

How to build the financial strength of your pharmacy in the face of PBS price disclosure.

Independent Pharmacy Briefing June 2012

Melb: 5th Perth: 6th Syd (5th): 12th
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PHARMACY ALLIANCE



NPS resources

ALL COMMUNITY pharmacies across Australia will this week receive a special pack of NPS resources, designed to "support conversations with consumers about choosing a medicine brand".

The pack has been developed with the support of the Pharmacy Guild and the PSA, with NPS spokesperson Karen Kaye saying that with a number of medicines coming off patent in the next few months "it is likely pharmacists will be offering more customers a choice of medicine brand".

The pack includes brochures, repeat script folders, Pharmacy Assistant Quick Guides and a bookmark with information on how to order further materials.

A new Medicine Brand Choices brochure will also be available to consumers in over 2500 GP waiting rooms between May and Jul.

Actavis drops retail launch

EXCLUSIVE

GENERIC pharmaceutical supplier Actavis has cancelled its planned launch into Australian retail pharmacy, with 15 employees due to start with the company this week given the bad news on Sun.

Switzerland-based Actavis spokesman Frank Staud last night confirmed the move, telling *Pharmacy Daily* that "due to regulatory and patent issues we have had to rethink our retail launch strategy in Australia".

Staud said that the launch was based around Atorvastatin and Rosuvastatin, and that despite the setback the company's hospital business is "doing very well due to quality EU manufactured oncology products" such as Neotigason and Rapilysin.

Actavis has had a presence in Australia for some time, and in 2008 announced an exclusive

distribution agreement to offer its in retail pharmacy in partnership with Generic Health, which is now headed up by former Sigma Pharmaceuticals boss Elmo de Alwis.

For now, Actavis is focusing on its successful hospital pharmacy portfolio which Staud said includes Para IV which has "offered a tremendous price relief to hospital pharmacies".

Staud said that the rethink of the retail launch strategy meant that the company "hopes to be ready within the next two to three months".

Actavis is the subject of a pending takeover by rival generics giant Watson Pharmaceuticals (*PD* 26 Apr) but Staud said the suspension of the retail plan has nothing to do with the acquisition.

"We are running the two companies completely separately until the closing of the transaction," he said.

Advanced Practice push

THE National Alliance for Pharmacy Education has this week submitted a comprehensive response to the Advanced Pharmacy Practice Framework Steering Committee's (APPFSC) consultation paper.

NAPE, which is a collaboration between the universities of Sydney, Queensland, South Australia and Monash, said it hopes to "contribute to and foster the development of rigorous, high quality, university level education to assist current and future pharmacists on their journey to become Advanced Practitioners".

The Alliance said its range of high quality postgraduate programs already accelerate pharmacists' clinical knowledge, skill and application to a more advanced level, building on the popular NAPE Intern Training Program which is offered through each participating NAPE institution.

"NAPE is excited about further collaboration with APPFSC on an ongoing basis," it said.

The full submission can be viewed by **CLICKING HERE**.

Allergan REFRESHes

ALLERGAN has relaunched its REFRESH range of eye drops with new packaging but an unchanged formulation which continues to provide tailored relief to sufferers of dry eyes.

The new look for REFRESH PLUS, REFRESH TEARS PLUS, REFRESH LIQUIGEL and REFRESH CONTACTS eye drops has been developed following feedback with pharmacy staff and consumers, "in an effort to clearly differentiate the products," the company said.

Reform bargains

THE Reform buying group is today running a 'Thursday Madness' promotion with special pricing on Mydol tablets - for details see the special advertisement which takes up **page three** of today's *PD*.

MMR mentoring

THE Australian College of Pharmacy has announced that two hours of free mentoring from clinical pharmacy gurus Geraldine Moses or Debbie Rigby will be offered to every attendee at the MMR Stage 1 preparatory training course, which is being run as a special interest stream at the ACP's 23rd Annual Conference this year.

The course will take place on Fri 03 and Sat 04 Aug, with attendees also receiving a complimentary set of ACP MMR course materials to accompany the face-to-face session, invitations to be at the keynote presentation from Dr Karl Kruszelnicki and the Conference Welcome Drinks, and the flexibility to book a one-day ticket to attend the Sunday education program.

The ACP Annual Conference itself will take place 03-06 Aug at the Hilton Hotel Brisbane, with earlybird discounts available for bookings until 01 Jun.

More details on 02 6163 6700.

Academy training

THE Guild Pharmacy Academy will host dedicated training sessions on 16 Jun at Sydney's Darling Harbour with topics including asthma, Guild Care PPI claiming and more - see guildpharmacyacademy-nce.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:

Wash your hands thoroughly with Dettol antibacterial soap for 20 seconds to help stop the spread of germs during travel.



www.germhub.com.au

FOR travellers planning an overseas trip in the next few months there are some truly amazing airfare deals around. Last weekend **Qantas** released companion business class fares starting at just \$4999 return to the USA per person for two travellers on the same booking, with similar bargains also on offer to other destinations including London and Europe.

Meanwhile **Singapore Airlines** yesterday also launched a range of significantly discounted companion fares to Asia, India, the subcontinent and the Middle East, with prices starting at around \$860 per person return.

But you have to be quick, with the Qantas deals expiring today and Singapore Airlines must be booked by the end of the month.

TRAFALGAR Tours has strengthened its long-running partnership with the Australian Women's Weekly, launching some special tours this week for Australian travellers to enjoy a white Christmas.

The itineraries include the new 15-day *Christmas in Europe* guided holiday which departs on 20 Dec this year, as well as the 16-day *Christmas in the Canadian Rockies* which leaves on 16 Dec.

Prices for the Europe trip start at \$4399 per person - details at your local travel agent.

Pharmacists still top rated

PHARMACISTS have retained their position among the top of the most trusted professions, and in fact have increased their rating in an annual Roy Morgan poll despite the controversies of the last 12 months.

The 'Image of Professions Survey' looked at 18 professions, with pharmacists in second place with an 88% rating for ethics and honesty - up 1% on last year's result and just behind the 90% rating given to nurses.

Pharmacy Guild President Kos Sclavos told *PD* the survey has "more credence than comments from some of our critics," with consumers continuing to rate pharmacists highly despite mainstream media accusations of price gouging on generics.

Interestingly unlike pharmacy, a majority of professions in the poll recorded a rating decline, including doctors at 83%, down

four percentage points.

The very high rating for health professions contrasted markedly with others in the poll such as the bottom rated Car Salesmen with just a 2% ethics and honesty rating, slightly ahead of Real Estate Agents at 8%, Union Leaders at 15%, Lawyers at 30% and Bank Managers at 37%.

Guild executive director Wendy Phillips makes mention of the Roy Morgan poll in this month's Guild 'Forefront' publication, saying "it is a matter of pride and self-esteem for pharmacists to know that so many people hold them in high regard.

"We can also recognise that the trust expressed in pharmacists reflects their service over the years as Australia's most accessible health professional and as custodians of the Pharmaceutical Benefits Scheme - the best scheme of its kind in the world," she said.

TGA gives stick stick

THE Therapeutic Goods Administration has announced the recall of Endeavour Industries brand Quad (4 x Point) Walking Sticks, product code X640, because they have been manufactured using an inadequate grade of aluminium tube.

Endeavour Industries will replace the items at no cost.



DISPENSARY CORNER

DOCTORS should be able to "prescribe" holidays for patients suffering stress related illnesses, according to a study published this week in the USA.

The Las Vegas Convention and Visitors Authority commissioned a survey and produced a report titled 'The Takeaways from Getaways', which claims that 90% of Americans feel happier after taking a holiday while 77% believe it improved their overall health.

A US man is recovering in hospital after asking a friend to shoot him in the leg because he wanted to know what it felt like.

And his friend, 25-year-old shooter Shawn Mossow, is also feeling the pain because he's been charged with reckless endangerment after giving in to his pal's relentless requests and shooting him once in the right leg with a .22 calibre rifle.

HERE'S an example of extremely healthy ageing.

A 95-year old Gold Coast man is being described as "the world's oldest backpacker," after planning a two month jaunt through Spain, Paris, Germany, Austria and the UK later this year.

Keith Wright didn't start his overseas travels until he turned 85 but has now well and truly been bitten by the bug.

In fact over the last decade he's been to 23 countries, flying in economy class and often sharing youth hostel dormitories with the Contiki 18-35 demographic.

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www.psa.org.au/education/conferences/cpexpo

Today, the **Pharmaceutical Society of Australia** is giving one lucky **Pharmacy Daily**

reader the chance to win a weekend pass to CPEXPO, valued at \$320.

More than just education, Clinical and Practice Expo (CPEXPO) is a complete learning and development event that will help you connect practice to patient outcomes.

With up to **34 Group 2 credits** in one event and day passes available from \$40, CPEXPO is a must attend event for all pharmacists.

The three day education program consists of 5 diverse and exciting streams covering 51 topics over 80 sessions – you will certainly find something suitable! Streams include Professional Practice, Primary Care, Health Awareness, Therapeutic Update and Advanced Clinical Pharmacy. **Register now** to secure your place at your favourite sessions.

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

How many CPD credits are available at CPEXPO 2012?

Send your answer to: comp@pharmacydaily.com.au

Congratulations to yesterday's lucky winner of subscription to Therapeutic Guideline eTG complete, **Amber Brown** from **Lakewood Pharmacy**.



Thursday Madness!!!

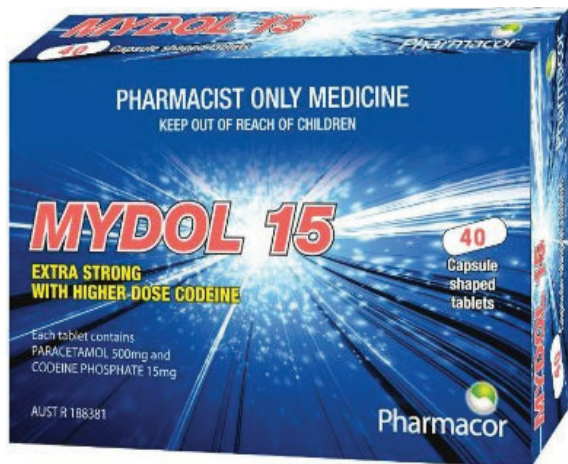


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