

Help
prevent
that
nasty
tasting
drip
down
their
throat.



Drixine No Drip Formula provides non-drowsy relief from nasal congestion due to allergies, sinusitis, cold and flu. It works within minutes and lasts for up to 12 hours. And because it is designed to stay where it sprays, it helps prevent that nasty tasting drip down the back of the throat.

The nasal spray that stays where it sprays



Drixine No Drip Formula contains oxymetazoline HCl. Always read the label. Use only as directed. If symptoms persist, see your healthcare professional. © 2012 MSD Consumer Care, Inc. All rights reserved. RESP-1010959-0013 MDRI0045 4/2012.

Today in Pharmacy

TODAY'S *Pharmacy Daily* includes two pages of news, plus a full page cover detailing Drixine's no drip nasal spray.

Consider your lungs

AUSTRALIANS are being urged to take a deep breath and consider the health of their lungs.

The encouragement comes as part of the Government's support of World Spirometry Day (yesterday), and coincides with the launch of two updated information resources from the National Asthma Council (NAC) which are designed to raise awareness of the importance of spirometry and provide guidelines for health professionals who conduct them.

"Our lungs and respiratory system have a significant impact on our overall health, so I urge everyone to speak to their GP if they experience any difficulties," the Parliamentary Secretary for Health and Ageing, Catherine King, said.

"Respiratory conditions, such as asthma and chronic obstructive pulmonary disease, affect millions of Australians and can be exacerbated by smoking and environmental factors.

"They are the most common group of conditions being managed by Australia's GPs, accounting for around 20 per cent of their cases, and are a factor in around 11,000 deaths each year," she added.

The new resources: *A guide for breathing tests for asthma*, and *Asthma and Lung Function Tests*, are available from the NAC's website and from Asthma Australia.

Greens in Medicines stoush

THE Greens are taking a firm stance on inducements to healthcare professionals from the pharmaceutical industry, saying "Not only do current practices undermine the integrity of the health system, they damage the reputation of doctors and the pharmaceutical industry itself."

Speaking ahead of the release of Medicines Australia's new code of conduct the Greens' Spokesperson for Health Senator Richard Di Natale said "If Medicines Australia fails to take adequate steps then the Greens have a bill ready that will ban inducements to doctors."

"The public now find it totally unacceptable that doctors are treated to lavish accommodation and overseas trips, in the name of education," he added.

According to Di Natale, the Greens Bill would put an end to the pharmaceutical industry paying doctors travel and accommodation expenses for conferences and to lavish dinners and other gifts, and would require any payment for doctors' services to be more transparent.

"All payments to doctors for speaking engagements or for advisory board positions would be publicly listed to improve transparency," he said.

"The public need to have confidence that their doctor is prescribing them medication because it's the best treatment available, not because the company involved flew them to a luxury resort," he added.

MEANWHILE Medicines Australia

has hit back at the Greens saying the party has effectively pre-empted the six-month ACCC review of the Code which will take place after the organisation submits the Code to the ACCC next month.

In addition Medicines Australia said that the Greens' remarks also prejudge the consultation the industry has undertaken with patient organisations, doctor groups and the broader community.

This review and consultation process, according to Shaw, has taken Medicines Australia 12 mths.

"Our track record shows that this consultation has led to the Australian medicines industry today being one of the world leaders in ethical behaviour," he said.

Hitting back at accusations, Shaw also added that the current Code of Conduct already bans lavish hospitality, entertainment, gifts and other inducements, and has done so for years.

"We are serious about maintaining an ethical industry that adds value to the role doctors play in treating patients and curing disease.

"The relationship between the medicines industry and healthcare professionals needs careful consideration to ensure we get the most effective outcome for patients, doctors and the industry.

"That is why the Code review process is so important and why we are taking it very seriously," he added.

Shaw also defended interaction between medicines companies and doctors saying a ban on it would "actually just end up being bad for patients because their doctors will find it harder to stay informed of the latest treatments".

"The ongoing dialogue between doctors and the medicines industry is critical to patient health and safety," he said.

"It is a vital part of the health system and so it is important that those relationships are ethical, appropriate and stand up to public scrutiny," he added.

The revised Code will be submitted for authorisation to the ACCC on 04 July 2012.

Assistant rewards

PHARMACY assistants who complete Dettol's Germ Hub Training Module 2: Cold and Flu, will go into a major prize draw to receive a \$2500 winter wardrobe MasterCard voucher, with eight runners up receiving a \$300 MasterCard gift voucher.

To be in the running, Module 2 must be completed by 30 June.

Germ Hub's Module 2 includes info on how often colds and flu occur and what causes them, as well as how cold and flu germs are spread in the home.

"Dettol has recognised that, as one of the first points of contact for customers, pharmacy assistants play an important role in informing customers about ways to help them stay healthy by assisting them in the prevention of the spread of germs that cause cold and flu," the company said.

See www.germhub.com.au.

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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**.

Mission for Health

GERM HUB TRAVEL TIP:

When there's no water for handwashing, help keep your family healthy by regularly sanitising your hands with Dettol Healthy Touch Instant Hand Sanitiser.



www.germhub.com.au

JETSTAR has launched an end of financial year sale (until 02 July) and is offering one-way fares between Melbourne and Sydney and Brisbane and Hamilton Island from \$35; as well as fares from Brisbane and Newcastle from \$45; and Adelaide and Melbourne from \$49. International fares are also on sale, and include one-way flights between Melbourne and Phuket from \$290, see www.jetstar.com.

NSW health check funding

THE Pharmacy Guild of Australia has hit back at claims of pharmacist double dipping made in the **SMH**.

The claims related to the recently announced \$7.26 million in funding for pharmacies to provide the Community Pharmacy Health Checks Know Your Numbers program administered by the National Stroke Foundation and the Guild.

The article suggested that the funds would mean pharmacists are double dipping on check-ups, with funding for health checks now coming at both NSW State and Federal levels.

"The Community Pharmacy Health Checks "Know Your Numbers" program encourages and supports pharmacies to identify people at risk of chronic disease [and are] funded by the NSW government with a specific focus of preventative health," the Guild said.

"This differs from the Primary Health Care incentives paid through the 5CPA which is funded by the Commonwealth, whereby incentives are paid for specific activities which may be short term and require pharmacies to have prior registration with 5CPA.

"Pharmacy Practice Incentives under 5CPA is a start up incentive to help pharmacies prepare for providing the health promotion/screening, which is generally short term.

"It is not a payment for service, and pharmacies are still able to charge for those services they provide if they wish," the Guild added.

MEANWILE the funding will be dished out over the next four years, and will provide \$1,000 per pharmacy per year to participate in the Know Your Numbers campaign.

The program will restrict the number of participating pharmacies to 300 in the first year, 500 in the second year and 750 in the third and fourth years of operation.

In addition the funds will be contingent on pharmacies conducting a minimum of 100 Know Your Numbers checks on patients in the first year, and then 200 checks per annum for subsequent years.

The funding will also cover development and distribution of resources to consumers; health promotion resources; blood pressure monitoring devices; social marketing; program staff; evaluation and infrastructure; as well as the development of partnerships and integration of this program with General Practice.

The National Stroke Foundation's program encourages Australians to reduce their risk of stroke by having a 'Know Your Numbers' free health check at a participating pharmacy.

The health check involves pharmacists taking patients' blood pressure, and having the patient complete a questionnaire to identify whether they are at risk of stroke, heart disease and diabetes.

Patients who are identified as "at risk" are then referred to their GP for advice on how to lower the risk and to stay healthy.

When the program launched in May, 470 community pharmacies had registered to participate in the Know Your Numbers May Campaign, 300 of which committed to continuing the service through 2012.

DISPENSARY CORNER

BETTER out than in?

A 72-year old US pensioner, Daniel Collins Jr, is facing legal action over allegations that he threatened to shoot his neighbour for flatuating outside of his abode.

According to reports, the neighbour broke wind as he walked past Collins' apartment door.

The incident was loud enough to spark Collins' fury as he sat inside his apartment.

Within moments Collins was outside brandishing a firearm and yelling about the un-neighbourly sight.

Mercury concerns

THE Australian Dental Industry Association has joined the Government in raising concerns over proposals to implement an immediate or short-term restriction on the use of dental amalgam.

The plans are set to be discussed by the United Nations Environment Program this week (UNEP), with hopes to progress a globally binding treaty on the use of mercury.

"ADIA acknowledges that dental amalgam waste generated by dental practices represents a real source of mercury pollution in the environment," ADIA said in a statement.

"ADIA supports the rapid installation of equipment that separates dental amalgam waste from wastewater produced by dental practices," the statement added.

Meanwhile the organisation addressed concerns expressed in some quarters about possible adverse patient outcomes associated with the use of dental amalgam by saying that it "accepts the views of the Australian Dental Association and the World Dental Federation which have both issued definitive statements, backed by research, that dental amalgam is a relatively safe and highly effective restorative material".

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.

Olive Leaf Australia's fresh-picked Olive Leaf Extract is used traditionally to support a healthy immune system but also assists in the maintenance of normal heart function and cardiovascular health.

Understand more about the original FRESH-PICKED Olive Leaf Extract for immune, antioxidant & cardiovascular support for your customers year round and enrol in the iherapeutics training.

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

True or False: Research shows that our globally unique Olive Leaf Extract (made from freshly picked leaves) has up to 40 times more antioxidants than the best Extra Virgin Olive Oils

Hint! Visit www.olea.com.au

Congratulations to yesterday's lucky winner, Michael Venn from Murray T Martin Pharmacy Mount Gambier.