



## Orphan drug update

**THE** Therapeutic Goods Administration has added the following medicines to its designated orphans list: arsenic trioxide, rifaximin, taliglucerase & 6-chloro-2, 3, 4, 9-tetrahydro-1H-carboxamide.

For info see [www.tga.gov.au](http://www.tga.gov.au).

## Talk about self-management

**PHARMACISTS** should discuss the benefits of arthritis self-management programs with patients as a way to make their day-to-day care more effective, according to Arthritis NSW.

The call coincides with Arthritis Awareness Week (27 March-02 April) and the launch of Arthritis NSW's new improved self-management program titled Challenging Arthritis.

The program is designed to work in conjunction with patients' existing medical management, and aims to support them by focusing on long-term behavioural changes.

Challenging Arthritis is made up of eight modules which provide guidance and tips for pain management, physical activity and exercise, safe medication usage, diet, stress management and joint care.

"Programs like *Challenging Arthritis* are designed to give people who are living with arthritis extra support," said Karen Filocamo, Chief Executive of Arthritis NSW.

"Although most people living with arthritis are in consultation with a healthcare professional we have noticed that there is much more people can be doing on a daily basis to make their condition more tolerable," she added.

Filocamo also said that programs like Challenging Arthritis are important for the community because not all sufferers have access to support groups.

"It can sometimes be a long wait in between doctor's visits and having effective 'coping' skills can

certainly help," she said.

Challenging Arthritis is free for Arthritis NSW members and can also be accessed by non-members for a one off \$30 fee.

The pack contains a diary, information sheets and two CDs to guide sufferers through the program.

Visit [www.arthritisnsw.org.au](http://www.arthritisnsw.org.au).

## Good Pharma success

**GUILD** president Kos Sclavos has hailed the success of the Good Pharma website which has been adopted by more than 2000 pharmacies nationwide since its launch at APP last year.

"For busy pharmacy owners and managers, being able to check their performance against best practice, and accessing all the resources and tools they need to improve businesses performance is a must in this time poor, competitive world that we live in today," he said.

The website currently features tools and resources designed to drive growth and improvement in pharmacy businesses, as well as to address important issues for sustained profitability.

According to Good Pharma, the second phase of its development will see the addition of added diagnostic services, as well as additional planning tools and resources aimed at improving marketing effectiveness, website contribution and supporting the implementation of the Fifth Agreement programs.

For details see the advert *right*.

## Smoking initiative

**THE** Department of Health has kicked-off a "hard-hitting" advertising campaign aimed at getting Indigenous Australians to stop smoking.

"This campaign addresses the harsh reality that 1 in 2 Indigenous Australians smoke, and 1 in 5 will die from smoking related diseases," said Health Minister Nicola Roxon.

## WIN A MOTHER'S DAY PACK



With Mother's Day only six weeks away, **PD** is giving

readers the chance to win a special pack which will spoil your Mum (or you!), courtesy of **Plunkett Pharmaceuticals**.

The pack contains two full size products - Advanced Collagen Lift Moisturiser and Advanced Skin Perfecting Exfoliator, valued at \$99.90.

For your chance to win this fantastic Mother's Day gift, simply be the first person to send in an answer to the daily question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Name one of the innovative active ingredients in Collagen Lift Moisturiser

Hint! Visit [plunkettpharma.com.au](http://plunkettpharma.com.au)  
Congratulations to yesterday's lucky winner, **Janelle Morris** from **Calanna Pharmacy Edmonton**.



## HOW FIT IS YOUR PHARMACY?

Get your pharmacy fit for the new Financial Year. Join the 2,000+ pharmacies using Good Pharma to grow and improve their businesses.

**Save more than 25% on a 12 month subscription!**

For a limited time only sign up to a 12 month subscription. Just **\$60 per month or \$720 pa (inc GST)**.

Subscribe now before 18 Apr [www.goodpharma.com.au](http://www.goodpharma.com.au).

Use Code = **PD290311** to receive your discount.

## OptiDerma<sup>®</sup> WOUND SUPPORT

**OptiDerma**, with Optimised Papaya Extract, provides an effective self management solution for minor wounds and skin conditions.

To order click here or call Ascent Pharmaceuticals on 1800 678 302

**Wound Awareness Week** (March 28 - April 3) will highlight the issues facing the 270,000 Australians suffering with a slow healing wound.



OptiDerma<sup>®</sup> is a Registered Trademark of Health Focus Products Australia, 3/60 Jijaws Street (PO Box 49) Sumner Park QLD 4074.

**HAS YOUR WHOLESALE  
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

## Chemsave

**STILL OFFERING  
AUSTRALIA'S  
HIGHEST  
WHOLESALE  
PBS DISCOUNT!**

Contact us NOW to see how we can help YOU!

DAVID PATTON: 0432 515 717



Need help with the  
Pharmacy Industry Award?

[www.guild.org.au/pia](http://www.guild.org.au/pia)



## Guild Update

### This week's update from the Pharmacy Guild

#### Pharmacist-only Survey

Medici Capital is currently undertaking research regarding Independent Community Pharmacy on behalf of the Pharmacy Guild of Australia.

**Pharmacy Daily** readers are encouraged to participate.

The survey closes March 31.

All respondents will get a summary of the results if they provide their email details at the end of the survey.

The survey will require you to complete a short questionnaire about the pharmacy industry and your views.

The questionnaire can be answered online, or in hard copy form, and will take about 15-20 minutes to complete.

The information that you provide will remain strictly confidential and the results will remain the property of the Guild.

The Guild will only have access to de-identified data.

This is a PHARMACIST ONLY survey.

The survey can be completed by clicking on the following link:  
[www.medici.com.au/GuildSurvey](http://www.medici.com.au/GuildSurvey).

Alternatively, if you would prefer to complete the survey in hard copy, please email [office@medici.com.au](mailto:office@medici.com.au) and Medici Capital will forward you a copy.

Medici Capital provides these research services in the interest of promoting industry knowledge about the key issues confronted by current and future pharmacy owners.

It believes some of the issues covered by this research are of critical importance to the future of pharmacy.

Medici Capital provides pharmacists an integrated range of specialist finance and management advisory services tailor-made for pharmacy.

## TGA recalls Pneumovax 23

**AN** Immediate recall of Batch N3336 of Merck Sharp and Dohme's pneumococcal vaccine Pneumovax 23 has been issued by the Therapeutic Goods Administration.

Pneumovax 23 is used for immunisation against the bacteria *Streptococcus pneumoniae* (known to cause pneumonia and meningitis), and common side effects include injection site soreness, erythema, warmth, swelling and local induration.

Supplied only in NSW and the ACT, the vaccine has been recalled due to a number of adverse reaction reports whereby patients experienced severe skin reactions, including surrounding inflammation at the site of the vaccine injection.

Ten reports in total were lodged, with reactions ranging from serious swelling to abscesses and cellulitis.

"At this stage it is not known if there is a problem with the particular batch of vaccine used in these patients, or whether these reactions are reports of a well known side effect that can occur with any injection," the TGA said in a statement.

At present the TGA is in the middle of testing samples of the affected vaccine batch, and is working with State and Territory

health authorities to discover the nature of the reactions.

During the testing stages, the TGA is requesting that all vaccine suppliers return any supplies of the affected batch of Pneumovax 23 to the supplier.

Patients who have recently received a pneumococcal vaccination and who are worried about swelling or soreness around the injection site, are being told to consult a healthcare professional.

For info see [www.tga.gov.au](http://www.tga.gov.au).

### Public introduction

**THE** British Royal Pharmaceutical Society has released a series of short films directed at the general public, and which are aimed at explaining the job of a pharmacist.

The films look at pharmacists in community, hospital, industrial and primary care settings.

To view the films visit the website at [www.rpharms.com](http://www.rpharms.com).

### OncoDefender launch

**THIS** week Everist Genomics announced the worldwide commercial availability of its new genetic test to assess risk of recurrence of both stage I/II colon cancer and stage I rectal cancer following surgery, OncoDefender.

See [www.everistgenomics.com](http://www.everistgenomics.com).

## DISPENSARY CORNER

### HEARTBREAK in action.

Researchers from the University of Michigan have discovered that having your heart broken does actually have a physical effect.

According to their study, published in the Proceedings of the National Academy of Science, people who are rejected by the object of their affection have the same regions in their brain activated as when a person undergoes physical pain.

To reach their conclusion, the researchers recruited 40 people who had recently been dumped, and hooked them up to a magnetic resonance system.

They then showed them pictures of their ex and were asked to think about them, and in comparison they were also showed a picture of a friend and asked to remember a positive experience with that friend.

They were also fitted with an arm device which emitted painful sensations.

The brain scans taken during the experiment were then compared to 500 scans of people in pain.

"We found that the intense experience of social rejection activates regions of the brain that are involved in the sensory experience of physical pain," one researcher said.

"The mind, brain and body are tightly linked.

"These findings may offer insights into how heartbreak and rejection can lead to different types of other physical illness and disorders," the researcher added.

**THE** best is yet to come.

New research from the University College London has found that satisfaction and optimism steadily increases over the age of 40.

According to the report, not having to work, less responsibility, maturity and the time to focus pursuits that people enjoy make life more cheerful in the later years, with joy peaking in people aged in their 70s and 80s

## Business Development Managers



Packaging

Your Pharmacy Partner

On the back of an extremely successful launch at APP, APHS Packaging is recruiting for passionate and committed pharmaceutical sales professionals, with a demonstrable track record in achieving results.

APHS Packaging is a leading supplier of dose administration aids for pharmacies and aged care facilities across Australia. Through state of the art packaging and inspection systems, APHS Packaging produces easy-to-use medication sachets within a highly regulated manufacturing environment. With APHS Packaging poised for strong growth, this role will play a key part in the organisation's overall success.

Reporting to the National Sales Manager, these hands-on roles will focus on the new customer acquisition, as well as promoting the expanding product offerings to the existing customer base. You will achieve this by owning the customer relationships from origination to initiation.

Register your interest by contacting Peter Maloney,  
0408 705 662 or [peter.maloney@aphspackaging.com.au](mailto:peter.maloney@aphspackaging.com.au).



The Pharmacy  
Guild of Australia