

## PGA Full Page

### TODAY'S *Pharmacy Daily*

features three pages of news, plus a full page from the Pharmacy Guild regarding registration for its National Convention and Exhibition. See **p4** for details.

## Best employers

**JANSSEN** and Shire have both won accreditation in the 2012 Aon Hewitt *Best Employers in Australia* and NZ Accreditation Program.

## Hendra funding

**THE** Federal Government has dished out \$3 million for eight research projects into the Hendra virus and how it affects humans.

The funding follows a recent outbreak of the virus in Queensland, with three grants to examine the immunological responses to exposure to the Hendra virus; and five grants to support research into possible diagnostic markers, vaccines and antiviral drug targets.

## Complementary reform

**THE** Therapeutic Goods Administration has begun a raft of complementary medicine reforms designed to improve community confidence and understanding of the safety and quality of these medicines.

The reforms are based on recommendations from the *Auditor-General's Report on Therapeutic Goods Regulation: Complementary Medicines* and will be centred around five key projects.

The first key project will revolve around updating the regulatory guidance materials that underpin the regulation of complementary medicines to reflect the current legislative framework and processes, which will be published in July 2012.

Following the release of the documents stakeholder comment will be invited prior to a further update to be published in December 2012.

Other key focus' include a project to enhance the use of standard

indications to limit the use of the free-text field, in order to limit the use of inappropriate indications on the ARTG.

The TGA also plans to publish the outcomes of post-market reviews of listed complementary medicines in a timely manner; and has established a project to: capture information at the point of a post-market review about sponsors, listed complementary medicines and issues of non-compliance with regulatory standards and requirements; use the information collected from post-market reviews to identify trends and develop risk profiles; and use the risk profiles to better inform its post-market review process.

The TGA has also established a project to develop new standardised processes for completing the investigations of advertising breaches.

For more information on the shake-up visit the TGA's website at [www.tga.gov.au](http://www.tga.gov.au).

## Cabot winners

**CONGRATULATIONS** to the winners of *Pharmacy Daily's* Cabot Health competition: Kelly Healey, John Hunter Hospital Pharmacy; Nicole Vizard, Forbes Hospital; Eddie Candotti, Settlement City Amcal Pharmacy; Jerry Ma, Blooms the Chemist Goulburn; Jacinta Dal-Ben, Goonawarra Pharmacy; Irene Nimorakiotakis, Pharmore Pharmacies; Anna Unger, Armidale Rural Referral Hospital; Priyanka Singh, University of New England; Jossie Beare, Blooms the Chemist Kingaroy; and Shaye Turner, Webstercare.

## Elder abuse prevention

**UNITINGCARE** Community is hosting the inaugural "Elder Abuse Prevention National Conference – New Directions in Elder Abuse Prevention" at Southbank in Brisbane on 7 and 8 June to address the growing issue of elder abuse in the Australian community.

For more information visit [www.eapu.com.au](http://www.eapu.com.au).

## The one tool you can trust to meet *all* your professional program needs

As a Guild owned company we are focused on building *your* business, by helping to position your pharmacy as a healthcare destination.

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**Independent Pharmacy Briefing June 2012**

Melb: 5th Perth: 6th Syd (5th): 12th

Syd (Nth): 13th Bris: 14th



PHARMACY ALLIANCE



## Education is the key

**THE** Gut Foundation is calling for more community education on bowel cancer, saying the disease is not well understood in Australia.

"Unfortunately we have one of the highest rates of bowel cancer in the world with 30 new diagnoses each day," said Gut Foundation President Prof Terry Bolin.

"Australians still don't know enough about bowel cancer and we believe education is crucial," he added.

Speaking at a business breakfast in Sydney this morning Bolin said that the recent expansion of the National Bowel Cancer Screening Program "must be backed up with strong public messages so it is clear to people that they can head off an insidious cancer by taking a simple Faecal Occult Blood Test (FOBT) or going for a colonoscopy".

## Willach appointment

**WILLACH** has appointed John Koot as Managing Director of its Australian operations.

Koot brings a wealth of pharmacy experience to the role, including having served four years as the Executive Director at Chemmart Pharmacy.

"I have always been a strong advocate for automated dispensing technology," said Koot.

"I am extremely passionate in my belief that improving dispensary efficiencies can make an immense difference to any pharmacy environment and I'm looking forward to working with pharmacists to achieve this," Koot added.

## Pharmacy-only Bio-Organics

**BIO-ORGANICS** has thrown its lot in with Australian pharmacies with the announcement that from 01 July this year, its range of supplements will be distributed exclusively to pharmacies.

Currently, Australian consumers can access Bio-Organics' range of complementary medicines from retailers outside of the pharmacy chain, including health food stores.

"The Bio-Organics nutraceutical range is backed by scientific research and high potency formulas making it ideal for the pharmacy environment," said Director of Sanofi Consumer Healthcare Luke Fitzgerald.

"By supplying pharmacies exclusively we know our consumers, both new and

established, will be getting trusted advice in health and wellness," he added.

The change is a boon for Australian pharmacies, according to Fitzgerald, who said that it gives pharmacists the chance to engage with the Bio-Organics customer.

"The Bio-Organics consumer is fiercely loyal to the brand", said Fitzgerald, adding that company research found that two in three Bio-Organics shoppers will walk out of a pharmacy if their preferred product isn't stocked.

"Therefore pharmacies now have increased opportunities to engage with a dedicated, premium consumer and look for ways to shift brand allegiance to pharmacy loyalty," he said.

## Country health win

**OVER** 91% more Federal dollars is being spent on country public health services in South Australia for 2012-13, when compared with 2001-02.

Welcoming the \$728 million 2012-13 Budget spend for country South Australian hospitals and healthcare the Minister for Health and Ageing and Mental Health John Hill said the funds will mean that people living in country SA will have more health services closer to home.

As a result of the funding all four Country General Hospitals in Port Lincoln, Whyalla, Berri and Mount Gambier are being upgraded.

## PD Purist winner

**CONGRATULATIONS** to Theresa Nguyen of Harrisons Pharmacy Broadway who was the lucky winner of Friday's Purist comp.

## Changing direction

**TORCHMEDIA** has responded to new pharmacy shopper data by overhauling its system of instore digital advertising.

According to the research, which was a collaboration between TorchMedia and ShopAbility, typical pharmacy shoppers spend 15 minutes in store either browsing or awaiting a script to be filled.

As a result of the study's findings, TorchMedia, Australia's largest digital advertising network aimed at pharmacy shoppers, completely revamped its network configuration and put a new pricing structure into place in order to make the network more cost effective.

A further change, according to the company, is the way the advertisements will cycle through.

"The advertisement will typically be shown once a minute, which is higher rotation than before," the company said.

"This means a typical pharmacy shopper will see the ads more frequently as well as other included content such as news, sport, weather, and general product information".

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Pharmacy Agreement

**Claiming**  
Pharmacy Practice Incentives (PPI)



**DAAs/Clinical Interventions**  
**claim form DUE NOW.**

The DAAs/Clinical Interventions claim form MUST be lodged with Medicare between 1 June -14 June 2012.

**Click to access Claim form**

IMPORTANT: Claims received by Medicare after 14 June 2012 for the 1 April - 31 May 2012 Claiming Period will be rejected.



Australian Government  
Department of Health and Ageing



The Pharmacy  
Guild of Australia

This Project is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement.





### Guild Update

#### GuildCare Programs – 1 million cases and rising

A milestone was reached last week with the GuildCare suite of programs recording their one millionth case.

Since launching in 2011, GuildCare has registered 3100 sites with over 2900 actively using the platform to deliver important services to Australian health consumers.

GuildCare's focus is on delivering a user-friendly platform that integrates with existing dispensing software and empowers pharmacies to deliver professional services while recording their pharmacy practices.

The GuildCare reflect how strongly community pharmacies have embraced the Fifth Community Pharmacy Agreement (5CPA) practice incentives, with 927,616 (92.5 per cent) of cases delivered under the 5CPA programs.

The GuildCare Private Programs, accounting for 45,505 or 4.5 per cent of completed cases, are focused on ensuring the better use of medicines targeting various disease categories including cardiovascular, respiratory, and mental health.

The Private Services programs, with 29,464 or 2.9 per cent completed cases, allow pharmacists to record their professional services such as blood pressure, Lipid, INR, and weight in the systems and an output is produced for the patient to hand to their GP.

A record is also kept at the pharmacy. Most of the current Private Services modules have been designed to assist patient management of cardiovascular disease with over 26,000 blood pressures recordings done to date.

The suite will expand over time and will include other disease categories to align with the services offered in pharmacy.

Designed by GuildLink – the Guild's wholly-owned IT service company - GuildCare is changing the way pharmacies conduct business.



The Pharmacy Guild of Australia

## Walking after spinal injury

SWISS researchers are giving hope to the sufferers of spinal cord injury, following their breakthrough in "waking-up" the "spinal brain" of rats with spinal cord injuries.

Published in *Science*, the study involved rats with spinal cord injuries and severe paralysis and found that a severed section of the spinal cord is able to make a comeback when its own innate intelligence and regenerative capacity, or what study lead author Grégoire Courtine calls the "spinal brain", is awakened.

"After a couple of weeks of neurorehabilitation with a combination of a robotic harness and electrical-chemical stimulation, our rats are not only voluntarily initiating a walking gait, but they are soon sprinting, climbing up stairs and avoiding obstacles," Courtine said.

During the research the rats were injected with a chemical solution of monoamine agonists to trigger cell responses by binding to specific dopamine, adrenaline, and serotonin receptors on the spinal neurons.

This chemical mix replaced neurotransmitters released by brainstem pathways in healthy subjects, and excited neurons readying them to coordinate lower body movement.

Shortly after the injection, the rats' spinal cords were stimulated electronically.

"This localised epidural stimulation sent continuous electrical signals through nerve fibers to the chemically excited neurons that control leg movement," said researcher Rubia van den Brand.

"All that is left was to initiate that movement," Brand added.

The research found that the stimulated spinal column, physically isolated from the brain from the lesion down, started taking over the task of modulating leg movement, allowing previously paralyzed rats to walk involuntarily over treadmills.

According to the researchers, these experiments revealed that the movement of the treadmill created sensory feedback that initiated walking: the spinal brain

took over, and walking essentially occurred without any input from the rat's actual brain.

From here, researchers replaced the treadmill with a robotic device that supported the subjects and only came into play when they lost balance, giving them the impression of having a healthy and working spinal column, which in turn encouraged them to will themselves toward a chocolate reward on the other end of the platform.

"What they deemed will power-based training translated into a fourfold increase in nerve fibers throughout the brain and spine—a regrowth that proves the tremendous potential for neuroplasticity even after severe central nervous system injury," said researcher Janine Heutschi.

The researchers then found that the newly formed fibers bypassed the original spinal lesion and allowed signals from the brain to reach the spine, and that the signal was sufficiently strong to initiate movement over ground, without the treadmill, meaning the rats began to walk voluntarily towards the reward, entirely supporting their own weight.

"This is the world-cup of neurorehabilitation," said Courtine.

"Our rats have become athletes when just weeks before they were completely paralyzed.

"I am talking about 100% recuperation of voluntary movement," he added.

### Chemical discussion

THE Government is calling for input from interested parties on implications and impacts of the possible reforms proposed in the *Discussion Paper on the Review of the National Industrial Chemicals Notification and Assessment Scheme*.

"The proposed options for reform seek to rebalance the NICNAS system to extend a lighter regulatory touch to low risk chemicals whilst strengthening the regulatory controls for higher risk chemicals," said Parliamentary Secretary for Health and Ageing, Catherine King.

### DISPENSARY CORNER

#### NATURAL behaviour?

A big black bear decided to escape the Californian summer by taking a dip in a family's backyard pool recently.

The bear was captured on video by the Gasparini sisters, whilst it was enjoying a leisurely swim in the family's luxury pool, and even at points enjoying the panoramic view of the Garden State the pool provided.

Rather than call the authorities the sisters decided to let the bear luxuriate, as it was not "causing a ruckus or destroying things".

Following its refreshing dip, the bear left the property.

To view the swim **CLICK HERE**.

### WIN A MOR ESSENTIALS PACK



Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win a set of MOR Essentials Sugar Rose Tiger Lily, valued at \$132.65 each.

Each set includes: Hand & Body Wash, Hand & Body Lotion, Body Butter, Hand Cream, Candle, Salt & Sugar Scrub and Soap Bar.

For your chance to win this great prize pack, simply be the first person to send through the correct answer to the question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What vitamin does the MOR Essentials Soap contain?

Hint! Visit

[www.morcosmetics.com](http://www.morcosmetics.com)

Congratulations to yesterday's lucky winner, **Jung Yeun Park** from **Youngs Pharmacy**.

# REGISTER NOW!

## Opens next week!

Dynamic Education Program • Networking • Trade Exhibition

The Guild Pharmacy Academy  
**National Convention & Exhibition**

Friday 15 - Sunday 17 June 2012  
Sydney Convention & Exhibition Centre

The Pharmacy Guild of Australia (NSW Branch) offers EVERYONE in pharmacy the '**Best Value for Money**' with the launch of the Guild Pharmacy Academy National Convention & Exhibition at the Darling Harbour from Friday 15 to Sunday 17 June.

Bring your Pharmacy Assistants as there is a fantastic education program specific for the newly added 'Power to the PA' stream. You can take care of their Refresher training by having them attend the Cough & Cold session being offered Sunday 17 June, 10.00am to 10.45am. But wait there's more – in addition to the other benefits, there are 10 x \$100 Myer Vouchers to be won throughout this session.

25 NEW companies have joined 2011 exhibitors to create a showcase of brands & products to enhance the retail sector of your pharmacy. Visit the New Products section of the website for a preview of the products available.

### Access all Areas!

The flat rate of **\$99 incl GST** provides access for up to 3 days of networking, education and lifelong learning. Select from any or ALL of the following components – **OPEN TO MEMBERS & NON-MEMBERS!**

- ✓ **Trade Expo launch and Cocktail Function** will be held on Friday 15<sup>th</sup> from 5.00-8.30pm – FREE networking event for pharmacy.
- ✓ **Education Program - over 60 topics** designed for pharmacists, accredited pharmacists, students, interns, pharmacy assistants, owners and managers.
- ✓ **Earn up to 47 CPD credits** - 25 accredited, 22 pre-reading, self recorded
- ✓ **Power to the PA** – Dedicated weekend program for Pharmacy Assistants
- ✓ **Trade Expo registration is FREE - Friday to Sunday**
- ✓ The opening **Business Stream and Plenary on Friday 15<sup>th</sup> is FREE!** 'Facing the Facts' will address the current threat to pharmacy and lead into the Plenary Session 'Surviving the Economic Winter' presented by Paul Clitheroe. Don't miss this critical industry forum and hear from the guest panel.
- ✓ **Practical training sessions** are also available and include Asthma Device Training, AACP Forum, Primary Health Care and GuildCare. Some sessions are now SOLD OUT.

**If you haven't already registered, take advantage of this great value offer NOW and register your team to attend. Registrations will also be available on the day.**

*The Guild Intern Training Program invites students and interns to attend for FREE!*

**The event is NSW based but we welcome and cater to EVERYONE in PHARMACY nationally! Join other Pharmacists from as far as Nhulunbuy in Northern Territory, WA, QLD, SA, VIC and Tasmania who are making the journey to this annual 'must attend' event.**

