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APESMA gunning for audit

PHARMACIST Union APESMA is urging pharmacists across the nation to join its petition which calls on the Fair Work Ombudsman to launch an Australia-wide audit of pharmacies, to stop what it is calling a "culture of underpayments".

The petition comes just days after the union announced it had written to the Ombudsman to ask for an

audit of pharmacies (**PD Mon**).

The calls have not been met with wholesale approval however, with the Pharmacy Guild of Australia saying it was "disappointed" that APESMA "has chosen to denigrate community pharmacy" and that it remained confident that the vast majority of pharmacists are paid appropriately and in many cases are paid above the award rate (**PD yest**).

"Given that the Guild isn't going to support an audit we need as many pharmacists as possible to show their support," CEO of APESMA Chris Walton said in response to the Guild's refusal to join the calls for an audit.

"We know there is a culture of underpayments in many pharmacies across Australia because so many pharmacists contact APESMA to report it," Walton added.

APESMA has said that pharmacists who wish to show their support for an audit can do so anonymously via its online petition, with the union vowing to take the results directly to the Fair Work Ombudsman.

The audit petition can be viewed at <http://apesma.com.au/groups/pharmacists/>.

Obesity partnership

MONASH University has partnered with the Weizmann Institute of Science in Israel, for the Obesity and the Metabolic Syndrome - A making connections symposium.

The symposium will bring researchers in the field to Melbourne between 14-15 May to discuss the progress in understanding and combating the disease.

"To tackle complex problems like obesity will require team approaches involving many different skill sets," said Monash's Professor Iain Clarke.

"This symposium will explore linkages between Israel and Australia, which elevates our ability to combat the rapid emergence of obesity throughout the world," he added.

Hypertension control

A **STUDY** published in the *Journal of Clinical Hypertension*, has found that more than half of patients with blood pressure levels of >180/95 mmHg can be treated to National Heart Foundation target levels (140/90 mmHg) after only six weeks of treatment with the ARB/CCB combination of telmisartan 80mg and amlodipine 10mg.

Patients in the study also showed a mean systolic blood pressure reduction of 47.5 mmHg with Twynsta (telmisartan/amlodipine) 80/10mg after eight weeks.

To draw their conclusions researchers looked at 858 patients with severe hypertension (>180/95 mmHg), the majority of whom had been hypertensive for over five years and a third of which had remained uncontrolled after treatment with at least two other therapies.

"The telmisartan/amlodipine combination has been shown to be an effective and well-tolerated treatment option for patients with severe hypertension, but should not be reserved only for this difficult to manage patient group," said Professor Andrew Sindone, Director, Heart Failure Unit and Department of Cardiac Rehabilitation, Concord Hospital.

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SYNTHON HAS ARRIVED

PBS listing May 1, 2012

Synthon

Pharmacy seminars

MEDICI Capital is hosting a number of seminars for pharmacists looking to move into pharmacy ownership or partnership.

The seminars will cover the tools, structures and plans to make the transition from employee to owner, and will also look at what is possible and achievable, as well as the pitfalls to avoid.

Seminars will be held in Sydney, Melbourne and Brisbane.

For a full list of dates and topics visit www.medici.com.au/events.

Medicinewise Awards

NPS is calling for entries for the new 2012 National MedicineWise Awards.

The awards recognise the many successful programs that address medicines use issues and will be presented by NPS: Better choices, Better health as part of the 2012 National Medicine Symposium.

The awards cover: Consumer Programs Building a Medicinewise Community' <\$100,00 budget, and >\$100,000 budget; Education for Health Professionals to Build Quality Use of Medicines Skills <\$100,00 budget, and >\$100,000 budget; and Excellence in Labelling and Packaging; Best E-Health Resources; as well as awards for the best NMS abstracts (Best Student Abstract, Best Abstract, Best Poster and Best People's Choice Poster).

Nominations for the Awards close 20 April, with winners announced at the NMS 2012 dinner on 24 May.

For more information go to www.nps.org.au/topics/nms/awards.

Healthdirect is a failure?

PHARMACISTS may have yet another argument for more paid professional services following a report in *Emergency Medicine Australia* which found that the National Health Call Centre Network (healthdirect Australia) is "dismally failing" its reported aim of "helping to ease demand on emergency wards and general practice".

The nurse-led national telephone triage service was launched six years ago with an initial budget of \$176.4 million over five years, and was extended again last year with an additional \$50m to include general practitioner support (after-hours GP helpline) over three years.

Figures provided by the Rural Doctors Association show that the cost to the taxpayer for every person the after-hours GP helpline tells not to attend an ED is around \$1,000.

According to the report's author Professor Yusuf Nagree, Professor of Emergency Medicine at the University of Western Australia, there is no evidence to support the government's claims of benefit for these services.

Backing up his argument, Nagree said that advice prepared for Australian Health Ministers prior to the introduction of healthdirect Australia, stated that "direct evidence that call centres have reduced unnecessary demands on emergency departments, along with the costs and possibly the effectiveness of treatment of those cases where emergency treatment is appropriate, is weak and patchy".

"Despite the government's own

advice that there is no good evidence that call centres reduce ED demand, the government continues to misrepresent this in publicity of the after-hours GP helpline," he added.

According to Nagree the key-driver to ED overcrowding is access block, not low acuity patients.

In terms of a solution for ED and GP overcrowding, Nagree suggests that rather than the phone services, the Government needs to address access block, and provide funds for extra hospital beds, as well as funding for innovative ways of managing patients needing domiciliary care, and better support for these patients in the community setting.

Allergan challenge

ALLERGAN has launched action in the US challenging Watson's request to the FDA to commercialise its generic version of Allergan's Lumigan 0.01% prior to the expiration of certain U.S. patents.

SA drug initiatives

THE SA Govt has announced funding for 14 organisations, to provide individuals and families struggling with drug and alcohol issues with treatment services from 01 July 2012 to 30 June 2015.

Symbion's expectations



NINE expecting mothers at Symbion (pictured above) were treated to a special lunch by the wholesaler, to celebrate their impending arrivals.

"In an office of approximately 150 people we thought it was pretty incredible to have nine women pregnant at the same time," said Patrick Davies, CEO of Symbion.

"The lunch was a great opportunity to treat the expecting mums with goodie bags filled with baby and mum gifts," he added.

WIN A HYDRALYTE SPORTS PACK



Every day this week **Pharmacy Daily** 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. Available at all leading pharmacies in a 5-pack with a bonus sports case (suitable for mobiles, cards, keys and cash) and 12-pack refills, in Orange and Lemon/Lime flavours.

To win this great prize pack, simply be the first person to send in the correct answer to the question below.

True or False?

Hydralyte Sports is available in Orange and lemon lime flavours

Hint! Visit: www.hydralytesports.com.au

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

Congratulations to yesterday's lucky winner, **Ghazal Ghodosi** from **Choice Pharmacy Townsville**.

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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.



DISPENSARY CORNER

GROW a mo and save money.

Lovers of facial hair have taken to the streets en-masse in the US, demanding tax breaks for moustache hair care products.

The Million Moustache March saw around a hundred mustachioed men march from the US Capitol to the White House with signs such as "Give Me Mustache or Give Me Death" telegraphing their intention to be heard on the hairy subject of mens grooming products, and their demand that the products be subject to tax breaks.

"Science demonstrates a moustache improves good looks by 38% and therefore owning and operating a proper moustache provides what should be a tax-deductible service to the US economy," a letter by one moustache sympathiser, Dr John Yeutter of Northeastern State University, said.

GOOD things come in small packages.

A female dachshund-cross called Beyonce is in the running to becoming the smallest puppy ever born.

The petite pooch was born at an animal shelter in El Dorado County in the US recently, after her pregnant mother was picked up by animal control officers.

Mini Beyonce was born shortly after her mother's arrival at the shelter, and when she arrived in this world she could fit her whole self onto a spoon.

According to reports the little girl was born without a heart-beat, but a dedicated team of animal shelter vets managed to revive her using chest compressions and mouth to mouth resuscitation.



Tiny Beyonce napping on an iPhone



Salon effects at home

The nail gurus at **Sally Hansen** have launched a new **Salon Effects** Easter-themed nail design range designed to give users salon-style nail effects. The range features five Easter themed looks which offer ten-day staying power. To apply, the nail polish strips simply need to be peeled and then placed on the users nails, with the whole process taking minutes- as opposed to hours, in a nail salon. Each of the five Easter Kits includes 16 nail polish sticks, a cuticle strip, mini file/buffer and instructions for easy at-home application. When users are ready to change their look, the nail strips can be removed using nail polish remover. The five Easter themed kits are titled: **All A Flutter** (featuring pastel coloured butterflies), **Pink-A-Dot** (pink polk-a-dots), **Mad For Plaid** (plaid design), **Not A Peep** (pastel birds), and **Checker Out** (green check design).

RRP: \$14.95

Stockist: 1800 812 663

Website: www.sallyhansen.com

Tired? Stressed? Pimples? Try lavender

Bosisto's has introduced a new **Bosisto's Lavender Solution** to the Australian market. The product contains 100% pure lavender oil in a water-soluble base, making it perfect for adding to a bath or foot bath, as the oils will easily disperse. According to the company, lavender oil is good for inducing sleep and reducing stress, and can also be applied directly to minor wounds, scrapes, insect bites or burns to help soothe and heal. Bosisto's also says that given its natural antiseptic properties, the oil is also good for the management of pimples.

RRP: \$12.95 (100ml)

Stockist: 1800 003 431

Website: www.fgb.com.au



Just brush for perfect lashes

Manicare's new makeup tool, **Manicare Mascara Brushes**, help to craft perfect looking lashes. The disposable brushes come in four types which are delineated by their colour. The blue brushes are designed to create volume and boost lashes, the purple brushes are smaller than the others and are designed to seek out hard to reach lashes in the corners of the eyes, whilst the red brushes add curl to straight lashes and the orange brushes are designed to separate each lash allowing for full coverage of mascara and creating longer looking lashes.

RRP: \$4.95 (multi-pack of 10), \$8.95 (multi-pack of 20)

Stockist: 1800 651 146



New Tabu this Mother's Day

One of Australia's highest selling scents, **Tabu**, is being released in special gift pack ahead of Mother's Day this year. Launched in 1932, the scent is described as an oriental fragrance, and is crafted using a blend of bergamot, orange blossom, basil, carnation, oriental rose, jasmine, clover, patchouli, amber, musk oakmoss and vanilla. The gift pack includes a cologne spray 60ml, perfumed talcum powder 100g, perfumed soap 100g & hand & body lotion 100ml.

RRP: \$15.95

Stockist: 02 8709 8800

