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PHARMACY ALLIANCE
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Weekly Comment

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

This week's contributor is
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White Chemists Human Resources Manager

Technology has transformed our approach to almost everything we do.

The way we connect on a personal level, how we do business, the way we access information - are just a few examples of change afforded by advances in technology.

The application of technology to training has had an enormous impact for educational institutions worldwide and particularly for employers seeking to reach decentralised workforces.

At Terry White Chemists, new technology is even allowing us to invest in good old fashioned service.

Our web-based learning system never sleeps.

It offers 24 hour access from anywhere in the world.

Most importantly it delivers improved staff outcomes and professional pharmacy service.

The fully integrated system links with HR and payroll systems and hosts an E-commerce site where staff can access a suite of more than 400 separate learning and development training modules.

Proving to be just what the doctor ordered for Terry White Chemists pharmacists and staff out in the field, more than 12,000 training modules have now been completed since we launched the Online Training Academy in August.

In the busy retail pharmacy environment it has not always been easy to offer staff extended opportunities for growth.

By harnessing emerging technology pharmacists are taking a leap into the future, delivering tangible results for their pharmacy teams and improved service for customers - the ultimate goal.

MA: Leave the credit alone

MEDICINES Australia is urging the Government to leave the R&D tax credit which it introduced last year, alone, following reports that the Government may want to make changes to the scheme.

Speaking in the wake of the rumours, Medicines Australia CE, Dr Brendan Shaw said that winding back the tax credit would discourage investment in Australia and would result in the loss of high value research jobs.

"Scaling back the R&D tax credit would be extremely damaging to R&D investment in Australia," said Shaw.

"Such a move would put a brake on investment at the very time when policy makers are trying to stimulate growth.

"It would effectively add up to 10 per cent to the cost of investing in Australian R&D and would put at risk hundreds of high-skill, high-wage research jobs," he added.

Currently, Australia attracts \$1 billion per annum in pharmaceutical R&D investment.

The Government, according to

Medicines Australia, would risk losing large chunks of this investment if the tax credit were to be reduced, with some companies bound to withdraw their research interests from the nation altogether.

Adding further fuel to the argument, Shaw said that due to the relatively new nature of the tax credit, with it only having been introduced less than a year ago, not enough time has elapsed to be able to see its benefits in terms of investment.

"The Government went through an extensive consultative process in developing the tax credit system to replace the previous tax concession, which was inefficient and ineffective," Shaw said.

"To do a U-turn on such an important policy measure after less than a year would send quite the wrong signal to the investment community.

"It would severely undermine business confidence, send investment offshore and threaten Australian jobs," he added.



DISPENSARY CORNER

A PRANK played on a sleepy Belgian town involving a medical emergency, police, a football team and a woman riding a motor cycle in her underwear, has notched up nearly 20 million hits on YouTube.

The prank was executed to promote a new European TV channel, and began with the planting of a podium in the town square atop of which was a large red button with an arrow pointing towards it saying press here to add drama.

Once pressed a series of events was set in motion, including the arrival of an ambulance to collect a man, who then rolls out of the emergency vehicle on his stretcher, followed by a cyclist who runs into the van, which results in a smack-down fight between the cyclist and a paramedic, which leads into a police shoot out and a cameo by a woman in her underwear speeding through the town on a motorbike.

To watch the clip [CLICK HERE](#).

INTELLIGENT worry.

US scientists have posited that worrying may have evolved along with intelligence as a beneficial trait.

The study found that high intelligence and worry both correlate with brain activity measured by the depletion of the nutrient choline in the subcortical white matter of the brain, which, according to study head Dr Jeremy Coplan, Professor of psychiatry at SUNY Downstate, may mean that intelligence may have co-evolved with worry.

The study compared patients with generalised anxiety disorder with healthy patients to assess the relationship among IQ, worry, and subcortical white matter metabolism of choline.

In the healthy volunteers, high IQ was associated with a lower degree of worry, but in those diagnosed with GAD, high IQ was associated with a greater degree of worry.

PRIME FOR PERFECT MAKEUP

Every day this week *Pharmacy Daily* and *John Plunketts* are giving you the opportunity to win 1 of 2 prizes of John Plunkett Instant Wrinkle Filler (valued at \$39.95) plus a mini tube of Advanced Collagen Lift.

Instant Wrinkle Filler is a translucent primer that temporarily fills in imperfections like fine lines, mattifies with a unique gel-to-powder finish, and creates a perfect base for your makeup. Fragrance free and made in Australia.

For your chance to win, simply be one of the first two people to send in the correct answer to the daily question below.

Name one of the key active ingredients in Instant Wrinkle Filler

Hint! Visit www.johnplunkett.com.au

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

