


CONTENT ALERT


AUSTRALIAN MEDICINES INFORMATION
you can trust, updated and published online every month.

VIEW UPDATES AT
www.phoenixmedical.com.au/whatsnew.php

now integrated with:




WIN A HYDRALYTE SPORTS PACK

Every day this week **PD** is giving one reader the chance to win a **Hydralyte Sports** prize pack.

Each pack includes Hydralyte Sports 5-pack, Hydralyte Sports 12-pack and a waterbottle.

Hydralyte Sports is a clinical rehydration and electrolyte replacement solution. It is low in sugar, and contains key electrolytes and trace elements lost in sweat.

To win this great prize pack, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au

True or False?
Hydralyte Sports is suitable for recreational and elite athletes

Congratulations to yesterday's lucky winner, **Alice Tucker** from **Coee Bay Pharmacy**.

Guild tackles audit questions

THE Pharmacy Guild of Australia has slammed APESMA over its calls for a national pharmacy audit (**PD** yest), saying it is "disappointing" that the organisation has chosen to denigrate community pharmacy and misrepresent the findings of the Queensland audit.

APESMA's push for a national audit was based on the results of a Queensland pharmacy audit, which according to the pharmacist union, found that 44.3% of audited Qld pharmacies were not complying with employment laws.

According to the Guild however, whilst the Fair Work Ombudsman's Qld audit found a "significant level of non-compliance" it should be noted that "most contraventions appear to have been inadvertent, and a significant number (9%) were non-monetary and related to record keeping".

"The Guild remains confident that the vast majority of pharmacists are paid appropriately and in many cases are paid above the award rate," a statement from the Guild said.

The Guild also threw its support behind community pharmacies

across the nation, saying that the overwhelming majority act in good faith to fully comply with the Pharmacy Industry Award 2012.

"The Guild urges its members to pay all employees according to the award, and to address any inadvertent noncompliance quickly when and if identified," the Guild said.

MEANWHILE to support pharmacy employees understand their employment conditions and entitlements the Guild has published an industrial checklist which can be viewed at www.guild.org.au/pia.

Australians in pain

THE median waiting time for Australians in pain to see a specialist is 103 days, according to a report in the *Medical Journal of Australia*.

Breakdowns of wait times in individual states showed that Queensland held the record for the longest wait (18 months), whilst discrepancies were also picked up between wait times for public clinics (average 150 days) and private facilities (38.5 days).

GSK goes Direct

A **NEW** online ordering option has been unveiled by GSK Australia, which allows customers to order vaccines directly from the company.

According to GSK, the move is in response to demand from its GP customers, who told the company that it was not meeting their needs.

"We listened to that feedback and we're delighted to be able to offer them a better solution through GSKVaccinesDirect," said GSK GM for Australia, Deborah Waterhouse.

The web ordering system allows customers to order online, pay by credit card and keep track of the order right through to delivery.

The company is however moving swiftly to allay fears that may arise from the direct ordering option, saying that it has no plans to change its customer base of wholesalers and GPs.

"We will still be doing business with all of those customers in many of the same ways," Waterhouse said.

"This is simply an enhancement to the level of service we are providing and something that I know our customers will welcome," she added.

The direct ordering system is available now at - www.gskvaccinesdirect.com.au.



Carollo Horton

and Associates Pty Ltd

Specialists in:

- Pharmacy Insurance
- Professional Indemnity Insurance
- Business Insurance
- Work Cover Insurance
- General Insurance Products

FOR AN OBLIGATION FREE QUOTE CLICK HERE
OR PHONE 1300-CAROLLO / 1300-2276556

NO GROUP CAN OFFER YOU ALL OF THESE BENEFITS!

HIGHEST WHOLESALER PBS DISCOUNT	5.5%	BEST OTC SUPPLIER DISCOUNTS	TOP +10%
HIGHEST Rx GENERICS DISCOUNTS	90%	LOWEST MEMBERSHIP FEE/MONTH	\$99



FOR MORE INFORMATION:
Contact our National Sales Manager
David Patton: m: 0432 515 717

REGISTRATIONS NOW OPEN

A MEDICINE COMMUNITY BUILDING A MEDICINEWISE COMMUNITY BUILDING A MEDICINEWISE COMMUNITY BUILDING

NATIONAL MEDICINES SYMPOSIUM 2012

SYMPOSIUM STREAMS

- For safer use of medicines
- In an ever changing health system
- Enabled by new technologies
- Through valuing the consumer experience
- By putting policy into practice

For more information go to www.nps.org.au/nms2012

24-25 MAY 2012
SYDNEY CONVENTION & EXHIBITION CENTRE



Guild Update

This week's update from the Pharmacy Guild

The Pharmacy Guild understands that there is some confusion in the community regarding the 1 April Pharmaceutical Benefits Scheme (PBS) price changes.

This confusion seems to largely stem from common misunderstandings or omissions of important details in reports in the mainstream media, despite the Guild's efforts to explain the situation at every available opportunity.

In some cases savings to tax payers were reported as savings to patients.

The Guild appreciates that community pharmacists unfortunately bear the brunt of consumer anger when they mistakenly expect to pay less for their medicines after 01 April based on media reports.

Pharmacists should use the site www.pbs.gov.au to indicate to consumers the price of their specific PBS medicine.

Pharmacists who are looking for a useful resource to help explain the 1 April changes to confused customers are advised to access a consumer fact sheet produced by the Government and published on the official PBS website.

Price Disclosure - Information for Consumers can be found at www.pbs.gov.au/info/industry/pricing/eapd/price-disclosure-info-for-consumers and includes sections titled What is Price Disclosure? and How does Price Disclosure reduce the amount paid by patients?



The Pharmacy Guild of Australia

Aussies flock for flu shot

CHEMMART Pharmacy is reporting strong demand from the Australian public for its newly launched flu vaccination service.

According to the franchise, over 500 online bookings were received in the first four days of the service's launch.

The vaccination service is being run in selected Chemmart stores nationwide, and allows patients to be inoculated against the flu by specially trained nurse immunisers (in partnership with Apotex) at a cost of \$27.95.

The service is being supported by a new state-of-the-art customer booking system that can be accessed online, via mobile phone, or in store, and which integrates with in-store communication systems allowing customers to register an appointment time and receive an onscreen notification, email notification and SMS reminder 24 hours before their appointment.

"As we all know, consumers are becoming increasingly dependent on technology and this online

booking service is designed to make things even easier for them," said Carolyn Wynen, pharmacist at Casey Central Chemmart Pharmacy in Victoria.

"The great thing is, it also gives pharmacy staff an easy and organised way to manage the booking process in-store," she added.

The online booking system is currently being rolled out across all of Chemmart Pharmacy's health services, with company Executive Director Jonathan Layton saying "the booking system will be an integral tool in managing Chemmart Pharmacy's growing portfolio of health services".

Farewell to a friend

MEDICINES Australia has said it was "extremely fortunate" to work with Australian entertainer Jimmy Little through the Jimmy Little Foundation to help promote the importance of healthy food choices in remote indigenous communities.

Little passed away yesterday, and is known not only as a talented musician, but also as a passionate advocate for indigenous health.

"While his passing is extremely sad, the Jimmy Little Foundation is a fitting monument to a lifetime devoted to helping other indigenous Australians and will long continue to make a real difference to the lives of many living in remote communities," Medicines Australia said.



DISPENSARY CORNER

FAT cats slim down.

A UK veterinary clinic is hoping to raise awareness of a growing obesity problem in pets by hosting a Pet Fit Club competition.

The 'Biggest Loser' style competition will involve 20 of the UK's fattest cats, dogs and rabbits, which each either fit into the category of obese or morbidly obese.

During the competition, owners will be guided by specialist vets on how to get their pets to slim down, with the overall aim of the game being to help the group loose a collective 152kgs.

THERE'S an App for that?

A toddler who fell down a 40-foot well in China was rescued with the help of an iPhone.

The boy was discovered down the well by local villagers near China's Mengzi City, who called rescuers in to his aid.

The rescue was however hampered when the boy kept slipping out of the adult-size harness meant to lift him out of the well.

After some brain storming the team sent an iPhone down the well where it sent images of the boy's position to the team, allowing them to adjust the harness and lift the boy out safely, having sustained no major injuries.

Leading innovation in the field of prescription generics, we have a proud track record of numerous "first to file" achievements

Synthon

ANIMAL, VEGETABLE...



Call 1800 151 493 for further information Today's the day BLACKMORES .com.au