

Pharmacy DAILY

Monday 19 Sep 2011

PHARMACYDAILY.COM.AU

US pill recall

A **VOLUNTARY** recall of birth control pills has been issued in the US by Qualitest Pharmaceuticals, due to packaging errors.

Whilst posing no health threats, the error reversed the weekly tablet orientation, which could lead to incorrect dosage and pregnancy.

WIN A NUDE BY NATURE PACK

This week **PD** is giving three lucky readers the chance to win a skin care pack (pictured below), valued at \$122.70, courtesy of **Nude By Nature**.

Australia's favourite natural mineral makeup range has extended into skin care and this range of natural and effective products from Nude by Nature will allow you to achieve maximum results towards beautiful skin without harsh chemicals.

For your chance to win, email your answer to the question below by COB on Friday to:

nudebynature@pharmacydaily.com.au

Three most creative entries will win this fantastic prize pack and their names will be announced in **PD** on Tuesday 27th Sep.

In 25 words or less tell us why using natural skincare and make-up is important to you



SA pharmacist of the year

HELEN Flannery has been named the Pharmaceutical Society of Australia's South Australian Pharmacist of the Year.

Flannery works in the rural Port Augusta community, and in the words of South Australian PSA President, Grant Kardachi, she "epitomises the changing face of today's pharmacy."

"Helen has a truly collaborative approach to health care and apart from liaising closely with GPs and others in the health profession to improve the wellbeing of those in the region, she is constantly striving to better her pharmacy," he said.

"She visits consumers to perform Home Medicines Reviews, writes a fortnightly column for the Port Augusta local newspaper and attends Probus club meetings to give talks on health-related issues," he added.

In addition Flannery is also very involved in Rotary and Apex and also plays a key role in implementing the Closing the Gap scheme with the indigenous

New smoking scares

LAST week the Department of Health showcased a series of graphic new health warnings which are set to feature on plain cigarette packages from 01 July 2012.

The images deal with various diseases that are caused or exacerbated by smoking, including bladder, lung and mouth cancer; peripheral vascular disease and emphysema, and will cover 75% of the front of the cigarette pack.

MOH HOLDINGS

Pharmacy career opportunities are available in Singapore's public healthcare institutions.

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Email your queries and resume to apply@mohh.com.sg



community in Port Augusta.

"I love working in a rural pharmacy setting and get great satisfaction from being able to develop a close relationship with those in the community," said Flannery.

OneTouch Aussie recall

THE TGA has updated its warning about the LifeScan OneTouch Verio Blood Glucose Monitoring Systems (**PD** 16 Jun), saying that Johnson & Johnson has advised of additional serial numbers affected by the recall, which were manufactured on or before 04 Jan 2011.

The alert warns that some of the diabetes self-testing systems are giving repeated 'error 2' warning messages - see tga.gov.au.

Roche moves on Greece

ROCHE has stopped delivery of a number of its popular drugs to major Greek hospitals, following their failure to pay bills in the wake of the GFC.

As a result, the drug giant is stepping up deliveries to pharmacies, meaning hospital patients will need to fill their prescriptions at their local pharmacy.

In the case of intravenous drug therapies, patients will need to get medications at pharmacies then return to hospitals for treatment.

Roche has said the measures are now necessary as some hospitals have not paid their bills in "three or four years".

"There comes a point where the business is not sustainable," said Roche CE, Severin Schwan.

Reform conference

THIS year's Reform Conference features talks from Tony Ferguson, John Bronger, Apotex, Sigma and FeelGoodGuide's Hilary Kahn.

The conference will take place on 29 October at Penrith Panthers, NSW.

For more details see **page three** of today's issue ([click here](#)).

new

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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is
Oskar Hakansson,
Symbion Pharmacy
Services Director of
Consumer Products.



Create a point of difference

INCREASING competitive pressures mean pharmacies have to look carefully at all areas of their business to drive revenue and continue to prosper.

Providing health services and advice is one way pharmacists are differentiating their business.

However, these services must be backed up by a strong product offering.

Stocking products which are only sold in the pharmacy arena is another way pharmacies can stand apart from supermarkets and other retailers.

As well as providing a point of difference, these products potentially allow for better margins – as there isn't a direct price comparison.

What's more, they keep consumers coming back to your pharmacy.

Symbion Consumer Products is continuing to focus on developing differentiated pharmacy-only products across different categories.

For example, the revival of the iconic Faulding brand has provided an exclusive value-orientated product range for pharmacies.

The feedback we're receiving is these products are helping pharmacists to grow their business and become more profitable in the current highly competitive retail environment.

Symbion Consumer Products source and distribute high quality products under the Faulding brand name.

For more info call 1300 774 000.

UK's Leadership Framework

THE UK Royal Pharmaceutical Society (RPS) is aiming to maximise the leadership potential across pharmacy, with the launch of the Leadership Competency Framework for Pharmacy Professionals.

Similar to arguments put forth by Australian pharmacy professionals, RPS ceo Helen Gordon said "The pharmacy workforce has real potential to take on greater responsibility for optimising the use of medicines, promoting public health and wellbeing and contributing to new clinical services".

The new Framework emphasises the responsibility of all practicing pharmacists to contribute to the

leadership process, and to "empower the leadership potential of colleagues".

"The Framework gives every member the potential to grow and develop in a way that fulfils their ambitions and improve patient outcomes," said Gordon.

To view a copy of the Leadership Competency Framework [CLICK HERE](#).

Asthma Update update

PHARMACISTS who are interested in attending the Asthma Update (*PD* 16 Sep) tomorrow in Coffs Harbour should email linda.johnston4@tafensw.edu.au.

Blackmores team fights fit for charity



THE team from Blackmores put themselves on the line for charity over the weekend, getting out the joggers to compete in the Blackmores Sydney Running Festival.

Designed to raise funds for a variety of charities including Cure Cancer and the Salvation Army, the Festival, which took place on Sunday, included a 4km Family Fun Run, 9km Bridge Run, 21km Half Marathon and 42km Marathon.

Undeterred by the warm weather, record numbers of competitors (35,000) lined up to take part in this year's event, from mothers pushing prams to serious marathon runners decked out in space-age styled Skins.

Speaking to *PD* in the official Blackmores recovery tent, a spokesperson confirmed the event is expected to top last year's fundraising efforts of \$2.3m.

Pictured above, recovering after competition is (from left) Chris Last, CFO Blackmores (who ran the

Family Fun Run); Emma Freedman, Blackmores Ambassador and *Today Show* presenter (Half Marathon); Kerry Cunningham, Director of People and Communications; Stephen Chapman, Deputy Chairman (Half Marathon) and Jin vanBruinessen, Director of Sales and Marketing (Family Fun Run).

DISPENSARY CORNER

TOUGH pill to swallow.

A thief was caught red handed after an x-ray revealed a diamond inside his stomach.

The strange heist began when a British woman on holiday in Spain discovered her handbag had been stolen from the floor of a restaurant she had been eating at with a friend.

Unfortunately, rather than just some sunscreen and a few dollars, the woman's handbag was carrying a pendant with a £10,000 diamond and around £2,000 cash.

Later that day four men, found to have criminal records, were stopped in a car trying to get through a routine checkpoint.

An inspection of their vehicle uncovered a plethora of stolen goods, including the handbag, cash and pendant - sans jewel.

Police became suspicious when one of the men put his hand to mouth and swallowed.

They decided that as the diamond was missing from the pendant there was a strong possibility that it had been imbibed, and an x-ray confirmed suspicions (below).

It is not known how the diamond was retrieved.



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.

Set your own **Landmark** at the **Reform Conference**

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talks from Guest Speakers:

- ◆ Mr Tony Ferguson PhC. MPS
- ◆ Mr John Bronger B. Pharm OAM
- ◆ Apotex
- ◆ Sigma
- ◆ Hilary Kahn - (Feel Good Guide)
- ◆ PPI (Pharmacy Practice Incentive) Implementation

Where and When:

Penrith Panthers

Mulgoa Road, Penrith, NSW 2750

Saturday 29th October 2011

8.30am - 5.30pm

Networking Drinks on conclusion

On the day specials from and not limited to:

Apotex, Pharmacare, Flaxman Printing, iNova Pharmaceuticals, AFT Pharmaceuticals, Aloe Vera, Bronger Buy Sea, MOR Cosmetics, BYS Cosmetics, Sliquid, Universal Pet Supplies & many more!!!

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