

### Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is the Executive Director of Chemmart Pharmacy, Jonathan Layton.

### Taking service to the next level

The majority of community pharmacies aren't interested in becoming a discounter, nor are they suited to being one.

So how do pharmacies create a point of difference?

Many pharmacies claim to set themselves apart through service; however service is not just greeting customers in a friendly way and dispensing scripts in a timely manner.

If you are not already doing this, you won't survive today.

Three weeks ago, Chemmart Pharmacy launched 20 minute Health Checks in-store and via a national advertising campaign.

The great early success of this service can be attributed to the focus Chemmart Members have had on ensuring staff are well trained and competent in delivering this program.

More than 450 pharmacy staff have become Chemmart accredited Health Checks Practitioners, having completed more than 5,000 Chemmart College Modules.

This is an outstanding effort and is reflected in the positive customer responses we are receiving.

This service demonstrates a commitment to improving people's lives in an easy and cost-effective manner.

This is the direction community pharmacy needs to move, and Chemmart Pharmacy is leading the way.

You cannot differentiate your business with a few posters and a catchy jingle to tell customers you offer services.

It needs to be part of your fabric.

Do your staff have the competence to deliver your point of difference?



## Hammett defends CM regs

THE head of the Therapeutic Goods Administration, Rohan Hammett, has defended the organisation's regulation of complementary medicines, saying that a large proportion of the regulatory breaches revealed last week (*PD* 16 May) were of a "relatively minor nature".

Speaking on the *ABC's* Health Report this morning, Hammett said that some matters raised related to such items as incorrect label font sizes - but when challenged by the interviewer about the 22% of non-compliance which related to inadequate evidence, Hammett

admitted that there were "certainly challenges for complementary medicines".

However he said that with many CM's arising from "traditional paradigms," the different regulatory treatment of complementary medicines acknowledged the lower level of risk in the sector.

Hammett denied that the TGA was under-resourced when it comes to regulation of complementary medicines, saying that with a "complex set of about 150 regulations" it was up to the TGA to "make sure we adequately explain them to manufacturers".

He also dismissed as "absolute nonsense" claims by public health advocate Ken Harvey that the TGA isn't doing its job properly because it's funded by contributions from the industry.

He said industry regulation paid for by fees is common, with the TGA's key stakeholders being Australian community and its aim being "to improve the community's access to safe and effective medicines in a timely manner".

### New NZ Guild head

COMMUNITY pharmacist Karen Crisp has been elected as the new President of the Board of the Pharmacy Guild of New Zealand.

Crisp has been NZ Guild vice president since 2010, and owns a community pharmacy in Christchurch.

The new Vice President is Ken Orr who owns five pharmacies in the Northland region, and is also a director of listed pharmacy group Pharmacybrands Limited.

Outgoing Guild President Ian Johnson, who's been President since 2008, will remain on the Board as Immediate Past President.

Crisp said she was delighted at her new role, saying she would "continue my work on the vision of community pharmacists being fully utilised as medicines experts in the primary health care team".

### Paediatric HIV drug

THE Therapeutic Goods Administration has approved HIV treatment Telzir (fosamprenavir) for use in children and adolescents living with HIV.

Telzir in combination with low-dose ritonavir is indicated for the treatment of HIV-1 in infected adults, adolescents and children of six years and above in combination with other anti-retroviral drugs.

Fosamprenavir is a protease inhibitor, and has been available in Australia since 2004.

### Today's issue of PD

*PHARMACY Daily* today includes a full page promoting the upcoming Pharmacy Expo in Sydney next month - for details see **page three**.

### \$10m in Macular Degeneration funding

THE Macular Degeneration Foundation on Saturday announced its biggest ever research commitment, with the aim of raising \$10m towards eye research over the next decade.

The new target coincides with the 10 year anniversary of the MDF, with an initial research allocation of \$1.5m over the next 3 years.

"This announcement marks a milestone for research and takes us a step closer to finding a cure," said Foundation ceo Julie Heraghty.

She also announced an annual \$40,000 postdoctoral fellowship which will be awarded in honour of Dr Paul Beaumont, the Foundation's founding director.

Macular Degeneration Awareness Week kicked off today, aiming to raise awareness of the leading cause of blindness in Australia.

## WIN A WOMEN'S PAMPER PACK FROM GAIA SKIN+BODY



This week *Pharmacy Daily* is giving five lucky readers the chance to win a Women's Pamper Pack from **GAIA SKIN+BODY**.

Each prize pack is valued at \$59.80 and includes a Creamy Cleanser, Intensive Moisturiser, Facial Exfoliant and a Skin+Body Collection.

Everyday stresses can leave your skin feeling dry, sensitive and in need of renewed freshness. GAIA SKIN+BODY harnesses the power of organic oils, active organic botanical extracts, natural vitamins, anti-oxidants and amino acids, to effectively combat dryness, calm sensitivities and retain moisture.

For your chance to win this fantastic GAIA SKIN+BODY pack, email your answer to the question below by COB on Friday.

**In 25 words or less tell us what makes GAIA so great for women's skin?**

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

Five most creative entries will win this fantastic prize pack and their names will be announced in *PD* on Monday 30th May.



## PD's Nude By Nature comp winners

**LAST** week's *Nude By Nature* competition in *Pharmacy Daily* certainly excited the imagination of a number of our readers.

Entrants were required to submit a short answer telling why *Nude By Nature* is their number one choice for cosmetics.

Congratulations to the three lucky winners, who each receive a \$150 *Nude By Nature* prize pack.

The winners and their rather creative entries are below:

### Caitlyn Adsett, Jadin Chemist Group

*A chemical free makeup collection  
For a natural, glowing complexion  
My most treasured possession  
For a perfect reflection  
Nude By Nature - my cosmetic  
obsession!*

### Tracy Lim, Pharmore Pharmacies:

*Is it the celebrity airbrushed effect  
that Nude By Nature leaves on  
my skin?*

*Nude mineral makeup gives me  
perfect coverage, that's not too  
heavy or too thin*

*Maybe it's the blend of colours  
that match my eyes and lips?*

*Nude is so indulgent, but won't  
show on my hips*

*I can't say for sure, I think it's all of  
the above,*

*Nude By Nature is my number one  
choice of makeup, which I simply  
love!*

### Abbey Butler, Flinders Medical Centre Division of Pharmacy

*Nude By Nature gives you a:  
N atural look when used with  
U ndercover primer and  
M ineral powder applied with  
designer*

*B rush*

*E nsuring a flawless look that is  
easy to*

*R e-create for every  
1 one*

## Cephalon boosts stake

**US** pharmaceutical firm Cephalon has boosted its stake in its Aussie takeover target ChemGenex Pharmaceuticals to 82.72%.

The takeover offer is now scheduled to close at 7pm on Mon 06 June.

## Board to look at NT issues

**THE** Pharmacy Board of Australia will hold its next meeting in Darwin later this week, with the aim of gaining "first hand knowledge of the provision of pharmacy services in the Darwin area, and in particular to indigenous communities".

The visit will include an informal gathering with local pharmacists to discuss regulation and gain insight into issues which affect them.

Board chairman Stephen Marty said that as a national regulatory body "it is important for us to see how pharmacy services are being provided to the public, and to make sure our policies and guidelines apply as effectively to people living in Sydney or Melbourne as those who live in regional or remote areas."

## Lead Clinicians Group

**THE** Health Department is inviting health professionals to provide input into "clinical leadership structures" under a consultation paper released on Fri.

Under the proposals, Lead Clinician's Groups will advise local hospital networks and Medicare Locals on "how the patient journey can be enhanced," with the paper now online at [yourhealth.gov.au](http://yourhealth.gov.au).

## HCN on the block

**PRIMARY** Health Care has confirmed the possible sale of its Health Communication Network software division, which produces a range of products including the popular Medical Director suite for general practitioners.

HCN also provides the AusDI Advanced database of drug and therapeutic information for pharmacists, doctors, nurses and other health professionals, which is one of the references listed by the Pharmacy Board of Australia.

Some reports have estimated that the HCN business could be sold for as much as \$300 million, and a "draft proposal" already in place.

In an ASX filing on Friday Primary said the terms of the deal are still incomplete, with no certainty that the sale will proceed.

"We are looking forward to a two way exchange, where our board members can share their knowledge and insights of the regulatory framework in Australia, and Darwin pharmacists can share their knowledge about issues affecting their professional practice and community," Marty said.

The Darwin visit will take place 26-27 May; pharmacists wanting to take part in the meeting can call 03 8708 9200 for more information.

## APESMA rural push

**THE** Pharmacists' Division of union group APESMA has launched a survey aiming to gather from pharmacists what they think would be the best benefits and incentives to encourage them to work in rural and remote areas of Australia.

President Geoff March said that last year's removal of pharmacists from the Skilled Occupations List for migration is likely to further impact on the shortage in regional areas.

"Rather than further increasing the numbers of pharmacists by accepting overseas pharmacists, why not develop a plan that will encourage pharmacists to move from the metropolitan areas to the rural areas?" March asked.

APESMA is seeking submissions from the confidential online survey by Fri 03 June - to participate click on the link below.

[Click here for survey](#)

## RGH E-Bulletin

**THIS** week's edition of the Repatriation General Hospital Pharmacy E-Bulletin is titled *Is this clozapine-induced neutropenia?*

It aims to give an overview of the use of clozapine for the treatment of therapy resistant schizophrenia, and the potential impact that so-called 'morning pseudoneutropenia' can have on clinical outcomes.

The bulletin is available for download at no charge from [auspharmlist.net.au/ebulletin.php](http://auspharmlist.net.au/ebulletin.php).

## DISPENSARY CORNER

**PART** of the website of the US Centers for Disease Control crashed last week after an official made a post warning of a "zombie apocalypse".

The lighthearted inclusion was an element of a social media campaign to get US citizens to prepare for the upcoming hurricane season.

"There are all kinds of emergencies out there that we can prepare for...Take a zombie apocalypse for example - You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a real emergency," the blog post reads.

The initiative has been highly successful, with the website going down after receiving more than 60,000 visits - compared to the usual 1000-3000 a day.

**SHOULD** doctors be worried about cyber-competition?

A computer being developed by IBM is about two years away from commercial launch as a system to help speed medical diagnoses.

Dubbed Watson, the "expert system" has already shown its prowess by competing in and winning US game show *Jeopardy* earlier this year, against two human *Jeopardy* champions.

Watson has been designed to understand and process plain language queries, with its developers saying that with appropriately loaded medical databases it will be an adjunct to health professionals.

"For at least 30 years it's been clear that it's not possible for us to know everything," said Watson's designer Herbert Chase.

As well as helping with diagnosis by processing responses from patients, a "treatment" module included with Watson is able to recommend the optimal medication regime, taking into account relevant guidelines and other patient conditions.

# pharmacy expo2011

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

The Premier Pharmacy Practice Event



## REGISTER ONLINE NOW!

### Expo Hours:

Friday 17 June: 8.30am – 5.00pm  
Saturday 18 June: 9.00am – 5.00pm  
Sunday 19 June: 9.00am – 5.00pm

### Education Hours:

Friday 17 June: 9.00am – 5.00pm  
Saturday 18 June: 10.00am – 4.00pm  
Sunday 19 June: 10.00am – 4.00pm

### Education Program

#### Friday 17 June 2011 – 9.00am - 5.00pm

Theatre 1	Theatre 2	Theatre 3	Theatre 4	Theatre 5
SMART PHARMACY BUSINESS	PAEDIATRIC CORNER	DERMATOLOGY	CLINICAL FOCUS RED (Mental Health)	CLINICAL FOCUS BLUE (Musculoskeletal)

#### Saturday 18 / Sunday 19 June 2011 – 10.00am - 4.00pm

Theatre 1	Theatre 2	Theatre 3	Theatre 4	Theatre 5
SMART PHARMACY BUSINESS	COUNTER PRESCRIBING	NEW RESEARCH & PRACTICE UPDATES	CLINICAL FOCUS RED (SHPA)	CLINICAL FOCUS BLUE (Integrated Medicine)

EARN UP TO 24 CPD POINTS – over the 3 days

**IMPORTANT:** Friday workshop streams are pre-booked and with a number of sessions sold out in advance last year, we recommend you secure your place early.

Pharmacy Expo 2011 has something for everyone – Community, Hospital & Industry pharmacists, Accredited pharmacists, Owners & Managers, Pharmacy Assistants, Dispensary Assistants and Students, Graduates & Interns.

Go online now to [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au) and review the list of 100 plus Exhibitors (36 of them are Brand new, offering products & services you may not have seen before) at the FREE to attend TRADE EXPO and to register your attendance at any of the Education Sessions.

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