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## Pharmacy Daily today

**TODAY'S** issue of *Pharmacy Daily* features two pages of news, plus a full page from the Pharmacy Guild of Australia, reminding pharmacists to register for the Pharmacy Practice Incentives before 30 June - see **page three**.

pharmacy  
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The Premier Pharmacy Practice Event

17<sup>TH</sup> - 19<sup>TH</sup> JUNE  
DARLING HARBOUR

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### FREE Trade Expo:

- 36 of the 100 Exhibitors are 'BRAND NEW' to Pharmacy Expo 2011
- Take a look in 'SNEAK PEEK' now and VOTE online for the 'Best NEW Product'

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- Earn up to 24 CPD Points
- 50 Topics over 80 Sessions
- Presented by Industry Experts from their fields of expertise.

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Register online now!**

[www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au)

## Pharmacy students online

**EARLY** registration is now available online to pharmacy students about to graduate, according to a statement from the Australian Health Practitioner Regulation Agency.

Designed to smooth the path from study to work, the online registration services now enable students to register around four to

six weeks before they complete their course.

According to AHPRA the majority of students will be able to complete their registration application online, however students who cannot apply online will be able to find dedicated web pages on the AHPRA site which will direct them to the correct application form.

All students, regardless of their method of application, will be required to return some supporting documents to AHPRA by mail.

As such, AHPRA is encouraging students set to graduate mid-2011 to go online and follow the prompts to the pharmacist registration pathway 4-6 weeks before completing their course.

## Eli Lilly diabetes fight

**AMYLIN** Pharmaceuticals has filed a lawsuit in the US against pharmaceutical giant Eli Lilly, alleging the company has engaged in "anticompetitive behaviour and breaches of strategic alliance agreements".

The furore is centred around contracts entered into between Amylin and Lilly for the development and commercialisation of type 2 diabetes treatment Byetta (exenatide) injection; and Lilly's subsequent agreement with Boehringer Ingelheim for the development and marketing of a new competitor for Byetta, linagliptin.

Amylin is seeking a preliminary and permanent injunction to prevent Lilly from proceeding with its plans to use the same sales force to sell both Byetta the competing BI product.

"We are disappointed that we could not resolve this matter amicably and that we were forced to bring legal action to protect our rights, our products and our shareholders," Amylin said in a statement.

## Reach, not Safe

**DR** Ken Harvey is the Director of Medreach not Medsafe as stated in yesterday's **PD**.

## Silence on incontinence

**ONE** in three women experience stress urinary incontinence (SUI), the majority of whom are too embarrassed to seek help from healthcare providers for their condition, according to the American Urological Association.

SUI is Characterised by loss of urine due to movement of the body, and is estimated to cost in the US alone \$8 billion per annum.

"Similar to the subject of erectile dysfunction, it is still not openly discussed in public and even among some healthcare providers," stated AUA Executive Director Sandra Vassos.

To encourage education and better management of SUI, the AUA has launched a campaign which features info about SUI including risk factors and management of symptoms, as well as patient resources and research which can be accessed by patients and healthcare providers at [www.urologyhealth.org/SUI/](http://www.urologyhealth.org/SUI/).

**CHEMISTWORKS**

**PHARMACIST NEEDED**

- Highly respected organisation
- Busy pharmacy in a multi-cultural area
- Passionate about providing quality healthcare
- Immediate Start

Recognised as a leader in quality pharmacy services and retail supplies this is an exciting opportunity for an experienced Pharmacist with a solid background in pharmacy to join a professional and friendly team.

Working as part of a larger team you will be responsible to provide specialist service with a commitment to deliver the highest professional standards and provide HMRs for the local community amongst other duties.

The ideal candidate will be a qualified pharmacist with a minimum of 1 or 2 year's experience and is registered in NSW.

To be considered for this role you will be required to:

- Work weekends and nights on a roster basis with a minimum 38-hour working week.
- Assume the role as Pharmacist in charge.
- Must be flexible and willing to work a variety of hours.
- Show great customer service and genuine care.
- Multi-lingual skills will be highly regarded.

We will provide you with great working conditions in award winning pharmacy, and a competitive salary.

If this sounds like you, then forward your CV with a cover letter to: [nelmiski@gmail.com](mailto:nelmiski@gmail.com) or post to:

ATTN: NANCY - APPLICATION: CHEMISTWORKS  
Shop 72 Stockland Shopping Centre, Wetherill Park NSW 2164



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Event details:

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Illawarra	5 June
Coffs Harbour	17 July
Penrith	24 July
Newcastle	18 Sept
Albury	23 Oct
Tweed Heads	13 Nov

10 Group 2 CPD credits

Register at:

[www.psa.org.au](http://www.psa.org.au)

### Guild Update

This week's update from the Pharmacy Guild

## Last chance- Pharmacy Rental Symposium

This is your last chance to secure a spot at next week's Pharmacy Rental Symposium.

Registrations officially closed last week, but organisers say there are a limited number of places available for last minute attendees.

The 2011 Pharmacy Rental Symposium will be held in Melbourne next Tuesday, 24 May.

The symposium is an annual event that provides an update on important pharmacy business developments and helps attendees to understand what they can afford to pay in rent in light of the pharmacy outlook over the next five years.

The Guild will present some inside information on rent negotiations and what your landlord can and cannot do.

Attendees will also be able to present their case in the Open Forum session.

CPD Points will apply to this event.

A key event for pharmacists and their senior management, the symposium is exclusively open to Guild member pharmacies.

For further information or to register email [pharmacyrentals@guild.org.au](mailto:pharmacyrentals@guild.org.au) or phone Karen Killeen on 02 6270 1888.

But don't wait too long or you'll miss out!



The Pharmacy Guild of Australia

## More than medication

LESS than one third of Australians include healthy habits such as diet and exercise when taking prescription medication to manage their health condition, according to a new research by Pfizer Australia.

The study found that medication is the number one option for the 70% of Australians currently managing a range of issues (including heart problems, high cholesterol, depression, chronic pain and diabetes), with 66% saying they use a prescription medication to treat their condition.

According to researchers, only 21% of Aussies suffering from high cholesterol reported that they use healthy habits in conjunction with medicine to manage their condition whilst nearly one in two patients said they rely on prescription medications alone.

In addition, only 28% of Aussies diagnosed with type 2 diabetes said they combined medication with a healthy lifestyle to keep their condition in check.

"The research suggests that too many of us are relying on medicines to improve our health,

when that is only part of the health equation," said medical commentator Dr John D'Arcy.

"Medicine has a powerful role to play when we are sick but there are so many other factors which are able to make us well again," he added.

As a result of the study, Pfizer has launched a *More than Medication* website which aims to help Australians take a more holistic approach to health.

The website includes information about diet and exercise, as well as recipes, tips to deal with stress and tips for buying over the counter medications.

The new site is now online at [www.morethanmedication.com.au](http://www.morethanmedication.com.au).

### Xibrom generic

MYLAN has received US FDA approval to launch its generic version of Xibrom, Bromfenac Ophthalmic Solution, 0.09%, indicated for treatment in postoperative inflammation of patients who have undergone cataract extraction.



## DISPENSARY CORNER

TEAM pedicures with periodontal.

A dental surgery in the US has embraced a rather unorthodox way to get patients into its chairs - by adding spa treatment services to the menu.

According to reports, Fairway Dental Care now offers paraffin wax services, as well as warm and cool eye treatment wraps, massage chairs, aromatic mood candles in treatment rooms, knee and neck pillows, warm blankets throughout care and big screen HD televisions positioned for ease of watching during dental work.

And as an added bonus, patients can try to revive numb lips and mouths with a selection of hot drinks such as coffee, hot chocolate, hot apple cider and herbal teas, served up from Fairway's own beverage bar.

"People avoid going to the dentist because of bad memories, so they often ignore a dental problem until the later, more serious, more costly stages," said Dr Rohn Falter, owner of Fairway Dental Care.

"We're changing that with a package of good experiences in addition to excellent dental care that looks good, feels good and lasts a long time," he added.

PATIENT'S cheeky escape plan.

A manhunt for a New Zealand man receiving treatment for an ankle injury in an Auckland hospital has come to an end after he was discovered hiding inside the hospital's ceiling.

According to reports, the man was initially taken to hospital suffering an ankle injury by police who had arrested him for driving offences.

After receiving treatment the man decided to take a shower, during which he climbed naked into the ceiling hoping to escape prosecution.

Unfortunately for him his flight inspired a seven-hour manhunt, with heat detectors used to spot him in the ceiling not far from the shower recess.

## WIN A NUDE BY NATURE PACK



WIN Australia's No.1 Mineral Make-up System! And get the celebrity airbrushed effect on your own skin...

This week *Pharmacy Daily* have managed to get their hands on the entire 4-step **Nude By Nature** system to give to three lucky readers!

Each prize pack is valued at over \$150 and includes the Undercover Airbrush Primer, Natural Mineral Cover, Mineral Bronzer, Natural Finishing Veil and Mineral Brush.

No harsh chemicals, animal testing or itchy bismuth. Nude By Nature is the 100% natural formulations with incredible airbrushed results that are good for even the most sensitive skin!

For your chance to win this fantastic Nude By Nature pack, email your answer to the question below by COB on Friday.

**In 25 words or less tell us why Australia's number one mineral brand Nude By Nature is your number one choice for cosmetics**

Email your entries to: [nudebynature@pharmacydaily.com.au](mailto:nudebynature@pharmacydaily.com.au)

Three most creative entries will win this fantastic prize pack and their names will be announced in *PD* on Monday 23rd May.

## ***Have you registered yet?***

*Register before **30 June 2011** for Pharmacy Practice Incentives to receive your start-up payments.*

*Register at **[www.5cpa.com.au](http://www.5cpa.com.au)***

*Phone **1300 555 262** or email **[support@5cpa.com.au](mailto:support@5cpa.com.au)** for more information*

