

What a weekend!

MORE than 2000 people from across Australian pharmacy spent the weekend being updated on the latest industry developments during the APP2011 conference on the Gold Coast.

As well as clinical updates, Australia's biggest pharmacy trade show and workshops on business and professional services, attendees discussed major issues facing the industry.

A strong theme was the recent move to direct distribution by Pfizer (**PD** Fri) and the consequent impacts on the three full line wholesalers, as well as last month's govt backflip which has seen the new requirement of Cabinet approval for all new PBS drugs.

The Pharmacy Guild announced a number of significant initiatives, while suppliers released lots of new products and the industry partied together in a fabulous gala dinner on Saturday night featuring Jimmy Barnes along with an auction to help the Guild Disaster Appeal.

Keep reading **Pharmacy Daily** all this week for more reports on the APP2011 conference.

Ibuprofen-K response

RECKITT Benckiser has responded to a *Medical Journal of Australia* article which links ibuprofen use to potassium deficiency.

RB said the conclusions drawn by the researchers were based on just four patients taking up to 50 tablets of ibuprofen a day, and that the findings should not be confused with occasional use of OTC ibuprofen for the short-term relief of pain.

The Pharmacies of the Year

THE Australian pharmacy sector honoured some of its best and brightest on the weekend, with the naming yesterday of the winners of the QCPP Pharmacy of the Year award at APP on the Gold Coast.

This year the competition offered awards in three categories: Excellence in Business Management, won by John Bronger ChemistWorks from Wetherill Park, NSW; Innovation in Professional Services, taken out by Pharmacy 777 from Whitford City, WA; and Excellence in Community Engagement, won by Orana Mall Pharmacy in Dubbo, Western NSW.

Orana Mall Pharmacy was named the overall winner of the Pharmacy of the Year Award, with judges citing its strength across all three categories "particularly in its service linkages with local health providers and liaison with other health professionals".

"This competition celebrates the very high

NSW PHARMACY DINNER 2011  Pharmaceutical Society of Australia
A NIGHT OF STARS
A night of glamour, awards, fine food, great company, entertainment and dancing.



Saturday, 26 March 2011, Novotel Manly Pacific
For more information or to purchase tickets go to www.psa.org.au or phone (02) 9431 1100



standards of service achieved by Australian pharmacies who are accredited under the Quality Care Pharmacy Program," said Guild National President Kos Sclavos.

"The winners are shining examples of the strength of the community pharmacy model".

Sclavos is pictured below *second from left* with Orana Mall Pharmacy's Trish Crisante, Lisa Benton and Steve Butcherine.



NAB online survey

MEDFIN, the National Australia Bank's health specialist arm, is offering an opportunity to win an experience at the Kiwis versus Wallabies Rugby game in Brisbane on 27 August this year, by participating in an online survey to help "assist your plans for 2011".

Competition closes 02 May - details at www.medfin.com.au.

Registration to expand

THE Australian Health Workforce Ministerial Council is seeking expressions of interest and other feedback about the makeup of the Boards which will regulate Chinese Medicine, Medical Radiation, Occupational Therapy, and Aboriginal and Torres Strait Islander health professionals from 01 Jul 2012 - nras2012.ahpra.gov.au.

TGA tablet alert

THE TGA has issued a warning about Chao Jimengnan 'SuperPowerful Man' tablets which it says pose a "potentially serious health risk to consumers," after analysis found significant levels of sildenafil and tadalafil.

NEW

Sensodyne[®] iso-active[®] foaming gel

All round protection and sensitivity relief.



For the relief of sensitive teeth. **ALWAYS READ THE LABEL.** Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne[®] and iso-active[®] are registered trade marks of the GlaxoSmithKline group of companies.

**HAS YOUR WHOLESALER REDUCED YOUR PBS DISCOUNT?
CAN YOU AFFORD TO LOSE \$5,000 PER YEAR FOR EVERY \$1M IN TURNOVER?***

**We GUARANTEE we can increase your current PBS Discount!
You can get back what you have lost and more!**

Click here for more Chemsave benefits

*Approximate and average figures based on a 1.25% PBS discount reduction



STILL OFFERING AUSTRALIA'S HIGHEST WHOLESALER PBS DISCOUNT!

Contact us NOW to see how we can help YOU!

DAVID PATTON: 0432 515 717



SUBSCRIBE TO AusDI Advanced NOW

ONLY \$295 (excl GST)

Order now

- ✓ OVER 1100 Independent Drug Monographs
- ✓ OVER 2600 Product Information Sheets
- ✓ OVER 2630 Consumer Medicines Information
- ✓ OVER 2400 Drug Product Images

✓ ACCESS FROM YOUR FAVOURITE DISPENSING SOFTWARE



Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is Pharmacy Alliance Group's GM of Information Technology, Simon Kilner.

The benefits of connecting to a centralised IT system

For many independent pharmacists, the effort to keep the product administration of their I.T. system up to date is tiresome, and costs money in administrative effort and lost opportunity.

However, it must be done, as files coming down from service providers and vendors become out of date so quickly.

This is where an independent pharmacist can really benefit from being connected to a centralised I.T. system.

The head office team manages all the product files from suppliers and vendors and downloads clean product file information directly into the pharmacy's POS system.

This means:

- New products are categorised into the correct departments and categories for reporting.
- Stock card maintenance is done centrally for you, including bar code changes and product description changes
- Generic deals are loaded and maintained with the correct discounts.
- Minimum order quantities for deals are automatically updated weekly.
- Catalogue promotions and promotional pricing can be automated and downloaded to your POS, and these can be electronically customised for the specific store.

An added bonus is that the sales data can be collected from your pharmacy, and used to report on your performance across various categories (and benchmarked against other pharmacies).

The data can also show you whether you are making the most of generics, and where your opportunities for growth are.



Buying a pharmacy easier

A NEW initiative soft-launched at APP aims to assist new entrants into pharmacy businesses.

Dubbed 'New Pharma', the program was inspired by the work of the late Judy Liauw who was chair of the Women and Young Pharmacists' Committee.

The Guild said that New Pharma was "the realisation of her desire to provide access to the right information in a simple and logical format for all young pharmacists considering ownership".

New Pharma is an online diagnostic program to help prospective owners avoid pitfalls that exist in purchasing a pharmacy.

Launching the program, a Guild statement said that it "hopes that the development of New Pharma will see many more pharmacists become owners and prevent situations where young pharmacists are attracted into partnerships where they have little equity or influence in the business."

It's been designed by industry experts and successful proprietors "exclusively for potential pharmacy

owners," with registrations of interest now open at a special website www.newpharma.org.au.

The toolkit, including 12 months website access, costs \$330.

5CPA R&D RFT

THE Pharmacy Guild has issued requests for tenders for the Research and Development program as part of the Fifth Community Pharmacy Agreement.

There's up to \$10.6m in funding available in the R&D program which aims to maintain and improve the health outcomes of Australians through evidence based best practice on issues related to Pharmacy.

Six topic areas have been identified: Consumer Needs; Mental Illness; Rural Pharmacy Workforce; Health Literacy; Professional Integration; and Chronic Illness.

Documentation is now online at www.5cpa.com.au/research, with the first tender deadline being 2pm AEST Thu 28 April 2011.

Canadian robots

THE government of the Canadian province of Ontario has announced the rollout of automatic drug dispensing machines in remote and rural communities, after the implementation of regulations allowing for prescriptions to be filled without the physical presence of a pharmacist, according to the *Toronto Star*.

The systems are similar to ATMs, and include a live connection to a pharmacist who can interact with patients after they insert their prescription into the machine.

The devices are made by a firm called PharmaTrust, with up to 40 to be installed across Ontario over the next six months.

Narcotics will not be available at the remote dispensing locations, and pharmacies wishing to operate a "remote kiosk" must be fully accredited by the Ontario College of Pharmacists.

DISPENSARY CORNER

FRED Health ceo Paul Naismith is taking a leaf out of Charlie Sheen's book, to help promote electronic prescribing for Australian pharmacists.

In a panel discussion at APP on Friday morning, Naismith urged more uptake of the eRx Script Exchange system, because it will enable eRx to reinvest in further solutions for the industry.

Citing the Twitter rants of "internet philosopher" Sheen, Naismith suggested that "every time you do an e-script, think of yourself as putting Tiger Blood into the system".

AND during the same discussion at APP, Pfizer managing director John Latham issued a robust defence of the company's decision to sell direct.

He said that if Pfizer was forced to continue to use the full line wholesalers - who have their own alliances with generic makers - it would be similar to "selling Pepsi but being told to do it via the Coca Cola distributor".

WIN A NICOLE BY OPI PACK



This week *Pharmacy Daily* is giving pharmacists the chance to win a 'Glee' Lacquer Pack valued at \$105, courtesy of Nicole by OPI.

Nicole by OPI is a new range of fashion forward nail lacquers designed for the young fashionistas brought to you by OPI.

Nicole by OPI nail lacquers contain no DBP, Toluene, or Formaldehyde. NO NASTIES! Nicole by OPI is available at Terry White Chemists and leading pharmacies. For stockists contact 1800 358 999 or visit www.nicolebyopi.com.

For your chance to win this great pack, simply send in an answer to the daily question below:

How is Nicole by OPI linked to the brand OPI?

The first correct entry received wins!

Email your answer to: comp@pharmacydaily.com.au

Hint! Visit www.nicolebyopi.com