

PD comp winner

CONGRATULATIONS to Natalie Shelhot of Visible Results Australia who was the lucky winner of last Friday's TanTowel pack, courtesy of Lightning Brokers.

BLACKMORES
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MULTIS
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***With B vitamins which support cellular energy production. Plus 20 fruit & vegetable powders.**

Always read the label. Use only as directed. Vitamin supplements should not replace a balanced diet.

Aussie hospital performance

IN 2011-12, almost two-thirds of emergency department visits were completed in four hours or less, according to the latest information on emergency department care in Australia's public hospitals by the Australian Institute of Health and Welfare (AIHW).

The report, titled *Australian hospital statistics 2011-12: emergency department care* also noted that there were over 6.5 million presentations to emergency departments in the 12 months to 30 June this year, with presentations increasing by an average of 4.3% each year between 2007-08 and 2011-12.

According to the report's findings, during 2011-12 90% of patients had left the emergency department within eight and a half hours.

The figures track well in terms of the National Emergency Access Target which aims to have 90% of emergency department visits completed in four hours or less from arrival, to when patients go home or are admitted to the hospital, by 2015.

The best performing state in terms of moving towards the Access Target, according to the report, was Western Australia which had the highest proportion of emergency department visits completed in four hours or less (79%).

Meanwhile the overall proportion of patients seen on time varied across states and territories, from 54% in the Northern Territory to 76% in New South Wales and in

South Australia.

In addition the report found that around 28% of emergency department patients were admitted to hospital after their emergency department care, and that for these patients, 29% were admitted in four hours or less, and 90% were admitted within 14 and a half hours.

Moreover 50% of patients commenced treatment by a medical officer or nurse within 21 minutes of presenting to an emergency department, and treatment commenced for 90% of patients within 108 minutes of presentation.

Meanwhile about 72% of patients commenced treatment within an appropriate time for their urgency category, and almost 100% of resuscitation patients and 80% of emergency patients were seen on time.

Remicade approval

THE TGA has approved the first biologic therapy for children and adolescents (6-17 years of age) with ulcerative colitis who have had an inadequate response to conventional therapy, Remicade (infliximab).

The drug approval follows a study which found that the drug induced a clinical response after eight weeks in 73.3% of paediatric patients with moderately severe to severe active ulcerative colitis who did not respond to corticosteroids or other conventional therapies.

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Reid scores award

MONASH University has awarded APHS Packaging CEO and business entrepreneur Cathie Reid with this year's Distinguished Alumni Award for Professional Achievement.

Reid graduated from Monash with a Bachelor of Pharmacy in 1991.

DON'T SIZZLE... WIN A SUNSCREEN PACK!



Everyday this week **PD** is giving two readers the chance win a sunscreen pack, courtesy of **Hamilton**. One of Australia's most trusted sunscreen brands, founded by pharmacist Milton Blake in 1932, Hamilton has been protecting Australians from the sun for over 80 years.

The prize pack includes x3 SPF 30+ sunscreens: Everyday Face Sunscreen (Hamilton's best selling product); Family Sunscreen Lotion (for the whole family); and Quadbloc (ideal for sports & 4hrs water resistant).

For your chance to win, be first to send in the correct answer to the daily question below to comp@pharmacydaily.com.au

What is Hamilton's best selling product?

Congratulations to yesterday's winners - **Tracy Symons-Murdoch**, from **Aspen Australia**, and **Lloyd Smith** from **Broken Hill University**.

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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 *Cruise Weekly*.

CRUISE WEEKLY

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IN celebration of the UN International Day of the Older Persons, Accor is offering Aussies aged over 60 a 10% discount off the best unrestricted rate of the day at selected hotels and resorts right across the country between 01 October and 31 December 2012. **CLICK HERE** for details.

Monash achiever

THE PSA has created an interactive version of the Congress handbook via the new PAC12 smartphone app.

The new app also allows delegates to set up a schedule of sessions they want to visit, as well as to keep up to date with all the latest developments with hourly updates.

Users of the app can also access an events section where they can view the PAC12 program and automatically send selected events to be downloaded into their personal attendance schedule.

As an added bonus delegates can also click through to an event and see all relevant details, take notes and rate the session.

Other app features list conference speakers and also allow delegates to search the exhibitors by name, keyword and booth number, whilst an abstract icon provides direct access to the abstracts of presentations and posters being presented at the Congress.

To access the app for iPhone, iPad, and Android phones, visit the iTunes App Store and search for "Pharmacy Australia Congress", and for all other phone types including BlackBerry **CLICK HERE**.

Australians love vitamins

AUSTRALIA'S over the counter vitamins, minerals and supplement market has grown by 13% in the 12 months to June 2012, according to a new Nielsen report.

Commissioned by Swisse, the report focused on the vitamins, minerals and supplement market in Australia and Asia, and found that sales of multivitamins within the overall category grew by 16% to \$A190m in the year to June 2012.

These increases were bolstered partly by product launches from Swisse, with the company's multivitamin brand Swisse Ultivite growing over 40% during the 12 month period, a growth factor which Nielsen attributed to a high ad spend and launches which boosted the profile of the whole range.

"Swisse Ultivite multivitamins for men and women aged over 50 years and 65 years are particularly

popular," the report said.

Meanwhile, looking at the overall growth of the vitamins, minerals and supplement market the report found that the Australian market growth outstripped all markets in South East Asia, including South Korea (5%) and China (10%), whilst the market in Japan actually declined during the 12 month period.

The report also noted Roy Morgan research which found more than one-third of Australians purchase vitamins in an average six-month period.

"In particular, women of all ages buy vitamins including a generous 73% of first time mothers-to-be," the Nielsen report said.

Interestingly, the report found that single vitamin sales were up 5% in the same period with Vitamin D shown to be a strong growth area.

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- Commitment to team work

To register your interest please submit your resume to Steve Cook at steve@nmpg.com.au

Only applicants required for a confidential interview will be contacted.

DISPENSARY CORNER

BACTERIA with your beverage?

A German alcohol company, G-Spirits, has announced that it will release a limited-edition line of vodka, rum and whisky which it says will be poured over glamour models before it is bottled.

According to G-star, models lined up for the job include Hungary's current Playmate of the Year, Alexa Varga.

The models will pour a total of 2,500 litres of spirits over themselves during the bottling process, with each bottle to feature the picture of its bathing model on the label.

The bottles are set to retail at around £100 (approx A\$157) each.

FIGHT or flight?

A petite woman, Nishanto, has managed to engage her fight response and scare off a black bear which was casually attempting to enter her house.

The scene was captured by an onlooker who video taped the bear strolling across Nishanto's lawn before mounting the steps to her house.

From behind the camera the onlooker yells 'Nishanto - the bear's back!' which brings the irate home owner out to face off with the bear yelling 'Get down right now! No! No! No! Down!'. The bear is startled by the onslaught and quickly backs itself down the stairs before taking off.

Since being uploaded onto YouTube five days ago, the clip has scored more than 1.5 million hits, with some viewers leaving comments such as "That voice would scare me away too! That's a mean mom voice. I'm glad Nishanto had the guts to stand up to this bear".

To view the clip **CLICK HERE**.

