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Obesity and Injury

A NEW report from the Australian Institute of Health and Welfare has linked obesity with increased risk of injury.

"The probability of falls, trips, or stumbles rises with obesity," said Professor James Harrison of the AIHW's National Injury Surveillance Unit.

"However, the increased risk of falls in the obese may be somewhat offset by the possible protective effects of body fat as cushioning and of increased bone density in weight-bearing joints," he added.

The report also pointed to the relationship between obesity and sleep apnoea - a condition which increases the risk of road injury, due to the fatigue experienced by sufferers.

Overweight children were also found to have a greater risk of falls. See www.aihw.gov.au.

Aussies want to be healthy

THERE is a disconnect between what Australians know they should be doing to achieve healthy lifestyles and what they are actually putting to practice, according to the first ever Pan-Pacific Healthy Living Index Monitor.

Undertaken by life insurance company AIA, the survey looked at responses from 10,200 people aged 18-65 across all education and income levels in 15 countries including Australia, and was designed to gain local insights into perceptions of health and healthy living, as well as to understand the barriers to adopting a healthy lifestyle.

According to the results, 97% of Australians place great importance on healthy living, with the key motivators being to enjoy a better quality of life (68%), better mental health (42%), and not getting sick (42%).

Despite these figures however there is a disparity between what Aussies know they should do for health and what they actually do, with over half of Australians saying they felt their health was not as good as it was five years ago.

In fact the survey revealed that the average health satisfaction score for Australians was just 6.3 out of ten compared to a regional average of 7.

The lifestyle habits which Australians see as the way to better living include: eating healthier food (64%); getting sufficient sleep (63%); having a healthy work/life balance (63%); and exercising regularly (59%).

However only 22% said they ate healthy food, 20% said they exercised regularly, 25% said they got enough sleep and 30% said they enjoyed a good work/life balance.

In terms of healthy eating, the major barrier is the perceived expense (74%), whilst the major barriers to regular exercise include fatigue (43%), not enough time (37%) and laziness (31%).

Meanwhile 78% of Australian adults said companies should do more to help them live healthier lives, particularly in regard to ensuring workloads are not

excessive and that there is less overtime (74%).

The report highlighted the fact that exercise and weight seem to be the major health concerns of Australians, with 90% of respondents saying that they are concerned about obesity in younger people and 78% are worried about their own obesity.

Interestingly obesity was ranked of higher concern to Australians, than the consequences of being overweight, such as diabetes.

"Being obese can not only predispose you to a range of serious diseases such as diabetes, which is the fastest growing chronic disease in Australia, it can also reduce your life expectancy," said AIA Australia's Chief Medical Officer, Dr Pramodh Nathaniel.

Moving forward Nathaniel said if Australians want to improve their Healthy Living Index scores for next year, they need 30 minutes of moderate exercise everyday, which can be broken up into blocks of ten minutes (such as parking further away from work), and also need to try to have regular healthy food throughout the day, as well as going to sleep at the same time every night to ensure regular sleep patterns.

"In analysing these 15 markets it has become obvious we all need to take responsibility as individuals, family members, partners and employers to help break the cycle and consider the emotional and financial impact of unhealthy living on our families and loved ones," said Dr Nathaniel.

Stroke concerns

AROUND 5,700 strokes could be prevented if Australians with irregular heartbeats were allowed PBS access to Pradaxa, according to a Deloitte Access Economics report.

The findings follow the govt's decision to override a PBAC recommendation that Pradaxa be included on the PBS in March.

As a result of the denial Boehringer Ingelheim is calling on Australians to join its Vote Against Stroke petition, see www.voteagainstroke.com.au.

Pharmacy safety

RESEARCHERS from the University of Sydney are calling on Australian pharmacists to participate in National Medication Safety Week by anonymously reporting medication safety incidents and their causes between 7-13 November.

"Pharmacists are in excellent position to identify issues that can affect patient safety," a statement from the researchers said.

Potentially harmful medication-related incidents are captured and addressed by community pharmacists every day.

"Many of these incidents are preventable but continue to recur despite the best intentions of health care workers," the statement added.

For more information and to participate visit the website at www.australianpharmsafety.org.

Rural scholarships

THE 2012 Rural Pharmacy Scholarship round is now open and will close in early December.

Open to students from rural and remote locations who are studying pharmacy or are intending to study pharmacy, the 2012 Rural Pharmacy Scholarships are each valued at up to \$40,000.

The aim of the scholarships is to encourage and enable students from rural and remote communities to undertake undergraduate or graduate studies in pharmacy, with recipients also encouraged to seek employment in rural and remote areas following graduation.

Up to 30 fulltime scholarships are available and are annually valued at \$10,000 over a four year period.

"Community pharmacy is the only part of the health sector that has grown in rural and regional Australia in recent times, and we want to keep it strong," said National President of the Pharmacy Guild of Australia, Kos Slavos.

Applications can be made via www.ruralpharmacy.com.au under the "Allowances and Scholarships" menu option.

How do I loveMIMS



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(With apologies to Elizabeth Barrett Browning)

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Medicine is key player

THE medicines industry in Australia is shaping up to become a key player in the economy in the post-mining boom future, Medicines Australia chief executive Dr Brendan Shaw told the National Press Club yesterday.

"At a time when Australia is debating the future of manufacturing in this country, we have, right under our noses, an industry that already delivers so much to the community and economy through jobs, skills, wages, exports and R&D," he said.

In his address Shaw argued that in order for Australia to reap these rewards, the govt needs to ensure the right policy settings are in place to support innovation, research and manufacturing.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

PEPPERS Broadbeach on the Gold Coast is celebrating its anniversary with a 1st Birthday Package, which includes a 30 min massage for two, a three-hour child minding service; complimentary bike, beach and board game hire; free in-room movies and internet, and a Two Bedroom Oceanview Suite for \$405 per night.

Call 1300 987 600.

MANTRA hotel chain is offering Stay Three, Pay Two deals for its Tropical Nth Qld properties.

Rates start from just \$140 per room per night at Mantra Esplanade, Cairns, with more 'three for two' night deals also on offer at Mantra Amphora, Palm Cove from \$160 per room per night, see www.mantra.com.au.

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Pfizer dissatisfaction grows

AUSTRALIAN pharmacists are growing ever more dissatisfied with the exclusive direct-to-pharmacy distribution system introduced by Pfizer in February this year, according to the Pharmacy Guild of Australia.

The comments are based on a major online survey of Pharmacy Guild members which was designed to gauge their current views in relation to the issue including pharmacists' perception of Pfizer and DHL's performance and the number of patients adversely affected by the Pfizer Direct model.

A total of 911 pharmacies contributed to the survey, reporting that 8,194 patients were adversely impacted by the Pfizer direct model in the past month alone, averaging out at around nine patients per pharmacy.

One Australian pharmacy reported 79 adverse incidents for the month.

In terms of comparing Pfizer's March 2011 performance with its September 2011 performance 21% said it had improved, 59% said it

had stayed the same and 18% said it had gotten worse.

DHL fared little better with 15% of pharmacists saying its performance had improved, 66% saying it remained much the same and 17% saying it was worse.

88% of Australian pharmacies also said that the Pfizer direct distribution model had increased patient waiting time.

The top three remedies nominated by pharmacies for improvement of the Pfizer arrangements included: for the Government to require all PBS manufacturers to supply PBS medicines to full-line wholesalers, while allowing the manufacturer to also supply directly if they choose (74%); the removal of delivery charges (60%) and for all manufacturers to supply all branded PBS medicines to all full-line wholesalers, while allowing manufacturers to also supply direct.

In light of the findings the Guild has now forwarded survey results to the Federal Government for consideration.

WIN A LE TAN PRIZE PACK



Pharmacy Daily has teamed up with **Le Tan** this week and is giving away **Colour by: Le Tan** prize packs to five lucky readers.

Introducing Australia's favourite artificial tan & original award winning formula- Le Tan Self Tan. The confidence of bronzed glowing skin is just a spray, pump

or squirt away with Le Tan's instant & wash-off formulas.

Each **Colour by: Le Tan** prize pack includes Le Tan in Le Can 150g in Deep Bronze, Mini Le Tan in Le Can 45g in Bronze, Flawless Legs 75g in Deep Bronze, Foaming Mousse 110ml in Deep Bronze and Instant Face Tan 75ml.

For your chance to win this exciting prize pack, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

Hint: Visit www.letan.com.au

What are Le Tan's self-tan preparation tips?

Congratulations to yesterday's lucky winner, **Julie Wyborn** from Planet Health, NSW.

DISPENSARY CORNER

POISONOUS retail.

ATM customers at the Spanish Caja Madrid bank in Llodio were sent running for their lives when a snake slithered out of the cash dispenser along with money.

Strangely the man trying to withdraw the cash did not flee with the rest of the crowd, but rather tried to grab the moolah which the snake had been dispensed with.

The snake however had other ideas, and when it saw its funds being threatened tried to strike out at the hapless shopper.

At this point the man called in emergency services, who with the help of the bank manager managed to capture the snake.

Due to the rural nature of the ATM location it is being assumed that the snake slithered into the machine of its own accord.

EXPENSIVE undercover wear.

Pharmacies may want to consider expanding their offerings to include underwear, if this pair of bloomers is anything to go by.

Silk knickers that once belonged to Queen Victoria have sold at auction for an impressive \$15,000- triple the expected price.

"This is a great result and demonstrates how much interest from around the globe there is in royal memorabilia," said auctioneer Simon Edsors.

CANINE life after death?

A dog owned by Dambusters hero Guy Gibson is said to have "made contact" with a group of paranormal investigators.

The dog has become the stuff of legends after it died and was buried outside Gibson's office just hours before he led the Dambusters raid.

RAF legend has it that the dog still wanders the RAF base, and the paranormal experts are now claiming to have electromagnetically measured its presence in Gibson's old office.