

Pharmacy DAILY

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Images need funding

CANCER patient advocacy groups are calling for extra Medicare funding to be funneled into diagnostic imaging services.

The action comes as patients face a widening gap of between 20% - 30%, with rebates having remained the same for the past 12 years.

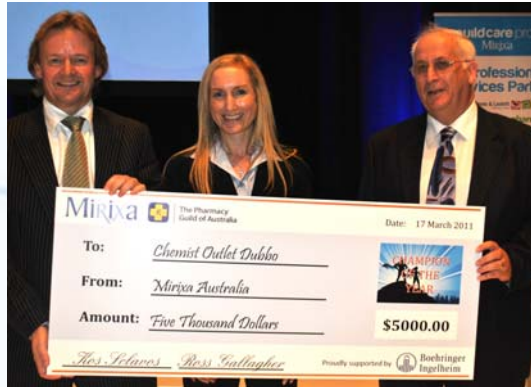
Another Dubbo winner!

IT was a big weekend for pharmacies in Dubbo, Western NSW, with Chemist Outlet Dubbo being named as the inaugural Mirixa Champion of the Year.

The gong came just two days before Orana Mall Pharmacy in the same city was named Pharmacy of the Year for 2011 (PD Monday).

The Chemist Outlet win came with a \$5000 cheque, and was awarded in recognition of the pharmacy's comprehensive implementation of Mirixa programs which had seen significant improvements in MedsIndex patient compliance.

Jayne Cannon from Chemist



Outlet Dubbo, who's in partnership with Niels Bowen, is pictured above accepting the giant novelty cheque at APP on Friday from healthlinks.net md Ross Gallagher (left) and David Marshall of key sponsor Boehringer Ingelheim.

Cannon said she believed that implementing professional programs using Mirixa was a vital part of "protecting the future in pharmacy".

Hospital safety push

THIS week saw the passing of legislation to establish an Australian Commission on Safety and Quality in Health Care, which will develop national standards for clinical safety and quality; as well as develop a national system for health service accreditation; aid in the management of healthcare resources; and give advice to healthcare providers.

\$40k+ for Guild appeal

PHARMACISTS attending APP2011 helped raise \$40,800 for the Guild Members' Disaster Appeal, via Ascent Pharmaceuticals' charity auction.

Ovulation advertising

CLEARBLUE is launching a new advertising campaign for its Digital Ovulation Test.

According to Clearblue, the test is 99% accurate in detecting surges in the Luteinising Hormone in urine, which occurs 24-36 hours prior to ovulation, allowing women to determine the two most fertile days in their cycle.

The campaign comes on the back of a survey which found 36% of women incorrectly identified 1-2 days after ovulation as the perfect time to conceive, whilst 17% admitted they had no idea when the best time to conceive is.

"The average lifespan of a woman's egg is less than 24 hours, therefore correct timing is important when trying to conceive," Clearblue said.

Tapentadol AusPAR

THE TGA has released a new Australian Public Assessment Report for tapentadol (Palexia SR) which is indicated for the management of moderate to severe chronic pain unresponsive to non-narcotic analgesia.

See www.tga.gov.au.

Chronic veteran move

BUPA Health Dialog has been appointed to analyse data from the Department of Veterans Affairs with the aim of identifying Gold Card members with chronic health conditions who would benefit from an enhanced level of healthcare and management, as part of the Veterans Care Program.

Those targeted will include sufferers of congestive heart failure, coronary artery disease, pneumonia, chronic obstructive pulmonary disease and diabetes.

The government will then provide payments to GPs and practice nurses, as well as additional training in disease management and team-based care, to provide comprehensive care coordination and monitoring of the patients.

"An estimated 17,000 veterans, or one in 10 Gold Card holders living in the community, will participate in the program by 2014," said Bupa Health Dialog's General Manager, Brett Comer.

NEW

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

All round protection and sensitivity relief.



GSKJPPD0311

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.

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WIN A NICOLE BY OPI PACK



This week PD is giving pharmacists the chance to win a 'Glee' Lacquer Pack

valued at \$105, courtesy of Nicole 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 be the first person to send in an answer to the daily question below to: comp@pharmacydaily.com.au:

Does Nicole by OPI contain Formaldehyde?

Hint! Visit www.nicolebyopi.com

Congratulations to yesterday's lucky winner, Tracy Lim from Pharmore Pharmacies, VIC.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.

Relief for minor burns

Optiderma Burn Spray combines Carica Papaya Optimised Fruit Extract with 50mg/g of panthenol for the symptomatic relief and management of minor burns (including sunburn). Papaya has traditionally been used to assist in the treatment of burns, whilst D-panthenol improves and increases the humidity properties of the skin (and is therefore moisturising), whilst its anti-inflammatory properties soothe skin. D-panthenol also stimulates epithelisation, and makes skin softer and more elastic.

RRP: \$24.95 (125ml)

Stockist: Ascent Pharmaceuticals 1800 678 302



DISPENSARY CORNER

MEDICAL emergency?

28-year old Romanian TV star Simona Suhoi has blamed her lawless driving behaviour on her brand new breast implants.

Suhoi, who was banned from driving for her part in a recent traffic accident, was busted (get it?) driving without a seatbelt near her home city of Bucharest.

Defending herself in local media, she said that she was forced to drive after she began experiencing chest pains which she attributed to her recent breast enlargement surgery.

Suhoi said she tried to hail a taxi, but they were all busy.

"I mean, what was I supposed to do?" she said.

THE healthy art of engineering.

Engineering students at the University of Fine Arts in Hamburg, Germany have created the world's first trike powered solely by two electric screwdrivers.

The 20kg trike was structurally inspired by a "skeleton with its organs", and can reach speeds of up to 20km/h.

To operate the rider needs to "sit" in what appears to be an extremely non-ergonomic headlong position, operating the machine via brake and accelerator controls which respond to the tilt of the rider's body.

"It's definitely not the best vehicle for long distances but is a lot of fun to drive," a student said.

"It makes you want to accelerate, brake, corner, compete and snake your way around obstacles as soon as you get in the driver's seat," he added.

The students created the trike to compete in a design competition which required the use of screwdrivers.



The next big thing on Aussie roads?



Sports injury and inflammation remedy

InflamZyme is designed to assist in the breakdown and removal of inflammatory by-products from the body, and in doing so to aid in the reduction of localised pain and swelling. Great for the temporary relief of inflammation caused by sporting injuries, as well as mild knee pain and swollen sinuses, InflamZyme contains 100,000 HUT of Protease (from *Aspergillus oryzae*); 125mg Papain (from *Carica papaya*) and 100mg of Bromelains (from *Ananas cosmosus*).

RRP: \$45.58 (90 caps)

Stockist: 1300 650 455

Convenient protein for one and all (including coeliac sufferers!)

IsoWhey Complete is a gluten-free easy to digest protein source, which also contains 12 vitamins and 11 minerals, as well as the gut-friendly glutamine. IsoWhey Complete comes in a powder format, and contains ultra-purified whey protein isolate and whey concentrate as well as Vitamins A, D, C and E, and (to name a few) zinc, biotin, iron, manganese, folic acid and potassium. When mixed with lite/soy/ rice milk or water, the powder creates a low-carb protein shake which is free of artificial sweeteners, casein, GMO ingredients and preservatives. The shakes can be used to supplement diets which may be low in protein, to aid in the maintenance of muscle, and/or to aid in weight loss goals. Flavours include French Vanilla, Double Chocolate, Strawberries and Cream, Banana Smoothie and Butterscotch.

RRP: \$63.88 (640g), \$119.49 (1.2kg)

Stockist: 1300 650 455



Powerful antioxidant action

Anthogenol is a powerful antioxidant potion, which is formulated using OPCs (a condensed form of the vegetal molecule known as flavan-3-ol) derived from the seeds of the French-grown *vitis vinifera* grapes. Not naturally produced in the body OPCs are claimed to pack 15x more antioxidant power than Vitamin C, as well as 50x the potency of Vitamin E. Anthogenol aids in the maintenance of healthy skin and hair, and to offers protection from age-related conditions. It is also said to diminish the appearance of varicose veins and age spots.

RRP: \$55-74.95

Stockist: 1800 181 323



Get a natural pearly glow

Physicians Formula has released a new face powder titled Powder Palette Mineral Glow Pearls. When applied the pearlescent powder provides wearers with a gentle light-diffusing illuminating glow. Suitable for all skin types, the powder features real mineral pearl extract as well as pearlescent pigments to give the skin a 'soft-focus' finish. The powder comes in a compact case complete with mirror for on the go touch ups.

RRP: \$29.95

Stockist: 02 8709 8800

