

Weekly Comment

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

This week's contributor is **Joanne Lyons** from **Bookmarx Bookkeeping**.



Managing paperwork can be a real struggle and sometimes overwhelming.

Paperwork needs to be kept for many years and the cost of space to store it can be expensive.

One idea is to use a system where proper archive boxes are used to store everything.

The boxes can have a typed form stuck to them and blank spaces on the form are written on, detailing the boxes contents (months, shop name).

It is a good idea to not put two different financial years in one box, so if a box is half full at the end of June, nothing else is put in.

After the tax returns are done, you can put this box away and hopefully not have to look at it again until it is time to throw it away.

Inside the boxes, each month's invoices and statements has a manila folder.

They are labelled clearly, with sticker labelling again, so if you need to find a previous month's invoice or statement, you can easily find the folder it is in.

Keep a photocopy of invoices for assets purchased and keep them in a separate folder that is easily accessible (your accountant will want copies).

When entering asset invoices into the computer, put details as to what was bought - this will keep your accountant happy too.

Who shops in pharmacies?

AUSTRALIAN pharmacies play three distinct roles for consumers, the first of which includes "core" functions such as script advice and filling; the second being a place to pick up skincare, oral care and first aids; and the third, as a repository for washing powder and men's grooming items.

The findings come from a TorchMedia survey of 1,041 Aussie shoppers to determine who is shopping in pharmacies and what drives them in the door.

"Understanding where your store sits and what it offers from a shopper viewpoint can enable you to meet the needs of your clientele in a more targeted way, optimising your opportunities for growth," said Kirsty Dollisson, GM Marketing and Commercial for TorchMedia.

According to the survey results consumers also group pharmacies into five categories: Local Chemist, Chain Franchise Outlet, Budget Chemist, Medical Centre and Priceline (as a stand-alone).

TorchMedia defines 'Local Chemist' as what is traditionally associated with pharmacy, where the relationship with the pharmacist is paramount and the primary shopper trip-type is script fill; Chain Franchise Outlets differ not only by size and presentation, but by role, with front of store being as much a driver as script fill, whilst consumer trip-types to these pharmacies tend to have a much larger emphasis on retail buying.

The 'Budget Chemist', according to TorchMedia, is dominated by

destination stock up shopping trips, whilst the 'Medical Centre' pharmacy is "infrequently visited and usually under duress".

'Priceline' was in a category all on its own according to shoppers, with a perception of being a destination beauty and hair superstore.

"By understanding their own channel segment description, the type of shoppers that are 'typical' in their store, and what their dominant trip types are, pharmacy retailers can start to activate their in-store offer in a targeted way to best meet the needs of their own shoppers," a TorchMedia statement said.

Meanwhile, the way for Australian pharmacies to grow, according to Dollisson, is to interrupt shoppers' "planned trip".

"Pre-store influencers such as the web, catalogue and club/loyalty cards need to be supported by impactful in-store influencers including displays, promotions, staff advice and in-store media in order to break the planned trip long enough for the shopper to become aware of what else is on offer," she said.

Dollisson also said that at present, the retail pull of Australian pharmacies is "underused".

"Improving the relevance and appeal of pharmacy to shoppers in a targeted way can help pharmacies carve a role beyond straight script fill, in order to compete in an environment where major grocery retailers continue to increase their share of wallet in pharmacy-related categories," she said.

Fighting binge booze

THE Govt has announced \$10m will be put towards 26 community projects designed to combat risky drinking behaviours - see www.health.gov.au.

Generic Beyaz

WATSON Pharmaceuticals has filed an application with the US FDA to market drospirenone and ethinyl estradiol and levomefolate calcium tablets, 3.0mg/0.02mg/0.451mg and levomefolate calcium tablets, 0.451mg (a generic version of Bayer's Beyaz).

Beyaz is an oral contraceptive indicated for use by women to prevent pregnancy, treat symptoms of premenstrual dysphoric disorder for women who choose to use an oral contraceptive for contraception, treat moderate acne for women at least 14 years old only if the patient desires an oral contraceptive for birth control, and to raise folate levels in women who choose to use an oral contraceptive for contraception.

The request for approval follows a suit filed in February by Bayer against Watson, which seeks to prevent the latter from commercialising the generic Beyaz prior to the expiration of Bayer's Beyaz patent.

The lawsuit was filed under the provisions of the Hatch-Waxman Act, resulting in a stay of final FDA approval of Watson's generic for up to 30 months from the date the plaintiffs received notice of Watson's filing or until final resolution of the matter before the court, whichever occurs sooner.

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Mylan fails lawsuit

A US Court has handed down a US\$18m patent-infringement finding against Mylan Inc's Dey Pharma unit in relation to its generic version of Sunovion Pharmaceuticals' asthma-treatment Xopenex.

In addition to finding Mylan guilty of infringing Sunovion's patent, the jury also found that the pharmaceutical company's infringement was intentional, a result which could allow the court to triple the damages awarded to Sunovion to as much as US\$54m.

In a statement addressing the case, Mylan called the decision "unfavourable" and said the company would press-on in the courts, with the aim of getting the decision reversed.

"While this is not a significant product for Mylan, we firmly believe that the jury has erred, and we intend to seek reversal through post-trial motions and, if necessary, an appeal of the verdict and the damages award," said company CEO Heather Bresch.

Pharma job security issues

FOURTY-four percent of pharmaceutical and biotech company employees fear they will be made redundant in the next 12 months, according to a new survey by Pharma IQ.

The survey looked at responses from 535 members of the pharmaceutical community during November and December 2011, and found that a massive 71% of participants think that Pharma is undergoing a dramatic change due to the current economic climate.

According to participants, the US and Europe are the regions being hit the worst by the climate, whilst only 7.3% identified Asia as the region that was suffering the greatest in the current financial climate.

Participants also identified the R&D- preclinical sector as the area of the pharmaceutical industry which they felt the global economic crisis had impacted the most (40%), followed by sales and marketing (30.7%), manufacturing (11.2%), clinical (10.8%) regulatory affairs

(3.6%), IT (3.2%) and distribution (2.6%).

Looking towards the future, the majority of participants did not expect their budget to grow in 2012, however the majority do expect that their department's budget will actually decrease (40.7%) or stay the same (40.2%).

Interestingly, 47.5% of respondents also told researchers that they do not think that the industry is well prepared for another recession.

Human shock absorbers

NEW research from a team of international scientists, led by the University of Sydney, has found the molecular structure in the human body which acts as its "shock absorber".

Published in the *Proceedings of the National Academy of Sciences*, the study took apart elastin using a combination of synchronised X-ray beams and elastin synthesis tools, and found that it held a molecular bridge or "shock absorber".

"This tiny shock absorber neatly connects specialised molecular parts: one part is dedicated to elasticity and another part dedicated to binding living tissue," said researcher Professor Weiss.

"It performs the same function for humans at a molecular level as shock absorbers do in a car; we can enjoy a smooth ride because they keep the body of the car from being violently rattled by the movement of the wheels," he added.

According to the scientists, they now have enough information to make changes to the molecular bridge, which would result in "dramatic changes to elastin".

"This finding will benefit our work on designing artificial blood vessels that use replicas of human elastin, to repair and replace human blood vessels, with implications for the treatment of cardiovascular disease," said Weiss.

"In the future it may have applications in treating emphysema, which is caused by destruction to lung elastin," he added.



DISPENSARY CORNER

WHICH came first, the rooster or the egg?

Chicken owners in China's Anhui Province are claiming to own the world's first egg laying rooster.

According to one of the bird's owners, Huang Li, the rooster started to lay eggs after all seven of his hens were progressively eaten by Li's family.

"I thought it was a joke and that one of my neighbours had put the egg in there for fun," he said.

"But the next day there was another egg and so on the third day I waited - and was amazed when I saw that the rooster laid an egg," he added.

Scientists from the Chinese agricultural office are now looking into the claims to determine if the rooster has always been a hen that looked like a rooster, or if in fact it changed sexes after the death of its mates.

MONEY to burn.

Authorities at Hungary's central bank have taken a novel approach to helping the needy to ward off the cold this winter, offering them money to burn.

The bank destroys around 45,000kg of old currency each year, and decided, after some research, that because briquettes of old currency have a similar heating quality to brown coal, that they would donate the cash briquettes to charities for heating.

Meanwhile, to avoid temptation, workers who turn the cash into the briquettes, have to wear pocketless clothes.

New cancer clinic

A NEW stand-alone specialist cancer centre is currently in development at the Lyell McEwin Hospital in South Australia.

The new Cancer Centre will increase the number of chemotherapy chairs by a third and double the number of patients who can receive radiotherapy locally.

WIN A YEAR'S SUPPLY OF NS-8

This week **Pharmacy Daily** and **NS-8** are giving you the opportunity to win a year's supply of NS-8 Heel Balm.



Each prize pack is valued at \$100.75 and contains a year's supply of NS-8 Heel Balm PLUS NS-7 Dry Skin Moisturiser to keep your legs looking soft and smooth:

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Do you need to use a foot file or pumice stone to get great results with NS-8 Heel Balm?

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