

## Radiotherapy boost

THE University of Sydney has this week installed a new Virtual Environment for Radiotherapy Training system, which it says will give its students "life-like experience of radiation therapy clinical scenarios, such as preparing patients for cancer treatment".

The high-tech system consists of a virtual linear accelerator (a clinical unit that produces x-rays and electrons used to treat cancer) and hand pendants used to operate the unit.

Students using the system wear 3D glasses, to visualise life-sized 3D computed tomography reconstructions of the human body.

## SA Scholarships

FORTY five country SA students have been awarded scholarships to study healthcare, by the State Government and Country Health SA.

The scholarships amount to \$433,500 and will allow the students to study in a variety of fields including medicine, allied health and nursing.

"These scholarships help people from country areas gain professional qualifications and we hope many will stay with their local health service," said the Minister for Health and Ageing John Hill.

In return for the funding, the students must agree to work in country health for a term equal to the length of their scholarship.

## Consumer insight wanted

THE needs, expectations and experiences of consumers in the community pharmacy setting will be the focus of a new research project funded by the Fifth Community Pharmacy Agreement (5PCA).

According to the Pharmacy Guild of Australia, the 5PCA's Research and Development Program has awarded the research project to PricewaterhouseCoopers (PwC).

Key focuses of the project will be to develop and implement an appropriate methodology to inform policy-related decisions on a population health basis to identify needs, experiences and

expectations of community pharmacy services.

The project will also develop and validate a tool to measure consumer health impact and outcomes in community pharmacy.

"PwC has a proven track record as partners in delivering successful projects, such as this," said Guild National President, Kos Sclavos.

"We hope this robust research project will deliver practical and meaningful outcomes that can be used by the Guild, community pharmacies and policymakers to help achieve improved services and health outcomes for the Australian public," he added.

## Chemmart celebrates healthy first birthday



THE hardworking team at Chemmart Pharmacy had cause for celebration this week, with the milestone first birthday of the 20 minute Health Check service.

Since its launch, close to 5,000 Health Checks have been completed, and to mark the anniversary of its birth Chemmart has launched a

new consumer campaign which encourages customers to 'give the gift of good health' by purchasing a Health Check gift voucher for their loved ones.

"The Health Check service is providing an accessible, convenient and affordable way for people to keep an eye on their own health," said Chemmart Pharmacist Carolyn Wynn.

"It's certainly helping us to build stronger relationships with our customers and promote positive health behaviours in the community," she added.

To celebrate the birthday, a special morning tea was held at the Chemmart Head Office in Melbourne (pictured above).

## "Boost Your Financial Management"



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## Bulk billing record

THE March quarter saw a record high in bulk billing rates, with 81.2% of GP services bulk billed.

The quarter also saw bulk billing records were set for pathology (88%), diagnostic imaging (74.1%), and radiation therapy (54.8%).

## WIN SUMMER'S EVE PRIZE PACK



Every day this week PD is giving 3 lucky readers the chance to win a Summer's

**Eve** exclusive gift, valued at \$14.00.

All Summer's Eve products are dermatologist and gynaecologist tested for gentleness and effectiveness. They are also part of the sensitive range meaning they are alcohol free and hypoallergenic.

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Runs 2nd April - 28th May 2012.  
Conditions apply.





### 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**.

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#### GERM HUB TRAVEL TIP:

Always carry the travel size Dettol Healthy Touch Instant Hand Sanitiser in your bag when travelling to help kill 99.9% of germs.



[www.germhub.com.au](http://www.germhub.com.au)

**SAREERAYA** Villas and Suites in Koh Samui, Thailand, is offering guests a free night's stay when they book for two nights.

Prices start from \$316 per person twin share for three nights in a Double Sareeraya Suite (including breakfast charged on the free night for two people).

The deal is valid until 30 June 2012.

Call 1300 362 777 for more details or to book.

**PULLMAN** Reef Hotel Casino has created an Audi Drive Package for guests, priced from \$395 per couple per night twin share.

The deal includes: accommodation in Junior Suite at the Pullman Reef Hotel Casino in Cairns, access to a Audi A5 or Audi 6 car for up to four hours to drive at leisure, a gourmet hamper and sparkling wine on arrival, and expert assistance from the Pullman concierge team to assist in discovering spots only known to the locals.

The offer is valid for sale and travel until 30 December 2012, call 07 40308801 for details.

**BETWEEN** now and 31 October guests can score a bonus night offer on all room types at The Sarojin in Khao Lak, Phuket.

See [www.sarojin.com](http://www.sarojin.com).

## Complementary funding

**BLACKMORES** has stepped up to the plate and agreed to fund research by the University of Sydney's Faculty of Pharmacy which will look into the quality use of complementary medicines (CM) in pharmacies in Australia.

The research, led by Associate Professor in Pharmacy Practice, Parisa Aslani, will investigate pharmacist and consumer perspectives on complementary medicines, and will be conducted in the form of a needs analysis.

"The overall aim of this research is to determine the information

needs of both consumers and pharmacists with respect to the quality use of complementary medicines," said Aslani.

"Once these needs have been established and data is available we can ascertain whether there is a need to develop future complementary medicine education programs aimed at improving the quality use of CM in pharmacy," Aslani added.

According to a NPS study nearly all pharmacists agree that they should "regularly ask consumers about CM use, but less than half of the pharmacists felt they were confident discussing CM therapy with patients".

The study, according to Blackmores, will help to better understand the reasons for this, and the findings may assist in the development of a complementary medicines course for pharmacists and pharmacy interns.

## Competition winners

**PHARMACY** Daily would like to congratulate the winners of Wednesday's Summers Eve competition: Pearl Unvala, Priceline Pharmacy; Sharon Horsnell, Chemmart; and Courtney Challinor, The University of Sydney.



Community Pharmacy Agreement

### Pharmacy Practice Incentives (PPI)

#### DAA's/Clinical Interventions

**Claiming Period 1 April - 31 May 2012.**



The DAAs/Clinical Interventions claim form **MUST** be lodged with Medicare between 1 June - 14 June 2012.

**Click to access Claim form**

**IMPORTANT:** Claims received by Medicare after 14 June 2012 for the 1 April - 31 May 2012 Claiming Period will be rejected.



The Pharmacy Guild of Australia



Australian Government  
Department of Health and Ageing

This Project is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement.

## DISPENSARY CORNER

**SOMETIMES** it's better to take deep breaths.

A 61-year old German woman has learned patience the hard way, after being slapped with a fine of almost \$1,000 for blowing a whistle down the phone.

The woman took drastic steps and bought a whistle after receiving a seemingly never ending stream of call-centre marketing cold calls.

Hoping simply to deter the callers from persisting in their harassment of her, the woman blew her whistle down the line.

Unfortunately the whistle ended up hurting the hearing of the unsuspecting call centre worker.

**CAN** anyone say cholesterol?

British chef, Tristan Welch, has created the world's "meatiest" sandwich.

Crafted from 41 cuts of meat, a smattering of salad, cheese and gherkins, the mammoth sandwich took four painstaking hours to create, and a reported 10 hours to consume.

Looking at the breakdown of flesh layered between the bread, the sandwich contained 1,445 grams of ham, two kilograms of salami, turkey and bacon, as well as one kilogram of sausages and 720 grams of chorizo.

The meat extravaganza was created to help promote the launch of the Man vs Food program on the UK's Food Network TV station.

Now on Welch's menu, the sandwich has been described by Food Network TV station's, Nick Thorogood, as "an epic creation".

"We expect only the very brave will take on the challenge and attempt to eat it," he added.

