



Diabetes death drop

THE US Centres for Disease Control have noted a drop in the mortality rate of diabetes sufferers throughout America.

This figure is interesting considering the fact that the CDC also said that the number of US citizens suffering the disease is on the rise.

NEW PHARMACIES FOR SALE

Q297 Gold Coast Hinterland

- Adjoins medical centre
- Est. June 2011
- Open Monday to Friday (42.5 hours)
- Large Housing Estate to commence nearby
- \$600,000 including Stock

Q278 Brisbane Outskirts

- Rural Village with Medical Centre
- Est. mid 2011
- Growing residential centre
- \$350,000 including Stock

Contact Graham Wriggles

Pharmacy Broker on
0403374301

wriggs.g@bigpond.net.au

Medicine award winners

LAST night the NPS recognised star players in the Australian medicines landscape in an awards ceremony at the glittering National Medicines Symposium (NMS) dinner.

The National MedicineWise Awards are designed to celebrate the high quality of work by companies and individuals which both assists and educates consumers and health professionals.

Judges for the awards, according to NPS, consisted of representatives from across the health sector who considered entries based on impact, innovation and reach.

As part of the evenings formalities the awards were announced by Parliamentary Secretary for Health and Ageing, Catherine King and NPS CEO, Dr Lynn Weekes.

"Consumers need to be at the centre of all we do in building a medicinewise community, and each of the National MedicineWise Award winners demonstrates one way in which health outcomes can be positively impacted through quality use of medicines activity," said Weekes.

Today's issue of PD

TODAY'S Pharmacy Daily features three pages of all the latest news, plus a full page (p4) from Reform detailing its services and offerings.

Taking home the award for *Education for health professionals to build QUM skills - under \$100,000* was the BE ALERT AND WORK TOGETHER for medicine safety: DAA Incident Awareness Toolkit; whilst the *Building a medicinewise community: consumer programs* award was taken out by two joint winners: The Northern Rivers Career Link Pharmacy Program and the RedUSE (Reducing Use of Sedatives) Program.

The *Education for health professionals to build QUM skills - under \$100,000* award went to the Medicines Book for Aboriginal Health Workers; and the *Excellence in labelling and packaging* award went to APhS Packaging: Medication Compliance Sachet.

Meanwhile the *Best e-health resources* award was taken by Pharmacovigilance in pregnancy using population-based linked datasets; whilst the *Best abstract* award went to Tracey-Lea Laba, Jo-anne Brien and Stephen Jan, University of Sydney and The George Institute for Global Health.

The best student abstract was awarded to Chee Kong Teo, Faculty of Medicine, UNSW; and the *Best poster* went to Rana Ahmed, Jacqueline Borst, Yong Wei Cheng and Parisa Aslani, University of Sydney and University of Nottingham.

MEANWHILE the NPS National Medicines Symposium will wrap up this afternoon, with Weekes expected to release the details of a new national framework for prescribing competencies - details in Monday's *Pharmacy Daily*.

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.

24-25 May: NPS National Medicines Symposium 2012, Sydney Convention Centre - nps.org.au/nms2012.

25-27 May: PSA Clinical and Practice Expo, Hordern Pavilion Moore Park Sydney - psa.org.au/education/conferences

03 Jun: Guild Primary Care Workshop, 10am-3.30pm, Port Macquarie - guild.clinical@nsw.guild.org.au.

15-17 Jun: Guild Pharmacy Academy Convention and Exhibition, Darling Harbour - guildpharmacyacademy-nce.com.au.

03-06 Aug: Australian College of Pharmacy Annual Conference, Hilton Hotel Brisbane - details 02 6163 6700.

11-15 Aug: Medici Capital Pharmacy Snow Business 2012, Mt Buller Vic - details at www.medici.com.au.

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.psa.org.au/pac.

01-04 Nov: SHPA 38th annual conference - Medicines Management 2012, Canberra - mm2012shpa.com.

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CUT COSTS, SAVE TIME



Stem cell heart hope

ISRAELI scientists have successfully grown healthy heart tissue from the skin cells of patients with heart failure.

The research, published in the *European Heart Journal* this week, found that "it's possible to take skin cells from an elderly patient with advanced heart failure and end up with his own beating cells in a laboratory dish that are healthy and young - the equivalent to the stage of his heart cells when he was just born".

New TGA label consultation

THE Therapeutic Goods Administration has released a discussion paper which explores new ways of helping consumers understand information on medicine labels and packaging.

"In addition to better information for consumers, prescribing doctors and pharmacists will be assisted by clearer and more uniform labelling to avoid confusion when they

dispense medicines with similar packaging," the TGA said.

The paper looks at issues including active ingredient prominence, space for dispensing stickers, small container label requirements, umbrella branding, pack inserts, blister pack labelling and standardisation of label information.

According to the TGA the discussion paper canvasses all medicines including over the counter and prescription drugs sold in both pharmacies and supermarkets.

The release of the discussion paper follows an extensive TGA review of current packaging and labelling, to improve the methodology of information and instruction given to patients on how to take medicines.

The consultation period on the paper is open now until 24 August.

To view the paper and have your say [CLICK HERE](#).

Pharmacy & social media

PHARMACISTS should embrace social media, according to Dominos CEO Don Meij's.

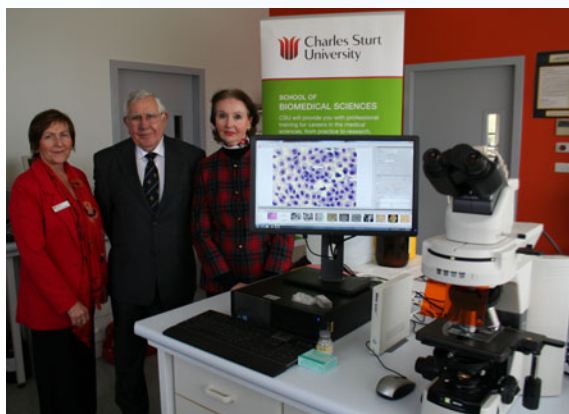
Speaking to members of the Australian College of Pharmacy this week on internet and social media business strategies Meij said that pharmacy businesses should use social media, such as Youtube, Facebook and Twitter to create value for customers and build loyalty.

The social media sites can also be used to gather feedback on business operations, and as a way to respond to customers feedback and improve overall operations, Meij said.

Interestingly Meij pointed out that 45% of Dominos online feedback is negative, saying that this is in fact good for business as it provides an avenue for improvement.

In addition Meij said that the company's presence on Facebook and Twitter provides immediate data and real time 'mystery shopper' style feedback which is honest and direct.

Pharmacist opens eyes of future generations



RETIRED pharmacist Robert Lazzarini and his wife Diane from Wagga Wagga in NSW have generously donated \$25,000 to Charles Sturt University's School of Biomedical Sciences, in

order for the institution to acquire a state-of-the-art microscope system.

Unveiled this week, the system, according to Professor of Rural Pharmacy, Patrick Ball, has a fully integrated digital imaging system and replaces a vintage 1962 monocular microscope.

"We anticipate this will support a range of research activities within the School for at least another 10 to 15 years," he said.

"This will make existing projects much easier and quicker compared to the previous system, and will provide support for a range of possible projects in the School that the previous system could not," he added.

Associate Professor Lyndall Angel Head of the School of Biomedical Sciences is pictured above (left) with Robert and Diane Lazzarini at the unveiling of the microscope on Tuesday.

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WIN SUMMER'S EVE PRIZE PACK



Every day this week **Pharmacy Daily** is giving three lucky readers the chance to win a **Summer's Eve** exclusive gift including the Sensitive Wash and Sensitive Wipes, the essential care pack for every woman valued at \$14.00.

The Sensitive Wash is gentle yet effective. It provides daily care for your intimate areas, cleansing away odour-causing bacteria without irritation.

The Sensitive Wipes are designed to wipe away odour-causing bacteria when you're on the go.

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

Do the Summer's Eve Sensitive Wipes come in individual packaging?

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

Congratulations to yesterday's lucky winners, **Brianna Martin** of **Chemist Warehouse**, **Monika Smith** from **Priceline Pharmacy** and **Rachel Kenna** of **Key Pharmaceuticals**.



Perl leaves J&J Pacific

JOHNSON & Johnson Pacific's Graham Perl has left the company after eleven years in its Regulatory Policy and External Affairs and Pharmacy Consumer Health divisions.

A well known figure in the industry, Graham has served as custodian of pharmacy relations for Pfizer, as well as a judge of the Pharmacy of the Year awards and a leader of the awards' ongoing development.

Graham is also fondly remembered for his fancy dress efforts at the annual Pharmacy Assistants conferences.

"I'll probably file these events in the dark recesses of my mind and hope that the photos never emerge," Graham joked.

As for his next step, Graham told *Pharmacy Daily* "I love fishing.

"My cork will no doubt bob up somewhere nearby, but in the meantime I plan to take a deep breath, look about and decide in what direction to cast my line," he said.

Palliative care survey

A RECENT survey commissioned by Palliative Care Australia has found that 96% of GPs believe that they have an important role to play in supporting people at the end of their life.

The survey looked at responses from around 300 Australian GPs and found that over 80% have initiated conversations about advance care planning with patients, despite the fact that over one third said that they received no palliative care training at an undergraduate level.

A similar number felt they were 'not knowledgeable enough to deal with the situation of a patient asking about end of life', whilst 84% said they don't use any tools to identify patients who will die within the next 12 months.

As such Palliative Care Australia is calling for more undergraduate education and continuing professional development to be provided for healthcare workers.

What I wish I knew

A NEW book titled '*What I Wish I Knew About Erectile Dysfunction*', sponsored by Eli Lilly Australia is aiming to remove the stigma associated with the condition by presenting a range of men talking openly about their difficulties.

Written by pharmacist Marty Wilson, the book also illustrates the benefits of broaching the topic with a healthcare professional sooner rather than later.

Currently the books are being distributed free of charge to patients from GPs.

Olympic protection

PHARMACY favourite, Australian sunscreen brand Hamilton has become the official and only sunscreen sponsor of the Australian Olympic Team for the London Olympics, 2012.

The announcement marks the 25th year that Hamilton has supported the Australian Olympic Team.

DISPENSARY CORNER

KEEPING warm this winter.

If you don't want to try garlic, Vitamin C or echinacea, you could always write to knitting fanatic Sheila Carter and ask her to knit you a full body jumpsuit.

It won't be the most difficult thing she's ever created- that would have to be a tribute to the Queen's Diamond Jubilee.

Taking around 500 hours, 4,500 feet of wool in 30 shades and 1.8 million stitches, the Diamond Jubilee flotilla includes a replica of the Tower Bridge, as well as Her Majesty, the Duke of Edinburgh and onlookers.



Discounters!

On-line!

No Customer Loyalty!

HOW CAN I COMPETE?

Good question – but the better question is ***"how do my customers value my pharmacy's offer?"***

As a starting point:

- a) Do you have a list of KVI's – i.e. a product list that your customers would have a view on what is a fair price?
- b) Have you recently compared your KVI pricing against competitors?
- c) Who are your competitors? They will include pharmacies, supermarkets, online retailers and even foreign retailers.

[Click here](#) for a summary of a recent price comparison exercise we undertook - the results may surprise you. If you need more targeted information to help you compete - then attend our next free webinar where we demonstrate how JR.spacelink can help you.

Now more than any other time it is imperative that you measure the performance of your store's strategy in terms of departments/categories/products, basket size, margin and average retail sale. Please join us on the below date by emailing Victoria Cole.



Date : Wednesday, 13th June, 2012
Where : On-line
Time : 9.00 am – 10:30am
RSVP : vcole@jr.com.au OR (07) 3222 8338



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