

AUSTRALIA'S HIGHEST WHOLESALER PBS DISCOUNT

6.25%

AUSTRALIA'S HIGHEST Rx GENERICS DISCOUNTS

100%

AUSTRALIA'S BEST OTC SUPPLIER DISCOUNTS

TOP + 10%

AUSTRALIA'S LOWEST MEMBERSHIP FEE/MONTH

\$99



MORE INFORMATION:

Contact David Patton m: 0432 515 717

Visit us at APP Stand 188

Arthritis webinar

ARTHRITIS NSW will be holding a web-based seminar on juvenile idiopathic arthritis (JIA) on Monday, 26 March 2012, as part of Arthritis Awareness Week to help inform people, as well as raise the profile, of JIA in the community.

The cost to participate is \$20 and registration closes on 19 March, call 1800 011 041.

Emergency AIDS relief

MYLAN Laboratories has received tentative approval from the US FDA under the President's Emergency Plan for AIDS Relief for abacavir sulfate and lamivudine tablets 60mg/30mg.

The fixed-dose combination product was developed for use in treating children with HIV/AIDS and is based on the adult-strength, brand version of Viiv Healthcare's Epzicom.

Mylan received tentative approval for its adult-strength, generic version of Epzicom in March 2009.

"The approval of abacavir sulfate and lamivudine further supports Mylan's mission to continue expanding access to high quality medicine around the world, which is especially crucial for children living with HIV/AIDS," said Mylan CEO Heather Bresch.

"This product combines two medications in one tablet, which may support treatment adherence in children as it reduces the pill burden often associated with complex antiretroviral regimens," she added.

Don't abandon the Guide

HILARY Kahn has appealed to pharmacy businesses who invested in the FeelGood Guide system not to abandon it as a result of the FeelGood Guide business closure (PD 21 Feb).

"Be reassured the system that you have invested into is the only health platform available in the market and it works," she said.

"To stave off the threats coming from the big discounters and the declining dispensary revenues, I urge all of our members to stay the course and become even more diligent in the execution of your health strategy," she added.

Kahn pointed to the number of industry awards the system has won since it launched six years ago, as testament to the FeelGood Guide's benefits.

"Six years ago when we developed and launched the FeelGood Guide system, all industry commentators constantly advised that the market was ready for such an offering that would enable pharmacies to reinvent and equip their businesses for delivering a broader and differentiated health offering," she said.

"It quickly became apparent that we would need to wait for the industry to catch up to the market need... we just never thought that it would have taken as long as this," she added.

Kahn rued the lack of uptake of the Guide from pharmacies saying "too few have taken up the baton

or are still looking for the quick fix".

"In comparison - Apple Stores were prepared to wait three years until its Genius Bar really drove customer value," she said.

"As of 2011, those Apple stores are the most successful in retailing history!" she added.

Pharmacy, according to Kahn, has a significant opportunity to deliver health solutions and help customers get better faster or maintain wellness.

"Yet when it comes down to delivery, the commitment, disciplines, resilience and patience aren't always there," she said.

"The rewards for perseverance could be massive.

"Focusing on selling products at increasingly discounted prices is a race to the bottom," she added.

MEANWHILE, speaking about her plans in the wake of FeelGood Guide's closure, Kahn said that she is still committed to the future change of pharmacy, and that she will continue to work with pharmacy businesses who were committed to growing their retail revenue.

If pharmacists wish to make contact with Kahn they can do so by calling 03 9775 2333.

Mylan 2012 predictions

MYLAN expects that 2012 will be another year of growth for the company, predicting revenue for the year to sit between US\$6.8 billion and US\$7.2 billion (representing 14% annual growth).

"Our continued growth in 2012 will be driven by the anticipated launch of approximately 650 global products, including more than 100 in the US with brand sales of more than \$40 billion," said company CEO Heather Bresch.

"We intend to continue to broaden our geographic footprint and expand our presence in India by launching a commercial business there during the first half of this year, bringing us 1.2 billion people closer to our goal of reaching the world's 7 billion," she added.

Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

26 Feb: Cardiovascular Seminar, Lismore, email - beryl.park@psa.org.au.

24-26 Feb: Guild Pharmacy Academy-NSW Convention; Novotel Manly Pacific- **CLICK HERE.**

03 Mar: Medication Management Review, St Leonards, email - beryl.park@psa.org.au.

Online registrations close 1 MARCH!

APP2012
8-11 March

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Korlym approval

THE US FDA has approved Korlym for patients with endogenous Cushing’s syndrome, see fda.gov.

Xiaflex partners

AUXILIUM Pharmaceuticals and Actelion Pharmaceuticals have entered into a long term partnership for the development, supply and commercialisation of Xiaflex (collagenase clostridium histolyticum), a novel, first-in-class biologic for the potential treatment of Dupuytren’s contracture and Peyronie’s disease.

Under the agreement, Actelion will receive exclusive rights to commercialise Xiaflex for the treatment of Dupuytren’s contracture and Peyronie’s disease in Australia, Canada, Brazil and Mexico (upon receipt of the respective regulatory approvals).

Actelion has said it expects to file for approval for Xiaflex in Australia, Brazil and Mexico over the next 12 months.

Be wise with new generics

IN the lead up to the expiry of Lipitor’s patent on 01 May this year, and as the first generic versions of atorvastatin hit Aussie pharmacies this week, NPS is urging consumers to be medicinewise when making a choice between medicine brands.

“Lipitor is one of the most commonly prescribed medicines, with over 10 million prescriptions written every year,” said NPS CEO Lynn Weekes.

“As new brands come onto the market, it is likely many people will be offered a choice of different medicine brands.

“It’s important people know that no matter what brand they choose, if the active ingredient and the size of the dose is the same the medicine will work the same in their body,” she added.

Part of the NPS’ concern over consumer confusion stems from research it conducted last year which found that 40% of Aussies are not able to identify an active

ingredient on a medicine packet.

“Some active ingredient names are long, complicated and difficult to pronounce, others sound similar to the brand name of a medicine and some sound nothing like it at all,” Weekes said.

“Adding to the confusion, some brand names look and sound similar yet have totally different active ingredients and are used to treat completely different conditions.

“All this confusion can lead to people making mistakes with their medicines, such as accidentally double dosing, taking something they are allergic to or mixing medicines which shouldn’t be mixed,” she added.

Open discussions between pharmacists and patients can stop medicine mistakes in their tracks, according to Weekes, who added that if people have allergies to certain agents such as gluten or lactose, they should check with their pharmacist or doctor before switching brands.

NPS is also reminding the industry of its medicinewise tools to help consumers make safe choices, such as its Medicines List, which helps consumers keep track of their current medications.

See www.nps.org for more details.

Concentration issues?

A US brain training software company is claiming to be able to improve people’s concentration skills via the use of its new application.

The Concentration app is designed to assess and train high order attentional processes such as focused attention and vigilance.

Targeted to those with procrastination issues, the application is said to specifically train the selective orientation of attention, focused attention, vigilance, updating of incoming information, visual attention and the operation speed of those processes via three training tasks.

The app is priced at US\$4.99.

For more details see www.cognifit.com.



DISPENSARY CORNER

WHO needs artists.

In the battle of art vs science chalk one up for science, after researchers developed a robot which can sketch portraits.

Nicknamed Roboticelli, the robot uses an image-evaluation for its sense of “sight” to accurately sketch its subject.

“Once the camera has captured the image, edge-processing software then seeks out the contrasts in the image and translates these to robot coordinates - to the movement of the robot’s arm,” said scientist Martina Richter who helped design Roboticelli.

MULTIPLE births.

One exhausted Tibetan mastiff, Black Pearl, has made her owner very rich, after giving birth to a whopping litter of 22 pups.

The Tibetan mastiff is one of the world’s most expensive dogs, each fetching around \$150,000, however this price can fluctuate to as much as \$2m (which was the price paid recently for a prized specimen in China).

Black Pearl’s owner, Guo Qingcai, conveniently happens to be a pet store operator, and said his beloved pooch was given to him three years ago by a generous friend.

“We have always treated her like our own child and given her nothing but the best,” he said.

Guo and his wife are now furiously working around the clock to help Black Pearl care for her brood, taking turns hand feeding the pups with warm milk.

Speaking to media about the large litter, Su Zhanqiang, of Xinjiang Agricultural University, said the breed usually give birth to four to five pups, and that it was very rare for them to have more than seven or eight.



WIN AN INNOXA PRIZE PACK



Pharmacy Daily has teamed up with Innixa this week and is giving five lucky readers the chance to win a prize pack, which includes an Innixa Nail Polish Plush Velvet and an Innixa Classic Colour Lipstick in Dewberry (pictured to the left).

The essentials on everyone’s lips and nails are the NEW Innixa Classic Colour Lipsticks and Nail Polishes.



Innoxia’s NEW Classic Colour Lipstick range is inspired by beautiful, wearable, everyday shades for a smooth natural looking pout. A rich, creamy formulation enriched with Vitamin E leaves lips feeling soft and smooth. The natural ingredients allow full coverage and a sheer finish to create the most natural looking lips.

The NEW Innixa Nail Polishes boast a quick to dry and long lasting formula that is formaldehyde free.

To win, simply be the first person to send through the correct answer to the question below to: comp@pharmacydaily.com.au

What SPF rating does the new Innixa Tinted Moisturiser have?

Hint: Visit www.innoxia.com.au

Congratulations to yesterday’s lucky winner, **Kim Novak** from **Ayr District Hospital, QLD**.