

# Pharmacy DAILY

Monday 05 March 2012

PHARMACYDAILY.COM.AU

## PD's Friday winner

**CONGRATULATIONS** to Sally Brown of Flinders Medical Centre who was the lucky winner of last Friday's **Pharmacy Daily** Beyond Coconut Water competition.

For more chances to win, see **page two** of today's issue.

## Drug interaction talks

**THE** next Managing Drug Interactions Seminars will take place between 9am and 4.30pm in Brisbane on 25 March, Sydney 06 May and Melbourne on 17 June.

Aims of the Seminars include: understanding the mechanisms of drug interactions, assessment of which drug interactions are clinically significant, practical recommendations for managing drug interactions, managing interactions with complementary medicines and comparing drug interaction resources.

The registration fee for each event is \$275 and this includes a handbook, arrival tea and coffee, morning tea, lunch and afternoon tea.

For more seminar details email [drigby@bigpond.net.au](mailto:drigby@bigpond.net.au).

## Business bites in NSW

**GUILD NSW** is inviting pharmacy owners and managers to attend its first Business Bites session, which is being held tomorrow at St Leonards.

The session is designed to help attendees understand the importance of engaging their team, performance management for maximum results and leading teams through change, email: [guildclinical@nsw.guild.org.au](mailto:guildclinical@nsw.guild.org.au).

## PBS is integral to Australia

**THE** Pharmaceutical Benefits Scheme has become an integral and trusted part of Australian life, according to Prime Minister Julia Gillard, who added that she "can't imagine this country without it".

Speaking to delegates at the Medicines Australia parliamentary dinner last week, Gillard reassured the industry that despite having to make some "tough decisions and difficult conversions" to the PBS, the scheme is efficient and sustainable and will be a "certainty to Australian families for years to come".

"I'm here tonight because I'm grateful that Medicines Australia made those conversations constructive and professional," Gillard said.

"With goodwill and compromise on all sides, we've found way through and we will continue to work with you to ensure the sustainability of the Pharmaceuticals Benefits Scheme.

"The Memorandum of Understanding between the Government and Medicines Australia on behalf of industry is but one way we can provide certainty for both parties," she added.

Addressing delegates, Gillard described the MoU as a template of effective and respectful engagement for those in the industry who would seek to influence government.

**MEANWHILE** the Prime Minister also took the opportunity to acknowledge the pharmaceutical

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industry and "its magnificent contribution to the health of our people and the productivity of our nation".

"You are a great Australian success story, and on behalf of the nation, I honour your success tonight," she said.

Backing up her praise, Gillard said "I often talk about the new economy growing from the opportunities of the Asian century and a future based on skills and innovation [and] your industry encapsulates exactly what I'm talking about".

## New MBS email

**THE** Federal Government has set up a new dedicated email address to handle questions about Medicare Benefits Schedule item interpretation.

According to the Govt, the email will allow health professionals to send their MBS item interpretation questions straight to the Government and have them answered within 10 working days.

Meanwhile, health professions will still be able to contact the Provider Enquiry Line for less complex or urgent queries, whilst the Bulletin Board newsletter for pharmacists has also been improved to "deliver more targeted information".

Pharmacists who sign up for the Bulletin Board before 30 March will also be entered into the running to win an iPad.

For details visit -

[www.humanservices.gov.au](http://www.humanservices.gov.au).

## Bowel cancer screening

**LESS** than 40% of eligible

Australians took part in the latest phase of the National Bowel Cancer Screening Program, according to a new report by the AIHW.

The report presents statistics on the National Bowel Cancer Screening Program for Australians invited to take part between July 2008 and June 2011, and found that of the 2.1 million people invited in Phase 2 of the NBCSP, around 800,000 people returned a completed screening kit for analysis.

Interestingly, although this phase was the first to invite participation from people turning 50, this group recorded the lowest level of participation.

Of the 800,000 participants who returned a valid screening test, around 60,000, or 1 in 13, were found to require further assessment, according to the report, with 71% of these participants going on to have a colonoscopy.

For details, see [www.aihw.gov.au](http://www.aihw.gov.au).

## Prometrium generic

**WATSON** Pharmaceuticals has launched a generic version of Prometrium (progesterone, USP) Capsules 100mg and 200mg, in the US, as part of an agreement with Abbott Laboratories.

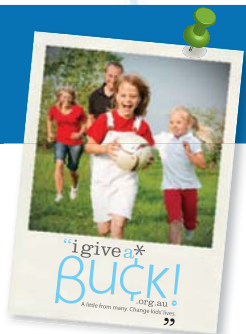
The drug is indicated for use in the prevention of endometrial hyperplasia in non hysterectomised postmenopausal women who are receiving conjugated oestrogen tablets, as well as for use in secondary amenorrhoea.

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## Weekly Comment

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

This week's contributor is **Paul Rowe, Chief Executive of Razor Group of Companies**



As a pharmacist you answer many questions every day: Is this the right tablet? Which medicine is best? Can you please serve Mr Smith I can't stand to talk to him again?

But how often do you think about the inevitable question – should I buy my own pharmacy? Whilst lecturing I continually hear first year students contemplating this dilemma!

I tell them to consider this – do you want to be a pharmacist in business or a business owner in pharmacy?

The roles share similarities AND some fundamental differences. Buying a pharmacy necessitates that you become an effective employer, take financial control, understand legal and contractual obligations and take responsibility for the performance of your pharmacy in every way – a tough ask!

Statistics show the vast number of businesses go bankrupt in the first 12 months of operation. To be a success story you must be ready to move beyond the role of pharmacist and take on these new challenges.

Talking through your financial and legal position with an expert BEFORE considering your options is a wise move.

Building an experienced, effective team around you is also integral to a successful business. Advice and research are essential because nothing in your pharmacy training prepares you for the exciting ride that is business ownership!

For more details on becoming a Pharmacy owner or buying and selling, email - [prowe@razorbs.com.au](mailto:prowe@razorbs.com.au).

## Guild and PSA form PPWG

THE Pharmacy Guild of Australia and the Pharmaceutical Society of Australia have banded together to establish a Professional Programs Working Group (PPWG).

According to the Guild, the aim of the PPWG is to "deliver quality professional pharmacy services through the community pharmacy network by developing and implementing the range of professional practice programs under the Fifth Community Pharmacy Agreement".

Made up of members from the Guild and the PSA the PPWG will focus on progressing the professional practice programs in the 5CPA; enhancing professional practice programs continued from the 4CPA; and providing input into the design, implementation and roll-out of these programs.

The first meeting of the group was held at the end of February, and included discussions on pharmacy participation in the Pharmacy Practice Incentives Program; the uptake of new programs such as the PPI Program and the pilot phase of the MedsCheck/Diabetes MedsCheck

program; consideration of an implementation plan for the national roll-out of MedsCheck and Diabetes MedsCheck; and the proposed changes to the eligibility criteria to the Rural Pharmacy Programs.

## Pharmacy screening

SCREENING services for chlamydia which are offered in Australian pharmacies are extremely useful for young Australians who do not have access to screening through general practice, according to the PSA.

The comments come on the back of an article published in the *Australian Pharmacist* journal by the University of Canberra's Louise Deeks, Professor Gabrielle Cooper and Dr Mark Naunton, which found that offering screening services in community pharmacies is a public health strategy that targets populations less likely to self-refer to health services.

"Pharmacies are located to best serve populations, have long opening hours and offer consultations without an appointment," the researchers said.

## DISPENSARY CORNER

### BLOOD facial anyone?

For those who are not keen on the idea of having botulinum or hyaluronic acid injected into their face, then a New York plastic surgeon, Dr Pastorek, has the answer....your own blood.

In the style of 'The Blood Countess of Bratislava', who, according to legend, bathed in blood to keep her youthful good looks, the new Sephyll treatment is a "patented new technology" that uses the patients' blood to rejuvenate their own face.

According to Pastorek, the platelet treatment stimulates new cell growth beneath the skin surface to plump up and smoothe out areas which have begun to sag or sink.

The process involves the extraction of the patients' blood platelets and fibres from a blood sample to produce what's called a "platelet-rich fibrin matrix", which is then injected under the problem areas the skin "allowing new cells to fill in vacant spaces beneath crow's feet, under your cheeks and eyes, around your mouth, and even under acne pock marks".

### MANICURES and mammograms.

An innovative program in a US family medical centre is encouraging women to get a mammogram with the lure of a manicure.

The program, titled 'M is for Me', offers women who schedule their mammograms for any Monday in March a relaxing spa-like atmosphere and a free mini-manicure.

"We made a conscious decision to offer women a pampering experience when it's time for their annual mammogram screenings," said the program's inventor, Pam Bell, Interim CEO at Holy Family Medical Center.

"Our all digital mammography technology, combined with a fun pampering atmosphere helps to remove some of the anxiety and discomfort for women," she added.

## WIN A BUSBY PURE TISSUE OIL



Every day this week **Pharmacy Daily** is giving three lucky readers the chance to win a **Busby Pure Tissue Oil** prize pack.

Each pack includes Busby Pure Tissue Oil in two sizes: 100mL & 15mL.

Busby Pure Tissue Oil is a clinically proven face and body oil specifically formulated to improve the appearance of scars, stretch marks, wrinkles, ageing and dehydrated skin. It contains no harmful ingredients, just a unique blend of naturally derived avocado, grape seed and rose hip oils and five times more

vitamin E than leading tissue oils brands. It is suitable for sensitive skin and use during pregnancy.

To win this great prize pack, simply be one of the first three people to send in the correct answer to the question below.

Name one of the natural oils that  
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Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

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