its known association with liver toxicity meant it was contra-indicated in patients with mild to severe hepatic impairment and elevated aminotransferases prior to initiation of treatment.

**MEANWHILE** the EMA has also updated its guidance on insomnia treatments, following a period of public consultation.

The updated guideline informs companies how they can carry out drug studies for the condition, including patient selection, study design, assessment and children/elderly; see [www.ema.europa.eu](http://www.ema.europa.eu).

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### Guild Update

This week's update from the Pharmacy Guild

### Guild Warning

The Guild is warning pharmacies around the country to be especially vigilant, as it appears pharmacies in multiple States are being targeted by an elaborate scam.

Last month, Queensland Police issued a warning to the State's pharmacies.

They had received a report from a Queensland pharmacy following a phone order transaction they conducted which eventually turned out to be a scam.

The pharmacy took a call from someone who wished to place a phone order for a quantity of blood pressure kits, totalling approximately \$3000.

The foreign sounding man provided credit card details for payment and asked the goods be shipped to a Nigerian address.

After the goods were processed the pharmacy received an alert from the bank advising the credit cards used in the transaction had been compromised and used fraudulently.

Queensland Police reported that several other pharmacies were also targeted with the same scam.

Since then, the Guild has been contacted by members in Victoria reporting that they too had been targeted by the scam in the past few weeks.

Detective Superintendent Brian Hay of Queensland's Fraud and Corporate Crime Group said, "I urge everyone to be extremely cautious when taking phone orders for large amounts."

Police urged businesses to follow their normal procedures but speak with their bank if they have concerns about security measures.



The Pharmacy Guild of Australia

## Asthma hits the poor more

AUSTRALIAN asthma sufferers who live in areas of low socioeconomic status are more likely to be re-admitted to hospital for their condition, according to the latest report from the AIHW.

The meta-analysis report looked at the overall rate of hospital re-admissions within a 28 day period between 1996 and 2005.

Results found that re-admissions remained stable between 1996-97 and 2004-05 and are similar to previous years.

However, the rate of asthma re-admissions was higher in lower socioeconomic status areas, with poorer areas having the highest rate at around 4.98%.

Researchers also found that people living in remote areas were more likely to be readmitted than those living in major cities.

### ASMI thanks Jacobs

THE Australian Self Medication Industry has thanked committee stalwart, Ronda Jacobs, for all her hard work and years of service, following her retirement from its Committee of Management in Feb.

According to ASMI, Jacobs, former ceo of Catalent, has been a "driving force in the advancement of the OTC pharmaceutical industry".

Overall adults aged 35-64 years clocked the highest rates of hospital readmissions (5.7%), whilst children aged 5-14 had the lowest (3.43%).

Conversely, children were also found to have the highest rate of initial asthma hospitalisations.

"Hospital re-admission rates for asthma can be an indicator of the quality of care in hospital or in the broader community," said Prof. Guy Marks of the Australian Centre for Asthma Monitoring.

### Mums' blood is key

A GROUP of international scientists are claiming to have created a non-invasive prenatal assessment for Down's syndrome, via the blood of the mother.

Published in the biomedical research journal, *Nature Medicine*, researchers took blood samples from pregnant women and women with Down's syndrome babies and those with non-Down's syndrome infants, and used "multiplex sequencing" to analyze foetal DNA from maternal plasma.

Analysing the blood samples, researchers were able to detect the chromosomal variations in every case of Down's syndrome, meaning the test had a 100% accurate hit rate.



## DISPENSARY CORNER

HEARTS get a boost from a star.

US television host and reality show contestant, Star Jones, has smashed the record for the most amount of money raised by a 'project manager' on TV show *The Celebrity Apprentice*, raising a whopping US\$170,000 for the American Heart Association.

Jones, an AHA volunteer, decided to go on the reality show to raise awareness for the charity and heart disease, after undergoing open heart surgery and intense cardiac rehab last year.

"I want people everywhere to understand the importance of heart disease prevention," she said.

Jones raised the cash in one afternoon, with her team running a pizza cafe in NYC, and tripling the take of her opposing team.

RANGO causes a smoking stir.

The newest animated film offering from Paramount and Nickelodeon, *Rango*, is causing a bit of controversy over scenes which depict characters using cigars and cigarettes.

According to *Rango* opponents, the film company's decision to feature smoking in a cartoon is "really troubling", with the hero of the piece shown to swallow a cigar and blow fire in the face of the villain.

BEER poised to promote energy.

Lovers of beer who find themselves a little lacklustre in the energy department will be thrilled to learn of a new Brubar energy snack.

Made mostly from barley malt, the idea for the bar came when its ingenious creator, Christian S'Souza, was driving to a homebrewing store whilst munching on a hum-drum chocolate flavoured energy bar.

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