

Stock levels giving you a headache?

Click here for immediate relief.



PHARMACY ALLIANCE
Freedom to choose

Telehealth invitation

THE Government is inviting applications for funding for the NBN-Enabled Telehealth Pilots Program.

The program will provide up to \$20.6m for innovative telehealth pilots over the next two years.

“Telehealth can solve the tyranny of distance by using technology to bring health services that are sometimes only provided hundreds of kilometres away from the patient’s home right into their living room,” said Minister for Health Tanya Plibersek.

Speaking about the program the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy said “the delivery of high quality health care direct to the home via NBN-enabled telehealth services will make a real difference to the lives of Australians with high health care needs.”

“The program also aims to provide coaching and healthy living support in the home to improve overall health outcomes for older Australians or those living with serious illness,” he added.

To download an invitation to apply for the funding, and for more info on telehealth see <http://health.gov.au/ehealth-nbntelehealth>.

Drug substitution ethics

PHARMACISTS who are dispensing a “pharmacy preferred brand” of generic drugs without consulting with their patient are contravening the Pharmaceutical Society of Australia’s (PSA) Guidelines on Brand Substitution, according to the PSA.

The comments come in response to increasing reports of “pharmacy preferred” dispensing without consultation, which National President of the PSA, Grant Kardachi, condemned, saying that all dispensing of generic medicines, including preferred brands, must comply with the PSA guidelines.

“These guidelines were set up to protect the best interests of consumers when non-brand medicines are dispensed,” said Kardachi.

The guidelines, according to Kardachi, have two important elements which relate to dispensing pharmacy preferred brands, the first of which states that “brand substitution may only occur after consultation with and agreement of the patient and if the prescriber has not indicated on the prescription, ‘no substitution or equivalent’”.

“This means that pharmacists cannot just dispense a generic or ‘pharmacy-preferred brand’

without discussion with the consumer,” Kardachi said.

“And that discussion on possibly dispensing a non-brand medicine can only begin if the doctor has not indicated otherwise on the prescription,” he added.

The second relevant element in the guide relating to preferred substitution states that “where substitution is allowed and the patient is offered or enquires about alternate brands, the pharmacist and the patient should discuss the safety and suitability of alternate brands for that patient.”

“Quite clearly the role of the pharmacist is to help the patient and to ensure the best outcomes for the patient,” Kardachi said.

“The pharmacist is there to help the patient, guide them, and clear up any confusion or issue they may have.

“They are committed to ensuring the best possible health outcomes for the patient,” he added.

Breathe for Life

THIS winter Procter and Gamble estimates its Vicks Breathe for Life Project will help to treat 75,000 children suffering from pneumonia in Bangladesh.

The Vicks for Life Project kicks off this month, and Aussies can support it by purchasing any Vicks product and by clicking ‘Like’ on the Vicks Australia Facebook page.

For every product bought and every ‘Like’ on the Facebook page, Vicks will make a donation to the pneumonia campaign in Bangladesh.

Swisse response

SWISSE has responded to allegations that it did not disclose the fact that one of the academics involved in the trials of its Women’s Ultivite 50+ Years was the company CEO, Radek Sali’s, father, Professor Avni Sali.

“Professor Avni Sali has had a long-standing relationship with Swisse, commencing 20 years before his son Radek joined the company,” a company statement said.

“Swisse has never hidden the fact that the highly regarded Professor has a relationship with Swisse – in fact, the professor is a regular guest speaker at Swisse public events,” the company added.

PSA education fest

THE PSA’s Clinical and Practice Expo 2012 will be held in Sydney’s Hordern Pavilion between 25-27 May 2012, for details **CLICK HERE**.

NO GROUP CAN OFFER YOU ALL OF THESE BENEFITS!

HIGHEST WHOLESALE 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

Guild Pharmacy Academy



National Convention & Exhibition

\$99.00 incl. GST – 3 day access to:

★ Education ★ Networking ★ Trade Expo ★

Guild Intern Training Program invites Students & Interns (nationally) to register **FREE** in 2012

Friday 15th – Sunday 17th June 2012
Sydney Convention & Exhibition Centre, Darling Harbour

APPROX 25 CPD CREDITS AVAILABLE!

Go to www.guildpharmacyacademy-nce.com.au to register now!

REGISTRATIONS NOW OPEN

A MEDICINE COMMUNITY BUILDING A MEDICINEWISE 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



Travel Specials

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

Mission for Health



HUB TRAVEL TIP:

Always ensure that you carry clean bottled water and Dettol Healthy Touch Instant Hand Sanitiser to avoid drinking contaminated water and kill 99.99% germ on your hands when water is not available.



www.germhub.com.au

DELTA Air Lines is celebrating Easter with the launch of its Easter Network sale, which offers special fares to Las Vegas, New York and Seattle and to over 250 US cities.

The fares start from \$1,104pp from Sydney to Las Vegas including taxes, \$1,357pp Melbourne to New York incl tax, and \$1,477pp from Brisbane to Seattle incl tax.

To take advantage of the deals, tickets must be purchased by 11 April 2012 for travel between 04 April and 30 June 2012.

For further information, contact Delta Air Lines Reservations at 1800 458 368.

BACK-Roads Touring is taking \$768 per couple off selected 11-day Spanish Inspiration small group tour departures.

The journey travels from Madrid through the Andalucia region taking in Toledo, Cordoba, Seville and Granada.

The tour includes 10 nights accom, daily brekkie, driver/guide, mini-coach transport, four dinners, wine and tapas tasting and local guides.

Priced from \$3,456 per person twin share, the deal is available for bookings which are paid in full by 03 May 2012 for travel on the following departures: 29 May, 12 June and 26 June 2012. Call 1300 100 410 for details.

Complementary funding

THE Complementary Healthcare Council of Australia is hoping that the Government's recent \$2.9 million investment into the Australia New Zealand Clinical Trials Registry will "perhaps pave the way" for further investment in complementary medicine research and innovation.

"The Complementary Medicines Industry sees clinical trials as vital to the sustainability of the Industry, and reinforcing the significant impact of complementary medicines on the health of the community," a statement from CHC ED Dr Wendy Morrow said.

In its 2012 Pre-Budget Submission, the CHC has called for a four year Clinical Trials Partnership, co-funded by the Industry and Government, which would enable new and focused innovation of the preventative health benefits of key complementary medicines in the treatment of specific chronic and

preventative health conditions.

This partnership, according to the CHC would also help to deal with intellectual property issues.

"The status quo is stifling innovation in an industry motivated by science," Dr Morrow said.

"It is preventing research which is expected to deliver community access to new non-drug solutions resulting from the expected high quality research, which continues to demonstrate the significant contribution complementary medicines can make to improved community health outcomes," she added.

Sprycel on the PBS

PATIENTS with newly diagnosed chronic myeloid leukaemia (CML) in chronic phase now have access to a new treatment on the PBS, Sprycel (dasatinib).

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 the same as a sports drink when the levels of sugar/electrolytes are compared

Hint! Visit: www.hydralytesports.com.au

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

Congratulations to yesterday's lucky winner, **Irene Nimorakiotakis** from **Pharmore Pharmacies**.



DISPENSARY CORNER

SHE must enjoy her Omega 3s.

An 86-year old woman, Johanna Quaas, has stunned crowds in Germany with her gymnastic skills.

The grandmother has said that she practices the sport for fun rather than competition, despite having won 11 gymnastic medals at the German senior citizen championships.

Her latest gymnastic efforts, at a World Cup tournament, saw the 86-year old complete a bar routine which included spins, splits, balancing upside down on the bars and holding her whole body mid air and parallel using the power of her arms.

Walking away from the bars, she was received by the crowd with a standing ovation.

To view the clip, **CLICK HERE**.

SAVING lives.

Two British bobbies acted swiftly to save the life of what they believed to be a dog which was overheating in the back of a Mercedes coupe.

The officers were alerted to the sleeping animal by a concerned passer-by.

Failing to rouse the sleeping pup the officers smashed the rear window of the car and reached in to save the dog, only to find that the pooch was in fact a toy.

Upon returning to his car, the Mercedes owner, Gordon Williams, said he found a note alongside his broken window "Smashed your window re concern for animal on rear seat".

The police department has since agreed to pay for the window to be replaced, but defended its officers actions saying that the call was made in good faith and that "this is a perfect example of why drivers need to think about what they leave on view in their car, both in terms of other people's perception of the objects and in a bid to deter opportunist thieves".