



### Banana Boat Minerals

**BANANA** Boat has launched a new Mineral Protect SPF 30+ sunscreen range which contains natural zinc that goes on clear for broad spectrum UVA/UVB protection.

### Sensaslim dramas

**THE** Director of Sensaslim Australia, Peter O'Brien, is facing another Contempt of Court case, after the Australian Competition & Consumer Commission launched its 2nd action against him this month. According to allegations made by the ACCC O'Brien "authored or authorised communications sent on 13 August 2011 and 16 August 2011 that tended to interfere with the administration of justice".

As such the ACCC is seeking a declaration, penalties and costs against O'Brien.

## Guild responds to APESMA

**THE** Pharmacy Guild has fired back at allegations by union group APESMA of pharmacist "kickbacks" for promoting prescription drugs, saying they are "totally false".

The move follows claims by APESMA published in mainstream newspapers this week about the Pfizer "patient support program" operated by Guild offshoot healthlinks.net, and comparisons to the recently ditched Blackmores 'Companions' pact with the Guild.

Under the deal pharmacy owners receive a \$7 administration fee for each patient signed up to the Pfizer scheme, with alerts provided via dispensing software when a suitable candidate is identified.

APESMA claims that the Guild is "effectively trying to recruit pharmacists to Pfizer's marketing department...patients deserve individual care from their pharmacist, not computer programs designed to bypass that advice," said APESMA ceo Chris Walton.

However according to the Guild, the Pfizer patient support programs "involve prescription medicines only - which cannot be dispensed without the written authority of a doctor.

"There is no endorsement of the product involved, and there is no 'promotion' of any prescription medicine to patients.

"The purpose of the Pfizer patient support programs is to encourage quality use of important prescription medicines, and to ensure that patients take their medicines in accordance with the doctor's prescription," the Guild added.

Furthermore, the Guild rejected claims that pharmacists' professionalism is compromised by the program saying the comments were an affront "to all members of the profession".

The support programs are free to the patient (who can opt out at any time), pharmacists can choose not to participate, and the fee they are paid is for their professional time, the Guild said.

The Guild added that it received no payment for the program.

"Up to 18 similar programs exist with pharmaceutical manufacturers

through General Practitioners where the doctor signs the patient up on behalf of a manufacturer and the doctor is paid a professional fee.

"All programs, including Pfizer's patient support programs require written consent from the patient and patients are aware the information is going to Pfizer.

"APESMA's attempt to capitalise on these claims, and the Blackmores issue before it, in a bid to boost its profile to sell memberships, is an insult to the profession - the people the union claims to represent," a Guild spokesperson said.

Pfizer ceo John Latham also defended the scheme, saying it encouraged pharmacists to "step down from behind the bench" and discuss the medication and the support program with the patient.

"I think a \$7 fee for the time of the pharmacist to be able to do that is not unreasonable," he said.

### Osteoporosis talk

**TODAY** health, fitness, government and consumer representatives from across the nation are meeting to set clear recommendations on calcium and vitamin D intake and exercise required to prevent the onset of osteoporosis.

Coinciding with World Osteoporosis Day, the *Building Healthy Bones Throughout Life* Summit will see experts review current clinical data to arrive at new recommendations to be distributed by Osteoporosis Australia.

"Just 10 per cent higher peak bone mass can delay the development of osteoporosis by 13 years and reduce the risk of fracture by 50 per cent," said Professor Peter Ebeling, Summit Chair.

According to Ebeling, current data shows that Australians on the whole are not getting enough calcium or Vitamin D.

## Tassie assistant makes her mark



**DOVER** Pharmacy in Tasmania is celebrating the win of its very own pharmacy assistant, Claudia Pulko, who took the title of the National Pharmacy Assistant of the Year for 2011, sponsored by the Pharmacy Guild and GlaxoSmithKline.

In a double win for the apple isle, Pulko's crowning marks the first time a Tasmanian has won the title.

"I'm so excited to have won and am looking forward to the opportunity to act as a voice for pharmacy assistants across Australia," said Pulko.

Congratulating Pulko on her win Guild President Kos Sclavos said "she's a fantastic role model".

"The incredibly high standard of all the finalists this year has been truly inspiring," he added.

In addition to her title, Pulko also took home \$5,000 cash and Guild Training to the value of \$5,100.

Pictured above at the winners ceremony are (from left) GSK National Sales Manager Operations, Colleen Bryce; Sam Maalouf, WA State Finalist; Andrew Prott, VIC State Finalist; GSK National Training Manager; Claudia Pulko; Kos Sclavos; Heather Bruins, SA State Finalist; Melanie Irwin, QLD State Finalist; Lisa Larner, NT State Finalist; Katie Crook, NSW State Finalist; Leanne Amor, ACT State Finalist.

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## Dreambaby in Oz

**CROSSMARK** has been appointed to manage sales of the market-leading Dreambaby child safety brand in the Australian pharmacy sector, with Dreambaby spokesman Barry Mulligan saying there's a "real opportunity for pharmacies to take a share of the growing child safety segment".

He said the sector is now worth about \$30m and "continues to grow at a healthy rate".

For information about stocking the range email Sandy Nelson on [sandy.nelson@crossmark.com.au](mailto:sandy.nelson@crossmark.com.au).

## Travel Specials

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

**BOUTIQUE** cruise line Azamara Club Cruises is offering US\$500 worth of onboard credit and a complimentary upgrade from an Ocean View to Verandah cabin, for bookings made on select Asia sailings before October 31.

Itineraries include Vietnam, Thailand and Indonesia with port visits to Halong Bay, Bangkok and Bali, for details call 1800 754 500.

**HOLIDAYMAKERS** who lock in a 2012 European tour with Trafalgar Tours can save up to \$720 if they book and pay in full 12 months prior to departure.

As an added incentive, Trafalgar has partnered with Qantas and British Airways to offer one free night's accommodation for those who book an Early bird flight in conjunction with a 2012 Trafalgar Europe itinerary of eight days or more, until 18 December 2011.

For more details, or to make a booking visit your local travel agent or see [www.trafalgar.com](http://www.trafalgar.com).

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## Aboriginal health push

**PHARMACISTS** should play a greater role in supporting Aboriginal health, according to new recommendations by the Senate Community Affairs References Committee.

The Senate report, which took into account submissions from industry bodies including the Society of Hospital Pharmacists, recommended program flexibility to give Aboriginal Health Services (AHSs) "increased and direct access to the services of a pharmacist".

"This could be done by AHSs engaging a pharmacist directly or in collaboration with other stakeholders or service providers," the report said.

Funding and operating options for the services could include an expansion of the Practice Nurse Incentive Program to include pharmacists, remunerating remote pharmacists for services through the Medicare Benefits Schedule, and removal of legislative barriers that prevent the operation of pharmacy

businesses in remote areas, the report said.

In addition the Committee also recommended that the Govt establish a consultative body of relevant stakeholders to develop proposals and options to increase direct access to pharmacists for remote area AHSs, as well as to consult program participants and others, and provide support to the services to allow them to make informed choices about options.

The Committee also said that, as a matter of urgency, the Govt needs to support the development and introduction of efficient standardised systems for accurate labelling of medicines in remote area AHSs, and that these systems are developed to ensure accurate collection of drug use and data and use.

Specific funding for remote AHSs should also be allocated to allow for the provision of patient dose administration aids, according to the Committee.

## Another term for Kos

**KOS** Sclavos has been re-elected as President of the Pharmacy Guild of Australia.

Marking Sclavos' third consecutive term as President, the election has been welcomed by industry bodies including the Australian College of Pharmacy whose President Trent Twomey said Sclavos brought "an experienced and steady hand to the National Presidency.

"The term of this Presidency will be a period of continuing adjustment on the part of Community Pharmacy as the profession grapples with an increasing demand for applied services and advice in the face of constant government downward pressure on the cost of the PBS," Twomey added.

The National Australian Pharmacy Students' Association also welcomed the news, saying the election would allow Sclavos to "ensure consolidation of the initiatives arising from the Fifth Community Pharmacy Agreement".

## WIN AN AUSTRALIS LIPGLOSS PACK

Each day this week *Pharmacy Daily* is giving readers the chance to win a pack filled with Mint Condition Lipgloss valued at \$35.80, courtesy of **Australis**.

Each pack includes four Mint Condition Lipglosses:

x1 Happily Ever Laughter, x1 Malice in Wonderpink, x1 Freely Innocent and x1 An Evening With.

Get Your Lips in Perfect Condition!

Australis Mint Condition Lipgloss have been specially named by our Facebook FANS! These lip gloss beauties are packed full of nature's goodness to moisturise and condition the lips.

Visit [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au) for more information and Become a FAN on Facebook [www.facebook.com/loveaustralis](http://www.facebook.com/loveaustralis).

To win, simply be the first person to send the correct answer to the following question to:

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

**What is the retail price of the lip glosses?**

Congratulations to yesterday's lucky winner, **Leah Eason** from **wellbeingpharmacy<sup>wb</sup>, NSW**.

## DISPENSARY CORNER

**BEAUTIFUL** picture of mortality.

Workmen in the Italian city of Modena have unearthed a pair of 1,500 year old skeletons, who appear to have been buried holding hands.

According to scientists and archeologists, the pair are most likely to have been some form of nobility, as they appear to have been buried in a joint tomb inside a palace towards the end of the Roman Empire.

Very little else is known about the origin and identity of the couple.

"It is a very touching scene and very rare," said one scientist upon sighting the remains.



They certainly meant "forever"