

Instigo's solution

INSTIGO is today promoting its Pharmacy Catalyst as a complete pharmacy solution, comprising a retail & buying group, LifeClub loyalty solution, retail consulting, staff training, marketing and professional services.

For details see **page three**.

New streamlined rules

MEDICARE Australia has advised that from yesterday any claim submitted for a streamlined authority medication without a streamlined authority code, or with an invalid code, will be rejected.

The pharmacist will have the opportunity to insert the correct code and resubmit the claim.

EMA diabetes update

THE European Medicines Agency has updated its guidance for pharmaceutical firms developing medicines for the treatment or prevention of diabetes.

A new guideline published on Fri details clinical studies required to support the authorisation of new medicines, and adds a new section on cardiovascular safety.

CLICK HERE to view the guideline.

Blackmores getting FITter

BLACKMORES has this morning announced the 100% acquisition of FIT-BioCeuticals Limited, which it described as "an established Australian leader in the Practitioner-Only supplements market".

The deal is worth up to \$40 million in cash, with Blackmores funding the purchase via debt from additional banking facilities.

An initial \$38.4 million will be payable on completion, with a further \$1.6 million based on FY12 earnings.

Blackmores ceo Chirstine Holgate said BioCeuticals had earned strong credibility in the Practitioner channel "where they lead the market and are renowned for their quality, highly efficacious products."

"The combination of Blackmores and BioCeuticals gives us a powerhouse of over 100 qualified healthcare professionals in the Blackmores Group, including naturopaths.

"It gives us greater depth of expertise and affirms our position as the clear market leader in natural health and the largest natural health company in

Australia," Holgate added.

She said that Blackmores intends to run BioCeuticals and its existing brands as a standalone business, with the new product range, brand and strategy complementary (no pun intended) to Blackmores.

"The acquisition is a key part of Blackmores' strategy and brings greater channel diversity to our business...the practitioner market is growing and profitable, with qualified healthcare professionals having an important role in providing total health solutions and advice to consumers," Holgate said.

BioCeuticals was founded in 1993 by Michael Hall and his sons, and distributes its range of nutritional supplements to pharmacists, natural health professionals and health food stores primarily in Australia and New Zealand.

Key brands involved in the deal include IsoWhey and BioCeuticals, with a number of smaller brands including a biotechnology and research arm.

The BioCeuticals business, which employs over 100 people, will continue to operate from its current offices in Alexandria, Sydney.

Anticoagulation options

STAKEHOLDER forum on the Review of Anticoagulation Therapies in Atrial Fibrillation will take place this week in Canberra.

The move is part of the ongoing review of the therapies which is being undertaken by former PBAC chair Emeritus Professor Lloyd Sansom.

A full Issues and Options Paper which brings together the issues and options has been released, with feedback sought at the stakeholder forum and also via written comments which are due by Tue 11 Jul 2012.

Registrations for the Wed forum are due by today via email to PBSpostmarket@health.gov.au.

The Issues and Options Paper can be viewed by **CLICKING HERE**.

PB11a form updated

THE TGA has updated the PB11a form to reflect new legislative changes which take effect from 01 Oct this year.

From that date all new listings, price agreements, changes to pack sizes and brand premiums must utilise the new PB11a form - more info at pbspricing@health.gov.au.

New implant rules

THE Therapeutic Goods Administration has announced significant changes to the regulation of joint implants, with hip, knee and shoulder implants to be reclassified as high risk Class III medical devices.

The move is effective immediately, with Parliamentary Secretary for Health and Ageing, Catherine King, saying the new classification "will bring greater rigour to the way the Therapeutic Goods Administration assesses these devices before they can be used in Australia.

"It will also ensure an improved level of monitoring is undertaken once the product is on the market, and will allow easier product recall," King added.

The move follows extensive stakeholder consultation, and includes a two year period for manufacturers and suppliers to transition to the new arrangements.

WIN AN AL'CHEMY PRIZE PACK



This week *Pharmacy Daily* is giving 5 lucky readers the chance to win the full hair care regime from Al'chemy, valued at \$50 each.

Each prize pack includes the Al'chemy Ylang Ylang Shampoo, the Al'chemy Macadamia & Wheat Conditioner and the Al'chemy Lavender & Anthyllis 24 Hour Intensive Moisture Leave-In Conditioner.

Each gentle formulation in the Al'chemy hair care range combines natural botanical ingredients that have been specially selected for purity and effect, giving all skin types, including those with sensitive skin and scalps the care they need with positively radiant, healthy results.

To learn more about Al'chemy, visit www.purist.com or join the conversation at www.facebook.com/alchemybypurist.

For your chance to win the full hair care regime from Al'chemy, simply be the first person to send in the correct answer to the question below.

List three benefits of the Lavender & Anthyllis 24 Hour Intensive Moisture Leave-In Conditioner

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

Methadone move

A NEW methadone dispensing and documentation system has been released in Canada by a company called Fidelitas Medical IT Solutions which is a division of German firm CompWare Medical.

The DDS (Dispensing and Documentation System) is listed as a medical device with the US Food and Drug Administration, and claims to provide an "automated, tamper-proof, documentation and dispensing system that safely manages and records every single mg of methadone - from the time when the methadone arrives at the pharmacy/clinic until the stock is empty," the company said.

Around 250 clinics and prisons in Germany are already using DDS, as well as 13 other markets, and the Canada launch marks the debut of the system into the North American market



Weekly Comment

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



This week's contributor is **John Koot**, managing director of **Willach**.

Now is the time to act

THE very best and most successful organisations, in all industries, always invest in improving and changing their business when they are at the top of their performance cycle.

This is a lesson that community pharmacy must take on board. Pharmacists should be looking at defining their strategies and investing in business improvements for the future right now – before margin pressures and other changes restrict the ability to act.

It is my view that, for most community pharmacies, a 'health destination' position is the only long term value proposition that makes sense. Acknowledging the value of such an approach is even more vital in today's environment.

Investing in efficient dispensing systems and changing workflows so the pharmacist is at the forefront of the dispensary facilitates this model by significantly increasing available time for interactions between the pharmacist and customer.

I strongly believe that improving dispensary efficiencies can make an immense difference to any pharmacy environment with positive business repercussions.

If you're thinking about improving the efficiency of your business, I'd welcome the opportunity to talk with you.

Willach is the market leader in pharmacy dispensary solutions in Australia – including CONSIG robotic dispensers and FAMA roundshelves, drawer and shelving systems. For more information visit www.willach.com.au or email John at john.koot@willach.com.au

TGA details cost recovery

THE Therapeutic Goods Administration has released details of the impact of its 'Blueprint Reforms,' with all TGA fees and charges for all industry sectors to increase by 5.6% in 2012/13.

The information is contained in an 'Addendum to cost recovery impact statements' which was posted on the TGA website on Fri.

The Blueprint Reforms follow a series of consultations and reviews over recent years as part of a commitment to openness and transparency at the TGA, and include a wide range of activities including refined regulatory processes, improvement of post marketing processes for OTC medicines, alignment of business

processes and legislation, providing more information on the regulatory framework, online tracking of applications and much more.

The TGA says that implementation of the Blueprint Reforms over the next four years is expected to cost around \$11.7 million - of which \$2.3 million will be incurred this financial year.

"In order to fund these costs, an increase of 2% across TGA's fees and charges will be required in 2012/13" the TGA said, on top of a further 3.6% inflation-based increase.

The lion's share of the Blueprint costs this year relate to prescription medicines, amounting to \$1.171m of the total, compared to \$150,000 for non-prescription medicines; \$178,000 for complementary medicines; \$536,000 for devices; \$266,000 for Good Manufacturing Practice; \$42,000 for Blood and just \$11,000 for Biologicals.

The document details the total TGA budget which in 2012/13 is forecast to amount to \$126.7m in revenue which will be spent on employee expenses (\$84.6m), Committees (\$1.6m), Consultants (\$2.1m), Travel (\$2.2m), External Evaluators (\$4.96m), Advertising Regulation (\$1.56m), Other Suppliers (\$2.2m) plus a further \$27.2m in Corporate Overheads.

Canadian renewals

PHARMACISTS in the Canadian province of Alberta are now able to renew prescriptions, as part of a package of reforms which came into effect yesterday.

Health Minister Fred Horne said "Essentially we are opening 1000 new locations to get prescriptions renewed...this initiative also supports physicians by freeing up time to see more patients, especially those with complex health needs".

President of the Alberta Pharmacists Association, Neil Cameron, said the moves will put pharmacists "in the best position to grow in their role as coordinators of drug therapy management".

US patient data pilot

THE US Department of Health and Human Services has launched a pilot program which aims to make it easier for doctors, pharmacists and emergency departments to access patient drug records.

The scheme will initially launch in Indiana and Ohio, utilising existing prescription drug monitoring programs which are already in place in 49 US states.

Although the data is routinely collected, apparently it's rarely used by health professionals because it is difficult to access.

Under the pilot program the government will merge the data with the electronic health record systems already in use in doctors' practices and pharmacies.

The scheme will also provide the data in real-time, unlike previous systems which involved a 30 day processing period meaning information was usually out of date.

A key outcome of the project is to reduce abuse of prescription drugs by enabling health professionals to identify patients who are routinely presenting for prescriptions at hospital emergency departments.

The government said that in some states emergency providers account for a quarter of all controlled substance predictions, according to a *Reuters* report.

DISPENSARY CORNER

NOT so soft after all.

Researchers in the UK have found that several common fizzy drinks contain alcohol - including such popular brands as Pepsi and Coca-Cola.

They tested 19 different types of cola and found trace amounts of alcohol in ten of the samples, according to the *Sun* newspaper.

However it's not really something to be concerned about - the alcohol content was so small that drinkers would need to imbibe almost 13,000 cans in order to be over the limit.

That's a lot of burping.

A BRITISH mathematician has come up with an inexpensive, non-invasive test which he claims can identify Parkinson's disease.

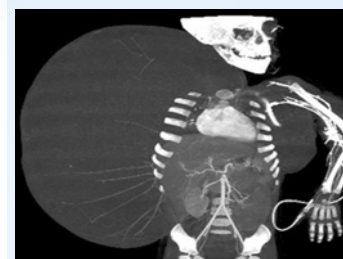
Max Little analysed the speaking patterns of sufferers, and found that Parkinson's symptoms can be detected by an algorithm which analyses voice recordings.

In an initial clinical trial the system was found to be almost 90% accurate, with Little now calling for volunteers to contribute to a global voice database to help with the research, according to the *BBC*.

DOCTORS in Mexico have achieved a medical miracle, saving the life of a two year old child by removing a massive tumour which weighed more than the patient.

The horrific growth (below), which was benign, weighed more than 15kg when it was cut from the body of Jesus Rodriguez two weeks ago in a ten hour operation.

Amazingly the little boy not only survived the gruelling procedure but is said to now be doing well.



instigo & Pharmacy Catalyst offer you a complete solution for your pharmacy:

Retail & Buying Group

Drive sales and profitability with better buying, retailing and marketing strategies.

LifeClub Loyalty Solution

The pharmacy loyalty program that is more than just a discount card - we can help you understand and influence your customers and drive loyalty.

Retail Health Check

A retail review to keep your store vital and competitive, drive category sales and keep your staff motivated by challenging them to look beyond what has always been.

Retail Mentoring Program

Let instigo give your store the right game plan to focus on essential goals and get over the profit line. We can be your retail skills coach, provide training and insight and review your performance with the aim of maximising profit in challenging times.

Complementary Sales Systems and Training

Give your staff the tools to drive sales growth with an experienced in-store facilitator and proven results.

Branding and Marketing Programs

From signage, branding to Local Area Marketing, instigo can assist.

Professional Service Marketing

Creating a communication platform for your professional services is 'easy' with instigo's EasyClinic and EasyScript!



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FOR MORE INFORMATION CLICK HERE
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