



PHARMACY ALLIANCE
Freedom to choose

STAND UP AND BE COUNTED

100% independent of wholesalers & manufacturers

New PD website

PHARMACY Daily has today officially launched a new website, which allows easy access to back issues, industry photos, videos and other features of the publication. The site complements the daily newsletter which is now read by more than 7,700 people in pharmacy each day - check it out at www.pharmacydaily.com.au.

Partnership Register

MEDICI Capital has launched a Partnership Register to facilitate the introduction of pharmacists to businesses seeking partners. Available for both new and existing partners, the service features a formal process where each opportunity is uniquely matched to find the right partner for each particular pharmacy. "Through consulting to a large group of pharmacists over many years, we noticed pharmacists were increasingly looking to us to recommend a partner or source an opportunity," said MD of Medici Capital, Frank Sirianni. "We did this quite successfully for a long time on an informal basis, but it was always adhoc. "Enquiries continued to grow, so we decided to formalise the process and establish the Partnership Register. "In my view Partnership will continue to be the cornerstone of community pharmacy and we have developed this service to aid in ensuring its long term viability," Sirianni added. For info call 03 9853 7933, or visit www.medici.com.au/partnerships

Sigma is bouncing back

SIGMA Pharmaceuticals today announced a \$26.7m net profit for the half year ending 31 July 2011, with a net profit from continuing operations of \$27.9m, compared to a \$9.2m net loss for the same period last year.

Total sales revenue dipped 2.4% to \$1.37 billion, reflecting the impact of Pfizer Direct's withdrawal from the full line wholesaling network, which hit Sigma's sales revenue by around 15%.

The figure also includes the contribution from Aspen sales which were not added into the previous corresponding figures.

Excluding the impacts of Pfizer and Aspen sales, Sigma revenue grew 9% for the year to 30 Jun, in contrast to PBS growth of 5%.

Sigma said this "reflected market share gains" - including the new contract with the Pharmacy Alliance Group/IPAG (PD 01 Jul).

Longsuffering Sigma shareholders will also be buoyed by a planned 1.5c per share dividend, which is subject to resolution of an ATO issue.

CEO Mark Hooper said he was pleased with the results, which "reflect the progress we have made to date rebuilding Sigma.

But "there is still more to ensure Sigma is well positioned to keep ahead of industry changes.

"Calendar year 2012 will be impacted by ongoing PBS reform and we must work to ensure we can sustain the positive momentum in this new industry environment," Hooper added.

He warned that any further increases in exclusive supply arrangements such as Pfizer Direct "may require further review of current service arrangements".

He also forecast that Apr 2012 PBS reform may lead to "no PBS growth in 2012," and could see further adjustments to discounts.

Sigma has allocated additional resources to grow its Amcal and Guardian brands as well as improve its Private Label offerings, which saw a 19% boost in sales.

NPS amps up eTP

NPS Australia is gearing up to work with pharmacies and general practices over the coming months, to raise awareness of electronic transfer of prescriptions as a tool for medication management.

"Ensuring that medicines information can be shared is the foundation for a range of healthcare benefits for both prescribers and consumers," said Dr Jonathan Dartnell, Executive Mgr Innovation and Learning at NPS.

The NPS will also work with pharmacies and general practices using eTP to develop practical resources to facilitate uptake.

MEANWHILE the NPS has also welcomed the eTP specifications recently developed by NEHTA.

"The adoption of common standards and specifications will ensure users can easily send and receive prescription information between different systems," Dartnell said.

Harm minimisation

THE PSA's upcoming PAC11 event in Melbourne will include a pre-Congress session on Harm Minimisation.

Topics covered include national legislation and state variations - register at pac11.com.au.

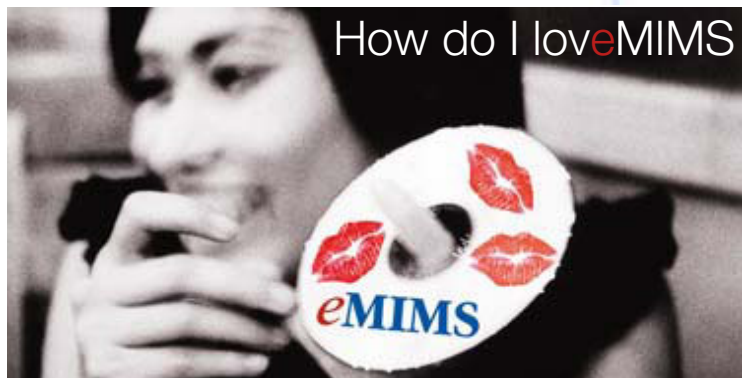
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All in the name of Ogilvy health



THE glamorous team at Ogilvy PR Health (pictured) were out in full force at the 18th annual Jeans for Genes Gala Dinner last Friday night held at the Sofitel Sydney Wentworth.

It marked the first year that the Ogilvy PR Health team sponsored the charity dinner.

The 'Swing & Bling' themed black-tie event celebrated the finale of the 2011 Jeans for Genes campaign, which raises money for the Children's Medical Research Institute (CMRI).

Hosted by Australian comedian Vince Sorrenti, guests were entertained throughout the evening with performances by Brent Street dancers, John Morrison's Swing City Big Band, *Australia's Got Talent* finalist Liam Burrows and a live auction called by traffic reporter Vic Lorusso.

The major national fundraiser helps to provide the CMRI with new insights into embryonic development and birth defects, cancer, nerve cell signalling, and gene therapy.

On the back of the govt's recent contribution of \$20m to the CMRI, Minister for Health Jillian Skinner told guests on the night that "You can never find a more worthy cause, with research underpinning the great work that can be done".

CMRI PhD student Allison Dane was the lucky recipient of the Star Alliance Scholarship on the night.

Pictured in front of the celebrity jeans artwork, back row from left are the Ogilvy team: John Studdert, Michelle Parker and Brian Gieson, and front row: Annette Delaney, Leon Beswick, Graham White and Hayley Dowling.



PHARMACY FOR SALE

TWC Charlestown Pty Limited (Receivers & Managers Appointed) T/A Terry White Chemists Charlestown is being offered to the market for sale.

For a copy of the information memorandum please contact Sean Roffey (PBS Pharmacy Brokers) on email pbs@healthbusinesssales.com.au or call 0408 882 111.

PARTNERSHIP REGISTER

Partnership opportunities and quality candidates immediately available throughout Australia.

If you're seeking to recruit or enter a partnership, [join the register today!](#)



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Botox for headaches

BOTOX has been approved in Australia for the prevention of headaches in chronic migraine patients 18 years and over who are experiencing headaches for 15 days or more per month with a migraine on at least eight of these days.

The approval follows the recent PREEMPT study (world's largest clinical trial to date in researching chronic migraine) which reviewed Botox as a prophylactic headache treatment in 1,384 patients.

The PREEMPT results found that patients who were treated with Botox experienced significantly fewer headache days compared to those patients treated with placebo.

Botox patients also experienced significant improvement from baseline in their quality of life and headache related disability scores.

The approval now means that Botox can be administered across seven head and neck muscles every 12 weeks in doses from 155U to 195U, for three to five treatment cycles.

It's not PBS listed for this indication.

Worldwide cancer

AROUND 2.8 million cancer cases worldwide are linked to diet, physical activity and weight, according to the World Cancer Research Fund (WCRF).

These rates are expected to soar over the next decade, with the WCRF citing precedence based on the latest global trends which have seen the number of cancers worldwide increase by a fifth in less than 10 years to reach 12 million new cases a year, more than four times the rate of HIV infection.

The comments come in the lead-up to the United Nations (UN) Summit on Non-Communicable Diseases, which is set to take place on 19-20 September.

"Cancer and other lifestyle-related diseases are one of the biggest challenges we face today and the UN Summit is a real turning point," said Prof Martin Wiseman, Medical and Scientific Advisor for WCRF.

"Failure to develop a robust policy for NCD prevention will lead to millions of preventable deaths," he added.

WIN AN AROMABABY PACK



Pharmacy Daily has teamed up with **Aromababy** again and is giving five lucky readers the chance to win a baby pack (pictured left), valued at \$26.95.

Aromababy is an Australian-made skin care rich in

certified organic, natural oils and gmo free pure vitamin e.

As used in select hospitals for fifteen years, this professional, world-leading brand is not sold to supermarkets assuring you of a pharmacy-focused approach to expanding your baby care category. Totally safe for mother to be/new mother and sensitive skin, Aromababy is a long time supporter of the Eczema Association.

To win this great baby pack, simply send in your answer to the question below:

What is the name of Aromababy® founder?

Email your answer to: comp@pharmacydaily.com.au

The first correct entry received will win!

Hint: Visit: www.aromababy.com

Congratulations to yesterday's lucky winner: **Lindsay Scott** from Broken Hill Base Hospital Pharmacy.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

PBS cost review

THE Independent Review of the Impact into PBS Cost Recovery kicked off last month, with the first ever meeting of its five panel members: Professor Michael Kidd, Executive Dean Faculty of Health Services, Flinders University; Dr Lynn Weeks, CEO, National Prescribing Service; Professor Lloyd Sansom; Ms Paula Cronin, Centre for Health Economics Research and Evaluation and Consumers Health Forum of Australia CEO, Carol Bennett.

The Panel is required by law and will conduct an independent review of the impact of PBS Cost Recovery, with its findings to be presented to the Minister in a report that will be tabled in Parliament.

Have Stirling kidneys



Formulated by a team of nephrologists and renal nutritionists, **Stirling Health's** new **KidneyVital** is a pharmaceutical grade multi-vitamin specifically targeted to the kidneys. The pharmacy-only product is designed to be taken daily, to meet the nutritional needs of people at all stages of chronic kidney disease, including end stage renal disease and kidney transplantation. KidneyVital is also good for diabetics. The formula includes folic acid 400mcg, B6 10mg, B12 2.4mcg, iron 8mg (elemental), Vitamin C 60mg, thiamine 1.5mg, riboflavin 2mg, biotin 30mcg, pantothenic acid 5mg, niacin 20mg, Vitamin D (cholecalciferol) 1000 IU, zinc 8mg, copper 900mcg and selenium 55mcg.

RRP: \$39.95 (30 tablets)

Stockist: 1800 890 066

Website: www.stirlinghealth.com.au

Designer Brands bottles a little bit of heaven for summer

Designer Brands' new **Heavenly Mousse Foundation** is an air whipped skin perfecting foundation, which provides light-weight non pore clogging coverage for the coming summer months. The foundation is creamy and blends easily, and the inclusion of skin loving ingredients such as green tea, peptides, and Vitamins A, C and E ensures that skin is nourished as well as looking good. To complete its 2011 spring/summer collection Designer Brands' has also released new shades of its popular Whipped Mineral Eye Shadows (in **Angel Wings Gold**, **Pearly Peach** and **Lavender**), **Diamond Glaze Nail Polish** (in **Heavenly Pink**, **Pearly Gates**, and **Blissful Blue**) and **Lavish Lip Gloss** (in **Gold Dust**, **Hint of Heaven** - soft peach, and **Pink Serenity**).

RRP: \$14.99 (Heavenly Mousse Foundation), \$8.99 (Whipped Eye Shadow), \$5.99 Diamond Glaze Nail Polish and \$6.99 (Lavish Lip Gloss)

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au



Naturally hair free for summer



Andrea Naturals Blueberry and Banana Brazilian Bikini Wax is a microwaveable wax that gently removes even the coarsest hair from sensitive, delicate skin areas. The wax does not require strips, and is applied directly to the skin. The wax then cools and hardens, and users simply lift up the edge and pull off as you would with a strip wax. The product is free from artificial colours, parabens and synthetic fragrances and is also infused with antioxidant rich blueberry and banana extracts to protect skin during and after waxing.

RRP: \$16.95

Stockist: Frostbland 02 8709 8800

Website: www.andreahairremoval.com.au

Infuse your skin with Vital Light

Set to hit the shelves next month, **Clarins'** new **Vital Light Serum** is billed as a "super concentrated, age defying serum", targeted towards correcting dark spots, minimising wrinkles and diminished luminosity. Key ingredients include katafray (Cedrelopsis Grevei bark extract) which works to improve the quality of the corneal layer of skin (important in barrier function) and boost hydration. Other ingredients include hyaluronic acid (moisturisation), Vitamin C (a potent antioxidant, increases collagen), and hexylresorcinol (skin lightening).

RRP: \$125 (30ml)

Stockist: Trimex 02 9663 4277

Website: www.clarins.com



DISPENSARY CORNER

WOULD you do this for a customer?

A dedicated customer service adviser in the UK, Steve Jones, went above the call of duty last month, when he sent his own artwork to a disgruntled customer, to smooth ruffled feathers.

According to reports, the unhappy customer, Bill Bennett, wrote to UK chain Marks and Spencer to request a refund after he was overcharged £3.00 for a £1.90 salmon sandwich.

A few days later he was promised a gift card, which never came, so he wrote again, this time tongue in cheek asking also for a hand drawn smiling dinosaur to compensate him for the inconvenience.

To his surprise within a few days a £5 gift card arrived along with a note saying "Please also find a picture of a smiling dinosaur, hand drawn. Unfortunately art was never my strong point, but I hope you will appreciate it," from Steve Jones.

Bill was so happy with Steve's artwork that he put it on the internet, and it has since gone viral.

