



## Events Calendar

**WELCOME to Pharmacy Daily's** Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**23 Oct:** Naracoorte Country Seminar; William McIntosh Inn, Naracoorte, SA; visit [www.psa.org.au](http://www.psa.org.au) for info.

**26 Oct:** APSIG Session 7; PSA Office, Unley, SA; visit [www.psa.org.au](http://www.psa.org.au) for more information.

**30 Oct:** Workshop: Clinical Interventions In Pharmacy; Salamanca Inn, Hobart, TAS; call 03 6231 2636 for info.

## Pharmacy flushes cancer

**AUSTRALIAN** pharmacies should give themselves a big pat on the back after helping to raise more than \$200,000 for the male cancer charity Blue September.

The funds were raised via the sale of the pharmacy-only limited edition Quilton toilet tissue pack (made possible via a partnership between Quilton, the Pharmacy Guild of Australia, Symbion and API), as well as in-store promotions and donations.

The funds will now be put towards the official Blue September charities, the Australian Cancer Research Foundation and Bowel Cancer Australia.

"We're very pleased to be able to make this donation to Blue September," said Pharmacy Guild of Australia President, Kos Slavos.

"We would like to thank all of the pharmacies around Australia which

supported the campaign.

"These are fantastic organisations doing great things in the community and we are pleased to help fund the important research and support services they provide," he added.

**MEANWHILE**, the winner of the Blue September in-store display photograph competition has been announced as Whittlesea Amcal Pharmacy in Whittlesea, Victoria, which for its efforts has scored a Californian holiday worth \$9,000.

## Aussies SunSensibility

**SUNSCREEN** giant SunSense has this week launched its national sun-safety campaign, the SunSensibility UV Photobus.

According to SunSense one in two Aussies will be diagnosed with skin cancer by the age of 70, with skin cancer accounting for about 80% of all new cancers diagnosed each year, whilst over 1,830 Aussies die from skin cancer each year.

The Photobus will tour the country providing free UV skin checks in a bid to educate Australians on skin sun damage and how to help prevent skin cancer and premature ageing.

## Earn more every day

**RETAIL** program author, speaker and consultant Hilary Kahn has signed up to speak at the upcoming Reform Conference, to help pharmacists increase store revenue by as much as \$800 a day.

See **page three** for details.

## Hospital training boost

**THE** number of Australians who died in hospital after receiving palliative care has increased by 56% over the last decade, according to the latest *Trends in palliative care in Australian hospitals* report.

"This is a fantastic indicator that our hospital system is gaining an understanding of the need to refer people to palliative care," said Dr Yvonne Luxford, Palliative Care Australia's Chief Executive Officer.

"What we need to make sure, however, is that people are receiving high quality care, and one way to do this is by ensuring that education about palliative and end of life care is a standard provision for all health professionals," she added.

The report also found that the average length of stay for palliative care patients is 12.5 days, whilst 69% of patients were admitted with a principal diagnosis of cancer.

How do I love MIMS



Let me count the ways:-  
(With apologies to Elizabeth Barrett Browning!)

lovableMIMS



## PHARMACIES FOR SALE RECEIVER & MANAGERS APPOINTED

- Chemist Depot Grand Market Bankstown
- Chemist Depot Appian Way Bankstown
- Priceline Pharmacy Bankstown
- Chemist Depot Top Ryde

For sale by expression of interest closing  
Friday 4 November 2011 at 4.00pm.

For a copy of the information memorandum please  
contact Sean Roffey (PBS Pharmacy Brokers)

PBS-Pharmacy Brokers

GPO Box 2681 Sydney NSW 2001

Ph: (02) 9261 1123 | M: 0408 882 111 | Fax: (02) 9267 5562

Email: [pbs@healthbusinesssales.com.au](mailto:pbs@healthbusinesssales.com.au)



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Friday 21 Oct 2011

PHARMACYDAILY.COM.AU

### Chemists' sunscreen

**CHEMISTS' Own** has released a new range of SPF 30+ sunscreen products including a 125ml, 250ml and 1 litre lotions, a fragrance-free Sensitive/Toddler formula and an after-sun Aloe Vera Gel.

For details call 1300 659 646.

### Looking good push

**NEW** statistics from the US show that 50% of women would consider plastic surgery, whilst the number of cosmetic surgical procedures performed on patients 18 or younger more than tripled in the decade between 1997 and 2007.

The figures, released in the wake of Love Your Body Day (19 October), also revealed that every year Americans spend around \$33 billion on weight-reduction programs, diet foods and beverages.

## Consumer care priority

**CUSTOMER** care must be a priority for pharmacists, according to the Pharmaceutical Society of Australia.

Responding to the recent criticism of the Pfizer "patient support program" operated by Guild offshoot healthlinks.net, PSA National President Grant Kardachi said "the professional role of the pharmacist is critical to any patient support program".

Admitting it was not privy to the details of the agreement between the Guild and Pfizer, the PSA veered

away from criticising the program and the parties involved, and moved rather to remind pharmacists "to be cognisant of their obligations when dispensing medication."

Speaking about the program itself, Kardachi said that the "PSA prefers an approach where a pharmacist is supported in providing professional advice to the consumer in the pharmacy on issues around adherence, correct use and the benefits and adverse effects of medication".

### Pharmacist hits the floor to raise the bar



**TERRY** White Chemists Cleveland, on Brisbane's bayside, has amped up its services by employing a full time floor pharmacist, Victoria Schultz, whose sole purpose is to provide customer advice.

"The customers love her," said proprietor Toan Nguyen.

Speaking about her new role Victoria, said "Sadly, I think people have become quite used to having dwindling access to pharmacists.

"It's great to be in a position to be able to devote all of my time to providing advice, because a lot of the time, it's the very thing people are seeking when they come in to see us.

"More importantly, it's often that little bit of time you spend speaking with someone that can make all the difference in terms of their health particularly when it comes to any potential issues with their medication and underlying conditions," she added.

Victoria is pictured above in consultation with a pharmacy patient.

## MOBILE MEDICATION REVIEWS



Keen to provide a medication review service but unable to consistently make time to provide HMRs and RMMRs in a timely fashion?

Interested in engaging services of a highly experienced clinical pharmacist who has provided hundreds of well-regarded medication reviews for clients in various settings?

**Contact us by email at [healthcommunicators@gmail.com](mailto:healthcommunicators@gmail.com) for a consultation.**

Available to supply high-quality for medication review services in any location throughout Australia, subject to negotiations regarding travel expenses and overheads.

We can also help with QUM services and contract provision of in-service education.

### PSA Intern opening

**THE** Pharmaceutical Society of Australia is reminding students and interns that registrations for the First Intake of its specialist National Intern Training Program opens on 01 November.

According to the PSA the program will provide exam support, networking and industry connections, a "one stop shop for CPD", a comprehensive flexible program and \$1,000 worth of additional extras.

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

### Hospital training boost

**THIS** week the new Western Sydney Blacktown Mt Druitt Clinical School was opened in Blacktown.

Offering students the ability to train as doctors, nurses and allied health professionals in Western Sydney, the new Clinical school has capacity for 150 students.

Training will be facilitated at both Blacktown and Mt Druitt Hospitals.



## DISPENSARY CORNER

**MAYBE** if they had stopped to pick up some Imodium they wouldn't be in such a mess.

It will not be noted as the greatest crime of the century, but one group of thieves' crime has certainly made headlines, simply for the manner in which they were tracked down.

Earlier this year the group robbed a strawberry farm in Sweden, tying up its owner and making off with around \$3,000 in cash, as well as tools and a car.

Despite all their planning, the group had not counted on one thing, the call of nature, to which they attended to on the outskirts of the property before committing the crime.

The offending material was scooped up by police shortly after, and sent to a lab to be DNA tested.

From there police were able to get positive ID's and flush out the group once and for all.

## WIN AN AUSTRALIS LIPGLOSS PACK

Each day this week **PD** 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  
◆ x1 An Evening With

Not only will you have that perfect pout but cinnamon also assists to plump your lips. Ultra cute and pocket friendly for that quick gloss touch-up on the go for only \$8.95 RRP.

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)

### Cinnamon assists with ..... lips?

Congratulations to yesterday's lucky winner, **Cathy Martin** from Hunter New England Pharmacy Services, NSW.

# Keys to increasing your sales by \$800\* a day

\*Based on a pharmacy processing 200 scripts per day

Hilary Kahn, Guest Speaker at  
2011 Reform Conference, Sydney

Saturday 29th Oct 2011 8:30am to 5:30pm  
Penrith Panthers Mulgoa Rd, Penrith NSW



*Hilary Kahn*

Much more can be done to drive greater sales:

1. Turn script transactions into customer solutions.
2. Understand how to make the store work harder.
3. Manage price competition by standing for and driving strong health categories.

Join the renowned retail speaker and consultant Hilary Kahn for an inspiring and interactive presentation on the many things you can do to lift sales in your pharmacy.

Hilary has written and published many ground breaking retail programs and over the past 30 years has pioneered many of the 'retail best practices' for pharmacy that are still current today.



FOR CONFERENCE DETAILS

[Click Here](#)