



Strategies for the storm

THE Pharmacy Guild is inviting industry members to a free Business Stream and Plenary Session on 15 June.

For more details, see **page three** of today's issue.

Skerritt's an asset

THE Pharmaceutical Society of Australia has enthusiastically welcomed the appointment of Dr Skerritt as the new National Manager of the TGA (**PD** yest), saying his PhD in pharmacology, would bring great depth and knowledge to the organisation.

"As the body responsible for regulating therapeutic goods including medicines and medical devices, the TGA's role aligns very closely with that of the pharmacy profession," said Acting President of the PSA, Dr Claire O'Reilly.

"The PSA has a long and very close relationship with the TGA and we look forward to continuing and building on that under Dr Skerritt's leadership," she added.

Novartis expands skincare

SANDOZ, a subsidiary of the pharmaceutical giant Novartis, has purchased US specialty dermatology generics company, Fougera Pharmaceuticals.

The US\$1.525 billion all-cash transaction creates another global growth platform for Sandoz, the generic pharmaceuticals division of Novartis, with the combined entity expected to become the number one global company in generic dermatology medicines, with estimated sales of US\$620 million.

Fougera operates two main businesses: Fougera (with 45 generic dermatologic products and more than 200 SKUs); and PharmaDerm (a branded specialty pharma business with 17 brands and over 40 SKUs).

Last year Fougera had net sales of US\$429 million, and currently employs around 700 people across its two US sites.

"The addition of Fougera's leading portfolio further

strengthens Sandoz's differentiated products strategy and improves our ability to help patients and customers around the world by providing easier access to high quality, affordable dermatological medicines," said Global Head of Sandoz, Jeff George.

"Fougera brings us valuable technical capabilities in the area of topical dermatological products, particularly in the development and manufacturing of semi-solid forms such as creams and ointments," he added.

Plans for Fougera, which has numerous launches planned for 2012 and beyond, will see Sandoz leverage its worldwide generics position to expand the company's existing sales base and bring its portfolio to new markets worldwide.

I hate people coughing

A NEW campaign titled 'I Hate People Coughing Near My Kids' has been launched with the aim of showing parents how to deal with cough etiquette.

Sponsored by Bisolvon, the campaign focus' on two points: how to deal with bad cough etiquette of those around you, and how to teach children good cough etiquette.

Tools in the campaign include top tips, worksheets and colouring-in sheets.

The campaign coincides with the launch of the Bisolvon Chesty Kids Liquid's new strawberry flavoured product, formulated especially for children and which has a triple effect to thin, loosen and clear mucus from the chest.

For more campaign info see www.facebook.com/ihatepeoplecoughing.

ACP sessions are a hit

THE Australian College of Pharmacy has reported a good response to its first face to face sessions for 2012, with over 100 attendees turning up to its Brisbane national roadshow, held in conjunction with Blackmores, last month.

Co-presented by Dr Brett McFarlane and Dr Treasure McGuire, the Drug Influences on Nutrient Levels session explored: key nutrient changes based on life stages and health conditions, key mechanisms of action underlying drug-nutrient relationships and the potential for drug induced depletions and strategies to address these with patients.

MEANWHILE the ACP will host a QLD Chapter Smart Business Series with guest speaker: Don Meij, CEO, Dominos Pizza, on 22 May at The Brisbane Club.

Running from 7pm to 9pm, the session's focus will be 'Delivering results: Using the internet to grow your business', with Don set to share his expertise on the power of the internet and how it can move small business' forward.

The price for the session is \$20 (members) and \$40 (non-members).

For details email info@acp.edu.au.

WIN A NUDE PAPAW OINTMENT



This week **Pharmacy Daily** is giving 10 lucky readers the chance to win a Nude Papaw Ointment 75g Tub valued at \$12.95 each, courtesy of **Nude by Nature**.

Introducing Nude Papaw! The Naturally derived Papaw ointment.



Unlike most popular Papaw ointments, Nude Papaw **does not** contain petrochemicals or preservatives. Instead Nude offers genuinely natural relief from only natural and naturally derived ingredients.

Nude Papaw combines the fresh fermented fruit of the healing papaya with beeswax and an infusion of vanilla essential oils.

Soothing natural relief on: Nappy rash, minor burns, sunburn, open wounds, chafing, gravel rash, cuts, insect bites and cracked lips.

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

Name two conditions that Nude Papaw Ointment can help in treating

Congratulations to yesterday's lucky winners, **Felicia Woong** from **Pikes Pharmacy Burwood** and **Michelle Jensen** of **Airlie Beach Day & Night Chemist**.



Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

06 May: Primary Health Care Workshop; St Leonards; guildclinical@nsw.guild.org.au.

15 May: Business Bites- Retail Management; St Leonards; guildclinical@nsw.guild.org.au.

19 May: Tasmanian Pharmacy Assistants Seminar; The Woolstore, Hobart; Lorraine.norris@psa.org.au.

19 May: Advanced First Aid; Newcastle; Deborah.Stevens@psa.org.au.

20 May: Primary Health Care Workshop; Newcastle; 10am-3.30pm- brooke.beales@creativeintension.com.au.

Abbott collaboration

ABBOTT has entered into an agreement with one of India's leading contract research organisations, Syngene, to establish its first nutrition research and development center in the country.

The collaboration will see the launch of the Abbott Nutrition R&D Center in India which will focus on the development of science-based, affordable nutrition products for the country, and will also enable the expansion of Abbott's nutrition product portfolio there.

In particular the centre will look at the development of nutrition products for maternal and child nutrition and diabetes care.

At present, an estimated 50% of Indians (570m people) have adequate calorie intake but are not consuming a sufficient level of essential nutrients, whilst the country also has the world's largest diabetes population (approx 51 million).

Mental health opinions

AUSTRALIA'S first Report Card on Mental Health, currently under development by the newly formed National Mental Health Commission (NMHC), marks a new chapter for mental health in Australia, according to the Minister for Mental Health and Ageing, Mark Butler.

"The Report Card will be published annually and will be focused squarely on the perspective of people living with mental illness, their families and their carers," Butler said.

According to the NMHC, the report card will feature: qualitative and quantitative information on experience, access and service performance; case studies and input from real people with lived experience of mental health issues, their families and carers, to help illuminate the data and give it a human face; and input from leaders across the many systems and sectors which provide support for people with a lived experience of mental health issues through a national consultation process.

The development stages of the Report Card included a series of four roundtables with over 140 prominent Australians from across the mental health and related sectors.

The roundtables covered four key themes: Aboriginal and Torres Strait Islander Mental Health and Social and Emotional Wellbeing, The

Mental Health Frontline and First Responders, Mental Health Reform and the Big Picture and Whole of Life.

"The Report Card is an initiative to improve transparency and performance, over the long term, in mental health services in Australia," Butler said.

"It will be published annually and will be focused squarely on the perspective of people living with mental illness, their families and their carers," Butler added.

To further the development of the initiative, the Commission is now seeking feedback from the community on what information should be included in the Report Card to improve the lives of people experiencing mental health issues or at risk of suicide, and the lives of their families and carers, via an online community survey.

The survey is open for feedback until 31 May 2012, with the Report Card scheduled for completion by the end of the year.

CLICK HERE to participate in the survey.

Prostate nursing

YESTERDAY the Prostate Cancer Foundation of Australia launched the Prostate Cancer Specialist Nursing Program, promising an end to "fragmented and piecemeal care for Australian men diagnosed with prostate cancer".

The program will offer Australian men who are diagnosed with prostate cancer with accessible specialist nursing care through the entire cycle of treatment.

As part of the service 13 specialist nurses will be placed in metropolitan and regional hospitals across Australia and will work with the patient's medical team to provide ongoing support to sufferers and their families, and to assist patients in understanding their diagnosis and treatment plan, coordinating their care and accessing relevant services.

To see which hospitals are hosting specialist nurses, visit www.prostate.org.au.

DISPENSARY CORNER

WEATHER-proof sport.

Teens can now get their daily exercise, rain, hail or snow, and in all terrains, following the creation of a skateboard set on mini tank tracks.

The Rockboard Descender is crafted using tyre-like treads which envelop rollers and allow skateboards to smoothly navigate previously off limits areas such as grass and snowy slopes.

THE call of nature on the go.

People in a hurry who don't have time for a quick pit stop should take heart, for there is a way to answer the call of nature and still make it on time, a motorised toilet.

In fact, the world's fastest motorised toilet just got crowned in Sydney, for a 74km per hour stint around a race track.

Ridden by Canadian stunt woman, Jolene Van Vught, the loo was around 7kms/hr faster than the last Guinness world record holder.

"I flew into Australia yesterday and came out here to jump straight on the toilet," said Van Vught.

"That was so fun and I'm stoked to get the record," she added.

GET the adrenal glands working whilst visiting the loo.

The owners of an unusual penthouse in Mexico decided to add some drama to the everyday, by placing their toilet on top of a 15-storey unused lift shaft, covered only with a sheet of strengthened glass.

The penthouse is itself built on top of a colonial style building, and was specifically designed by a team of architects with the quirky toilet as its centrepiece.



Pharmacy Strategies for Stormy Times

Dynamic Business Stream to launch Expo!

The Guild Pharmacy Academy
National Convention & Exhibition

Friday 15 - Sunday 17 June 2012

Sydney Convention & Exhibition Centre

Everyone in pharmacy is invited to attend the **FREE Business Stream** and **Plenary Session** on Friday 15th June as the launch of the 3-day Guild Pharmacy Academy – National Convention & Exhibition at Darling Harbour.

The opening session 'Pharmacy Storms – Facing the Facts' will commence at 1.00pm and focus on the key threats for pharmacy and the strategies for winter.



May Budget and April 1 Fallout, PBS and Generics

Leading Pharmacy Negotiators, Kos Scalvos (pictured) and Paul Sinclair

Discounting - Who Will Survive and How Will They Do It?

Niels Bowen - Dynamic Entrepreneur, Retail Discount Platform

Government and the Community – Will they Stay Loyal?

Respected Lobbyist, Advocate and Media Consultant – Jannette Cotterell



Supermarkets v Pharmacies – How Level is the Playing Field?

Federal MP and Small Business Warrior -Craig Kelly

Internet Fact or Fiction – Can Pharmacy Google for Profit?

Senior Internet Marketing Consultant – Anthony Hamilton

The Plenary will commence at 3.30pm and feature Australian financial expert, **Paul Clitheroe** (pictured) addressing "Surviving the Economic Winter". This industry forum includes the above presenters, as well as special guests Debbie Rigby - Consultant Pharmacist and Chair of AACP, Peter Harris – Pharmacy Relations Manager, IMS Health and Dr John D'Arcy - Media & Health Care Personality.

This is a must-attend event for pharmacy owners and all pharmacists, and will lead into the official **Trade Expo Launch** and **Cocktail Function** at 5pm. Enjoy the opportunity to network with colleagues and exhibitors in a relaxed environment – canapés and drinks will be served from 5.00pm-8.30pm.

Registration for the **Business Stream and Plenary Session on Friday is complimentary** as part of the FREE Trade Expo, valid for 3-days. Or you can take advantage of the \$99 pass, which provides access to any or ALL of the components over 3 days – 60 clinical and business sessions and 100's of brands on display!

The Clinical stream held on Friday will commence at 9am and is designed for pharmacists and accredited pharmacists - registration is included in the \$99 pass – valid for access to ALL over 3 days.

Don't miss this critical business review and industry networking opportunity for pharmacy. Weekend sessions are not booked in advance, so it's a matter of first to arrive for individual sessions on the day. **Visit the website now to register your attendance!**



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47 CPD credits**

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