



### Pharmacy network

THE Pharmacy Business Network event will take place 13-16 Sep in Canberra and is designed to help accelerate your pharmacy- see p3 for more details.

## Generics: a game changer?

THE Federal Government's current Pharmaceutical Benefits Scheme reform is a game changer for pharmaceutical players in the Australian market, with the rapid shift towards generic medicines driving a transfer of power in the pharmaceuticals industry, according to the inaugural *GenRem Report 2012*, compiled by Sinapse.

These reforms, according to the report are also creating major uncertainty for pharmaceutical companies' medium-to-long term revenue projections.

"The large number of key medicines coming off patent over the next three years is putting the focus on generic-branded products and increasing the pressure on pharmaceutical

companies to recruit and develop specialist sales teams," a statement from Sinapse said.

The report also found that increasing consumer demand for generics, coupled with a rise in industry participants and the PBS reforms are pushing the salaries for specialist pharmacy sector sales people to "unprecedented levels".

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As such the report found that Queensland currently tops the pay rates for senior sales managers in the generics sector with packages climbing to up to \$150,000 a year, while remuneration packages for senior executives are now exceeding \$300,000 annually.

Interestingly the report also found that incentive payments are also making up a higher proportion of overall remuneration packages for generics sales teams; whilst there is a direct link between medicines coming off patent and the composition of incentive packages for generics sector sales teams.

"The industry is experiencing a clear transfer of power from prescriber to dispenser which is making the challenge of engaging Australia's 5,000 strong network of community pharmacies more important than ever", said Sinapse Managing Partner, Con Tangalakis.

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Learnings for Pharmacy

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### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by Dettol.

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#### HUB TRAVEL TIP:

Always pack a medical kit in your bag, especially when travelling with children. Include Dettol's antibacterial cream to help fight infection in minor cuts and abrasions and Dettol soap to help remove germs.



[www.germhub.com.au](http://www.germhub.com.au)

**BYRONBAY.COM** has released a huge range of hot winter specials for stays in Byron Bay.

Deals include \$750 for seven nights at Avalon, a modern two bedroom apartment at Belongil Beach; and \$950 for seven nights at charming Abaccus House, a one hundred year old three bedroom residence.

For details visit the site at - [www.byronbay.com/specials](http://www.byronbay.com/specials).

Hong Kong Airlines is offering special mixed-class air fares between Australia and London from AU\$3,153 return.

The mixed-class allows economy class travel between Sydney and Hong Kong and then Hong Kong Airlines' Club Classic travel between Hong Kong and London Gatwick- see [www.hongkongairlines.com/club](http://www.hongkongairlines.com/club).

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## Business Bites

**THE** Guild Business Retail Management, Product & Pricing Business Bites & Masterclass will focus on essential pharmacy retailing strategies.

Held on 24 July in St Leonards, the session is designed to help pharmacists determine the right mix of products, how to effectively position these, and how to adopt the right pricing strategy to grow profits.

Meanwhile Guild Businesses' full-day Masterclass "Retail Solutions for Pharmacy" will be held on 07 August, covers essential marketing and will enable pharmacists to develop a personalised retail growth implementation plan.

For more details on the sessions or how to register call 02 9467 7132.

## New drug and alcohol boost

**THE** Government has announced a \$24 million investment into drug and alcohol research.

The funding, to be dished out over three years, will be provided to Australia's internationally recognised drug and alcohol research and data collection under the National Drug Strategy, and will enable particular focus on areas such as reducing harm from alcohol, Indigenous substance misuse and workforce development.

"This investment will mean a new collaborative network can be built across three National Research Centres of Excellence to enable

better coordination of research," said the Minister for Mental Health Mark Butler.

"It will also mean the continuation of key data projects, which give insights into trends in drug and alcohol use in Australia," he added.

The three centres set to be involved in the collaborative network include: the National Drug and Alcohol Research Centre (NDARC), the National Drug Research Institute, and the National Centre for Education and Training on Addiction.

According to Butler, the funding will allow the NDARC to continue its annual collection of Australia's drug trends through the Illicit Drug Reporting System and the Ecstasy and Related Drugs Reporting System.

The funding will also enable the Australian Institute of Health and Welfare to run the National Drug Strategy Household Survey and National Opioid Pharmacotherapy Statistics Annual Data, and the continuation of funding for the National Coronial Information System.

## Aged Care Appt

**PROFESSOR** Peter Shergold AC has been appointed as Chair of the Aged Care Reform Implementation Council.

## Upping immunisation

**NEW** research published in the *American Journal of Public Health* has found that co-administering pneumococcal polysaccharide vaccine (PPV23) together with the seasonal influenza vaccine may bolster pneumococcal immunisation rates and help to prevent additional hospitalisations and mortality in the elderly and other high-risk groups.

The review looked at nine clinical studies, eight of which found a concomitant program with the PPV23 and seasonal influenza vaccines conferred clinical benefits.

## NPS on headaches

**NPS** has launched a new therapeutic program on headaches.

The program, *Headaches: Safe diagnosis, effective management* looks at the importance of a comprehensive history and targeted physical examination, and provides info on managing and preventing headaches.

See [www.nps.org.au/conditions/headache](http://www.nps.org.au/conditions/headache).

## WIN A HYDRALYTE PRIZE PACK



This week **PD** is giving 5 lucky readers the chance

to win a Hydralyte prize pack, valued at \$60 each.

Hydralyte is an oral rehydration solution which is scientifically formulated. It contains the correct balance of electrolytes and glucose required for rapid rehydration.

For more information go to [www.hydralyte.com](http://www.hydralyte.com)

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

**What formats does Hydralyte come in?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Congratulations to yesterday's lucky winner, **Phil Willis** from **Mosman Drive In Chemist**.

## DISPENSARY CORNER

**AN** emergency, really?

A disgruntled sandwich lover became so distressed over his unsatisfactory turkey and cheese sandwich that he called the US emergency services (911) to have them rectify the situation.

The man, Rotherh McLennon, told the dispatcher that he had "specifically asked for little turkey and little ham, a lot of cheese and a lot of mayonnaise", but that the deli creating his lunch had gotten it wrong.

"I mean, I just want to solve this the right way," he said.

Before hanging up, the dispatcher told McLennon not to pay for the sandwich.



## get in touch

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## PHARMACY BUSINESS NETWORK

An initiative of the Pharmacy Guild of Australia

**13 - 16 September 2012**  
**Canberra**  
**National Convention Centre**

### ○ Accelerate your pharmacy ○

The most hands on and practical event on the pharmacy calendar

25 sessions, workshops and discussions

2 masterclasses on day 4 (limited spaces)

The Rental Symposium Updated

The first Judy Liauw Foundation address

Winners of the National Student Business Plan announced

Offsite educational excursions

Dine around at Canberra's restaurant scene

The 'no speaker' frock-up gala dinner

Organised networking opportunities with peers and experts



follow the updates  
#pharmacyBN



join the group conversation @  
Pharmacy Business Network

*The only pharmacy event where Guild President  
Kos Sclavos may be too busy taking notes to speak!*

Register online at [www.guild.org.au/pharmacybusiness](http://www.guild.org.au/pharmacybusiness)

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