

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

Step 2 Improve layout

Step 1 Buy better

Pharmacy Choice

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New novel peptide

THE European Medicines Agency has recommended approval of Revestive (teduglutide) for the treatment of adult patients with short bowel syndrome.

Revestive is the first medical treatment recommended for approval in Europe for short bowel syndrome (a condition in which nutrients are not properly absorbed, due to severe intestinal disease or the surgical removal of a large portion of the small intestine).

Living to 100 years

NEW research from UnitedHealthcare has found that sleeping more than eight hours a night could help people live to 100.

The researchers asked a group of centenarians if they slept more than eight hours a night, with 71% saying they did.

Other tips for long life dished out by participants included staying socially connected and exercising.

Medicines are key to health

MEDICINES and vaccines have played a key role in improving the nation's health and keeping people out of hospital, according to Medicines Australia.

The comments come on the back of the release of the AIHW's latest national report card on health (PD Fri), which found that Australians enjoy one of the highest life expectancies in the world.

"Continued innovation in treatments has contributed to increased cancer survival rates, lower mortality and hospitalisation due to heart disease, and higher quality of life and increased workforce participation for people living with conditions such as arthritis," said Medicines Australia chief executive Dr Brendan Shaw.

To illustrate his point, Shaw drew on key findings in the report, such as the fact that the mortality rate for cancer has fallen 23% for males and 17% for females over the past two decades.

Shaw also pointed to the fact that between 1961 and 2009 the death rate from heart disease fell a whopping 78%, with an estimated saving of 156,000 lives in 2009 alone, saying that in 2008, more than 84 million prescriptions for medicines to treat heart disease were supplied to Australians.

Shaw also highlighted the fact that hospitalisations for COPD for men aged 55 and over declined 20% in the past decade, saying that medicines have played a role in improving quality of life and decreasing healthcare use in this disease area.

The availability of disease-modifying anti-rheumatic drugs that slow the progression of the disease has also contributed to the improvement of the management of musculoskeletal conditions, Shaw said.

Despite the report's good news, Shaw did warn that Australians should not be complacent about future health challenges, saying "the report noted increasing incidence of diseases and conditions such as obesity, diabetes and dementia".

"These conditions will continue to provide a considerable challenge to the health system for years to come," he added.

MRI barriers removed

THE Australian Diagnostic Imaging Association (ADIA) has welcomed the Federal Government's announcement that it will remove barriers to Medicare-funded MRI services for children and people living in regional areas.

Speaking in the wake of the announcement, ADIA described the increased Medicare funding for MRI services as "an important step towards overcoming more than a decade of under-funding for essential medical imaging services".

The funding will allow increased access to Medicare funded MRI services from November, granting another 30 regional licenses for Medicare-rebated magnetic resonance imaging services, bringing the total number of Medicare-eligible MRI services available in regional Australia to 64.



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Sunscreen changes

THE Australian Self-Medication Industry has welcomed the publication of a new standard for sunscreen by Standards Australia, saying it represents a major milestone in moves to provide greater sun protection for Australians.

The new Standard will see the introduction of a higher maximum Sun Protection Factor (SPF) from 30+ to 50+, and will require sunscreens to provide an increase in the level of protection against Ultraviolet-A (UVA) radiation that must be at least one third of the labelled SPF.

The new Standard will now be adopted into the relevant legislation for sunscreens and cosmetics, with the revised legislation to proceed through parliament before being published in early 2013.



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Weekly Comment

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

This week's contributor is **Shannon Kerr**,

Marketing Manager, instigo.



Loyalty should be rewarding

Loyalty is back in focus for some of Australia's major retailers, in particular Coles, Woolworths and Myer.

Loyalty programs are proving themselves to be a real tool in the marketing mix and in staying relevant from a customer decision journey as retail battles new challenges.

Myer chief, Bernie Brooks, speaking at the AFR/Macquarie Group Future Forum on Retail last week, highlighted Myers' commitment to loyalty and focusing marketing on premium customers (who spend twice as much as the average customer), with 50% of their marketing budget now linked to loyalty initiatives.

Information is power; we segment our pharmacy databases in a number of ways - based on shopping behaviour, life cycle and demographics and we have recently changed our segmentation to recognise a pharmacy 'super shopper', one who shops more than 24 times a year.

We know that the top 20% of the loyalty customers account for approximately 67% of loyalty sales - it is clear that being able to communicate with these customers directly is good for business (particularly if they suddenly stop shopping with you!).

But it is not enough to just have a loyalty program, pharmacies need a loyalty communication plan to ensure the right message is getting across at the right time, triggering the desired action from the customer.

instigo is a consulting company that focuses on three areas of retail pharmacy specialisation: people, marketing and retail solutions.

For more information visit www.instigo.com.au or call 02 9248 2600.

Closer to mental health

THE new National Mental Health Consumer Organisation is one step closer to becoming a reality, with the establishment of a Consumer Reference Group to help set up the organisation.

Ten people have been appointed to the Reference Group who, according to the Minister for Mental Health Mark Butler, have the "necessary expertise and experience to make a profound impact on the responsiveness and accountability of the mental health system".

The members of the Reference Group are: Ian Watts (Chair), Dr Michelle Banfield, Michael Burge, Fay Jackson, Darren Jiggins, Keith Mahar, Lei Ning, Lorraine Powell, Emily Todorov and Lily Wu.

"Members were chosen by a selection panel made up of consumers, non-government and government representatives and bring a diverse set of skills, knowledge, sector diversity and networks," said Butler.

The Group will lay the foundations of the National Mental

Health Consumer Organisation through a range of engagement activities which may include consultations, forums and membership activities.

"It's critical to listen to and support people who cannot always speak out independently to improve mental health systems, particularly the safety and quality of these services, and community awareness of the issues," said Butler.

Once established and running, the organisation will be responsible for representing the diverse views of mental health consumers and will ensure "a more responsive and accountable mental health system".

Ferumoxyl approval

THE European Commission has granted marketing authorisation for ferumoxyl, a new intravenous (IV) iron therapy to treat iron deficiency anaemia (IDA) in adult patients with chronic kidney disease (CKD).

Takeda now plans to launch the drug in Europe in "the near future".



DISPENSARY CORNER

THE dangers of drugs.

A 21-year old female is red faced and reconsidering her supposedly harmless hash smoking ways, after she had to be rescued from a 40-ft pylon, which she climbed thinking it was a bridge.

The woman thought the pylon was a bridge over the Morava River, and climbed it after smoking marijuana, wearing just denim shorts, a t-shirt and thongs.

Worried locals called the police when they saw the woman at the top of the pylon, and after two hours of trying, authorities managed to convince her to come down.



SUPERHUMAN sight.

There is a superhuman amongst us, subject cDa29, whose super hero gift allows her to see around 99 million more colours than the rest of the world's population.

Discovered by UK researcher, Dr Gabriele Jordan, the woman is one of the world's only tetrachromats, which means that rather than having three ocular cells (like the majority of people), called cones, which allow the eye to perceive colour, she has four.

This active fourth cone allows subject cDa29, to detect 99 million more colours than the average human can (normal sight detects around 1 million colours), meaning she can pick up tonal differences that the rest of us are blind to.

Subject cDa29 was tested along with several other female tetrachromats using three circles which flashed onto a screen, which had tonal differences that would only be picked up by superhuman vision.

Only subject cDa29 was able to see the differences, a result which led Jordan to tell journalists "we don't know what allows someone to become functionally tetrachromatic, when most four-coned women aren't".

WIN AN OLIVE LEAF AUSTRALIA PRIZE PACK



This week *Pharmacy Daily* is giving 5 lucky readers the chance to win an Olive Leaf Australia prize pack.

Each pack includes 2 x Olive Leaf Oral Sprays 20mL formulated from a powerful blend of freshly-picked Australian olive leaves and other natural ingredients to freshen breath and help maintain oral hygiene.

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Our fresh-picked liquid extract gained international attention when it was shown to have an antioxidant capacity what percentage higher than the equivalent amount of Vitamin C?

a) 200% b) 400% c) 100%

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