

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

features two pages of news, plus a full front page on Drixine's No Drip Formula, which is formulated to provide non-drowsy relief from nasal congestion, and stop back of throat dripping.

## Cervical cancer in Oz

A NEW report from the AIHW has found that between 2009-10 more than 3.6 million women participated in cervical screening.

The *Cervical screening in Australia 2009-2010* report, which provides information on the National Cervical Screening Program, also found that 57% of Australian women in the target age group (20-69) participated in the NCSP in 2009-2010.

This figure represents a decline from the previous 2-year reporting period 2007-2008, for which participation was 59%.

Interestingly, the report found that participation generally tended to increase with higher socioeconomic status.

"Among women residing in the areas of lowest socioeconomic status, participation was 52%," said AIHW spokesperson Chris Sturrock.

"In the areas of highest socioeconomic status, it was 63%, he added.

Despite the decline in participation, the report found that the detection of high-grade abnormalities remains high.

As such, figures showed that for every 1,000 women screened in 2010, nine had a high-grade abnormality detected.

## Healthy OTC sales growth

AUSTRALIAN pharmacy front of shop value and unit sales saw strong growth for the 12 months to 18 March 2012, according to the latest *Your Pharmacy Matters* data, produced by Nielsen.

According to the results, this rise was spurred on by growth from leading categories, whilst overall trade performance continues to be buoyed by the bigger categories particularly vitamins, supplements and cosmetics.

## Pharmacy litigation

THE Pharmacy Guild of Australia has predicted that there will be more litigation between the Government and pharmaceutical companies.

The Guild has based its supposition on a Budgetary measure which will see the Government provide unspecified funding to the Department of Health and Ageing to seek to recover compensation from pharmaceutical companies in respect of losses caused by delayed entry of generics.

"The first entry of a new brand results in a statutory price reduction being applied to the original and generic brands of the medicine on the PBS," the Budget papers said.

"In some cases, it appears that statutory price reductions and the introduction of generic forms of the medicine may have been delayed resulting in possible additional cost to Government," the Budget papers added.

As such, the data found that Vitamins and Supplements was the leading category in value, with 14.9% of over-the-counter pharmacy value sales.

Vitamins and Supplements also recorded 14.3% value growth compared to last year.

Meanwhile the other major player, cosmetics, took a 10.3% share of total OTC pharmacy value, and analgesics was found to be the largest category in terms of units, growing its unit sales by 11.5% over the 52 weeks leading to 18 March 2012, compared to the previous year.

Smaller categories, according to the data, also experienced solid sales increases over the past 12 months, including anti-inflammatories and rheumatics; toilet soaps; and urinary, household, suncare and wound care.

"On an annual basis, performance of the trade appears healthy – the shorter-term picture has seen a considerable increase, with sales growth over the latest quarter to 18 March 2012 accelerating to 6.1 percent compared to the same time frame a year ago, although it dropped against last quarter (6.8%)," Nielsen said.

"The slide in OTC value sales growth over the past three months is a comeback from prolonged and consistent deep-discounting during quarter one.

"In addition, we have seen that most of the top OTC categories have shown a slight increase in price per unit," Nielsen added.

## Melanoma concerns

MELANOMA Patients Australia (MPA) has expressed its disappointment at the PBAC's decision not to recommend Yervoy (ipilimumab) for listing on the Pharmaceutical Benefits Scheme.

Yervoy was developed for melanoma patients in advanced stages for which all other treatments have failed.

It is designed to stimulate the immune system so that it can fight the disease to help prolong the patient's life.

According to MPA the cost for an Australian patient seeking treatment with Yervoy for advanced melanoma is approximately \$120,000.

"Most patients will not be able to afford this in the final stages of their battle with melanoma," said Will Kerkhof, CEO of MPA.

"Without government subsidisation, the burden of funding the treatment will mostly be paid by the patient's family at an already difficult time," Kerkhof added.

For more details on PBAC recommendations, see [www.health.gov.au](http://www.health.gov.au).

## Discounted renewals

THE Australian College of Pharmacy is offering renewing members a \$25 discount off the price of their membership when they refer a friend for membership.

The referred friend is also being offered a \$25 discount on membership.

In addition, if the original member refers two friends that member will save an extra \$25 off membership.

See [www.acp.edu.au](http://www.acp.edu.au).



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## Guild Update

One of the Pharmacy Guild's most exciting initiatives ever, The Pharmacy Business Network (PBN) is taking place at the National Convention Centre in Canberra, 13-16 September.

The official website [www.pharmacybusinessnetwork.com](http://www.pharmacybusinessnetwork.com) has gone live with a preliminary program.

Highlights of the program include the National Student Business Plan Competition, Jean Shannon from the St James Ethics Centre will be making the inaugural Judy Liauw Foundation Address and in a unique first, the PBN will host optional masterclasses on Sunday 16 September.

The PBN is designed to help pharmacies make better business decisions and our focus is to provide delegates with tools and ideas to improve business planning, management and profitability.

"The role of community pharmacies is going through a period of significant change and expansion," National President of the Guild, Kos Sclavos, said.

"We are becoming ever more valuable healthcare destinations for our community and they need you to be a partner, not just a supplier, through this growth.

"Customer retention, cost of goods sold, compliance, operating costs, time to profitability, profit margins, labour costs, inventory turns, productivity and employee turnover have always been a part of pharmacy – however, now more than ever, pharmacy is looking for more value in these areas.

"This Canberra event is a must on the pharmacy calendar and I encourage anyone in pharmacy to attend," he added.

Registrations for the PBN will open soon.



The Pharmacy Guild of Australia

## NZ increases co-payments

NEW Zealand will increase the co-payment for prescription items from NZ\$3 to NZ\$5, a move which the Pharmacy Guild of New Zealand, said was not unexpected as "the current funding was unsustainable".

Currently most New Zealanders pay \$3 per prescription item up to a max of 20 items per family per year, after which items are free.

This charge however will increase to \$5 per item from 01 January 2013, up to the 20 item maximum a year.

Under the new pricing there will continue to be no charge for prescription items for children under six years old.

"For those patients who genuinely cannot afford the co-payment, there is help available from Work and Income NZ, or the Primary Health Organisations," said the NZ Guild's President, Karen Crisp.

"This means that no patient in New Zealand needs to go without their medicines because they cannot afford them," Crisp added.

The increase is the first time the

prescription charge has risen in NZ in almost two decades.

"The real value of the \$3 co-payment has significantly decreased over time," said the NZ Guild's President, Karen Crisp.

"Health comprises half of all Government spending and we understand the difficult fiscal environment we are currently in.

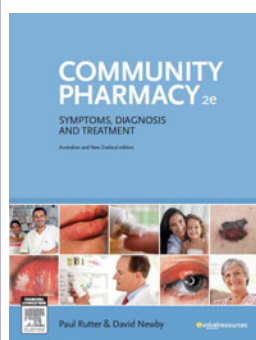
"Community pharmacists can help patients get the maximum benefit from their medicines.

"Medicines improve patients' quality of life and community pharmacists welcome the opportunity to talk to their patients about their medicines," she added.

## New GSK General Mgr

GEOFF McDonald has been appointed General Manager of GlaxoSmithKline Australia following the departure of Deborah Waterhouse, who has been appointed Senior Vice President of GSK Central Europe, Pharmaceuticals.

## WIN A COMMUNITY PHARMACY BOOK



Today, the **Pharmaceutical Society of Australia** is giving one lucky **Pharmacy Daily** reader the chance to win *Community Pharmacy: Symptoms, Diagnosis and Treatment 2e* book, valued at \$115.

Clinical and Practice Expo is excited to provide you yet another quality reference. Fully revised and now in its second edition, *Community Pharmacy: Symptoms, Diagnosis and Treatment 2nd* edition provides a guide to differential diagnosis of symptoms commonly seen by community pharmacists throughout Australia and New Zealand.

To register for this event which provides up to **34 Group 2 credits** and connects your practice to patient outcomes go to [www.psa.org.au/education/conferences/cpexpo/registrations](http://www.psa.org.au/education/conferences/cpexpo/registrations).

For your chance to win this exciting prize, simply be the first person to send through the correct answer to the question below.

**What are the three session topics in the Primary Care Stream at CPExpo on Saturday 26 May 2012?**

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

Congratulations to yesterday's lucky winner of subscription to Therapeutic Guideline eTG complete, **Debbie Ma** from **Supersave Discount Pharmacy, NSW**.

## DISPENSARY CORNER

THE dead rise.

The ability to attend one's own funeral to see who shows up is a wish of many people, however that wish became a reality for one man, Hamdi Hafez al-Nubi.

Al-Nubi, a 28-year old Egyptian waiter, was about to be laid to rest in a coffin days after being pronounced dead of a heart attack, when he woke up during his own funeral.

Fortunately for al-Nubi, there was a doctor nearby, who was able to stabilize his condition and have him on his feet shortly after.

His mother was another matter altogether, having fainted at the sight of her dead son clawing his way out of his coffin.

Instead of letting a good old family and friends get-together go to waste, the family decided to turn the funeral into a party to celebrate the resurrection of their beloved al-Nubi.

DIGESTIVE art.

An installation artwork by Belgium artist, Wim Delvoye, titled *Cloaca Professional*, 2010, is gaining notoriety worldwide following its debut at Tasmania's Museum of Old and New Art.

Dubbed the "Poo Machine" the installation is designed to mimic the human digestive system and involves a line of glass jars which are "fed" twice a day.

Once inside the jar, the food is ground up naturally, similar to the action of the digestive system, and exits through the bottom of the receptacle at 2pm everyday.

The process by which the food is ground and digested, also gives the material an unpleasant smell when it exits the jar.



The Poo Machine