

Pharmacy DAILY

Thursday 29 Sep 2011

PHARMACYDAILY.COM.AU

MOH HOLDINGS

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

To find out more, visit www.ahp.mohh.com.sg

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



How PBS works

THE Outgoing Chair of the PBAC, Emeritus Professor Lloyd Sansom will discuss how medicines get on the PBS at a presentation during PAC11 (6-9 Oct), with the aim of clarifying any mysteries about the process.

Register at www.pac11.com.au.

WIN A BOTANI SKIN CARE PACK



PD has teamed up with Botani this week and is giving five lucky

readers the chance to win a Botani Smart Travel Hydration Pack, valued at \$65.

The prize includes three luxurious face products: an Olive Skin Serum, a Healing Lip Balm and a Soothing Facial Mist.

To win this fabulous skin care pack, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au

Name the key natural fragrance found in the Botani Soothing Facial Mist

Hint: Visit www.botani.com.au

Congratulations to yesterday's lucky winner, **Tara Gustafson** of **Warwick Friendly Society Pharmacy**.

A complementary debate

THE vitriol against Blackmores and pharmacists in the wake of its Companions range release (PD 22 Sep) is undeserved, according to company Chairman Marcus Blackmore.

Speaking out in defence of the company Blackmore said that the range is backed by strong scientific evidence, and that the "inference that complementary medicines are not evidence-based, safe or important to general health is fundamentally incorrect".

The Companions range, according to Blackmore, was developed in response to specific consumer needs and "any criticism of their potential benefit highlights the need for further healthcare professional education on medicine-related nutrient deficiencies".

"There's no intention for these products to interfere with the doctor's prescription," he said.

"The drugs will treat the disease, the supplements will address the nutrient deficiencies," he added.

Two in three households use some form of complementary medicine, according to Blackmore, who added that Australian customers are well protected by one of the strictest regulatory systems in the world, which requires manufacturers (including Blackmores) to hold evidentiary support for their product claims.

Blackmore also addressed questions over the GuildCare prompt system and accusations of upselling medications, saying he was saddened that anyone would

suggest Blackmores or the pharmacy profession would force the Companions range on anyone who did not need them, or that the products would provide no benefit.

"I've worked alongside the pharmacy profession for more than 50 years and, in my opinion, a pharmacist would only recommend a product to a customer if it were appropriate," he said.

"No one wants to take any medicine that they don't have a need for and this is against the philosophical values of Blackmores," he added.

MEANWHILE the Pharmacist Coalition for Health Reform has slammed the Blackmores/Guild partnership, saying that pharmacists, doctors, allied health professionals and the government should come to an agreement on what medicines could be included as prompts on computer systems.

A spokesperson for the National Australian Pharmacy Students' Association, Joseph Monteith, also added to the debate, saying that "a computer program recommending a brand of medicines without taking into consideration their patient history should not be adopted in community pharmacies".

The Pharmaceutical Society of Australia has also said that it has arranged a meeting with Blackmores this week to discuss the matter, adding that "pharmacists at all times act in the best interests of consumers and do not act with commercial gain as the primary motive".

Know your own skin

LEO Pharma has launched a new campaign to educate Australians on the importance of regular skin checks.

The campaign comes off the back of recent research which revealed that only one in three Australians over the age of 40 had their skin checked in the last 12 months.

The campaign is designed to prompt Aussies into more regular skin checks.

MEANWHILE LEO Pharma has also responded to research which showed that around 90% of pharmacists want to know more about sun damage skin conditions, by producing a series of educational tools.

"Given the incidence of sun damage in this country, it is not surprising that Australian pharmacists are keen to learn more about skin conditions caused by sun damage," said John Bell, Principal Advisor to the PSA's Self Care program.

"By learning more, Australian pharmacists will be in a better position to identify potentially dangerous lesions, and will subsequently know when to advise their customers to visit a doctor," he added.

The new educational materials for pharmacies include a solar keratoses card for pharmacists to use in educating patients; a tear-off pad designed to help pharmacists discuss and conduct skin checks with customers; and posters for pharmacies.

New CPD activities have also been developed and can be accessed at www.leopharmaacademy.com.

WE WILL PAY YOU TO BE A CHEMSAVE COMPLIANT MEMBER

Yes, we pay you! And because we're happy to pay, we offer a number of easy ways to be a Chemsave compliant member!

Plus, as a Chemsave compliant member, we will provide you with a suite of profit-boosting member benefits for FREE!



Full Branding Option with FREE Signage!

With a choice of membership levels to suit all pharmacies, all the way up to full branding, now is the time to join Chemsave!

CLICK HERE

TO FIND OUT HOW MUCH WE WILL PAY YOU TO BE A CHEMSAVE COMPLIANT MEMBER



Introducing Australia's First Broad Spectrum Liquid Multivitamin

NEW



\$29^{RRP}.99

Naturally Flavoured with **Mango, Banana & Orange**



PHARMACY ONLY

Click here for more information...

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



Travel Specials

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

VISIT Venice with Topdeck for just \$429pp for a four-night trip to one of the world's oldest festivals, the Venice Carnival.

The package runs between 17-20 February, and includes three nights twin or share cabin accommodation with heating and daily breakfast, motorboat transport to/from Venice, European-trained trip leader, a walking tour of Venice's highlights and a commemorative t-shirt, see www.topdeck.travel.

DESCARADA is offering private Whitsunday motor yacht charters from \$1,150 per couple per night.

Each charter includes all meals, non-alcoholic drinks and activities. www.DescaradA.com.au.

CRUISE with Silversea for 10-days roundtrip from Cape Town from US\$3,999pp.

The cruise visits five ports, with an overnight in Richards Bay, South Africa, see www.silversea.com.

CRUISE

WEEKLY

Sponsored by Cruise Weekly your FREE cruise newsletter
Subscribe now

www.cruiseweekly.com.au

NSAID labelling appropriate

OVER the counter non-steroidal anti-inflammatory drugs (NSAID) taken in low doses for short periods of time do not increase the risk of cardiovascular events, a new study published in *PLoS Medicine* has found.

These results, according to the Australian Self-Medication Industry, reaffirm the current labelling of various NSAID products in Australia.

"While there are some limitations to the study, including its reliance on observational studies, it does shine a light on some risks associated with these products, and in particular the relationship between higher doses and increased risk," said ASMI Regulatory and Scientific Affairs Director, Steven Scarff.

Findings in the study included that both ibuprofen and naproxen did not increase cardiovascular risk when used in low doses for short

periods.

The study did however find that prescription doses of Diclofenac were associated with an increased cardiovascular risk.

"Diclofenac is a common anti-inflammatory medicine and has been in use for many years," said Scarff.

"Anyone who is in a high risk category such as people with heart problems should, as with any medication, consult their GP or pharmacist before using any medicines," he added.

In light of the findings ASMI also reminded Australians to always take note of label warnings and to strictly follow all the directions.

Corum elections

PETER Bradfield has been re-elected as a Director at Corum Group, whilst PKF East Coast Practice has been appointed as Corum auditors.

EU guideline adoption

THE Therapeutic Goods Administration is seeking comment on the possible adoption of several EU guidelines in Australia.

In amongst those up for consideration is the Guideline on the Clinical Investigation of Medicinal Products for the Treatment of Attention Deficit Hyperactivity Disorder.

For more information, to view all the guidelines or to submit a comment visit - www.tga.gov.au.

DISPENSARY CORNER

STEALING is bad for your health.

A 15-year old NZ teenager faced some serious side effects from stealing, after he got his arm caught in a vending machine whilst trying to pry free a can of Coca-Cola.

The teen's entire arm was stuck in the machine for hours as fire fighters and ambulance officers worked to free the boy.

One amused resident said that at one point there were two fire trucks blocking the street, along with an ambulance, when a soft-drink truck arrived for a delivery.

"In between it all we've got two rubbish trucks trying to load bins in the street," the resident said.

"It was classic, because who arrived next? The Coca-Cola truck," the resident added.

The boy has since been freed, with minor cuts and a huge case of red face.



Pharmacy Practice Incentives (PPI)

DAA and Clinical Interventions Claim Form available NOW

[Click here to access](#)

Claim form for first claiming period must be submitted to Medicare by **14 October 2011**

IMPORTANT: For 2011 the first claiming period is 1 July to 30 September



On the look out for a great opportunity?

Pharmacist in Charge – Orana Mall Pharmacy, Dubbo

Excellent remuneration & training
QCCP Pharmacy of the Year!

Contact Deb Prior: Debbiep@countrypharm.com.au



Click here to see our team in action on YouTube! ▶▶



The Pharmacy Practice Incentives are funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.