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Pharmacy Alliance

PHARMACY Alliance is inviting pharmacists to join one of its three levels of membership in order to improve their business - details on page three of PD today.

Botox extension

BOTOX has been listed on the Pharmaceutical Benefits Scheme for the treatment of Severe Primary Axillary Hyperhidrosis (SAHH), a medical condition which causes excessive underarm sweating.

Botox is now available on the PBS for children aged over 12 and adults who are intolerant to Driclor, or for whom this type of antiperspirant does not work after up to two hours of treatment.

MSD employment gong

MSD is touting its success at the 2012 Australian HR Awards, where it took out the Best Employee Value Proposition category.

The award recognises the firm's HR team for its efforts in promulgating the value of working at MSD, with managing director Susanne Fiedler saying "This is a fantastic result and a source of pride for MSD employees.

"We work hard to develop and sustain a transparent, welcoming and responsive environment," Fiedler said.

The company operates a 'Total Rewards' philosophy which includes a generous staff recognition program, 'Reward Yourself' days, 'Living our Values' opportunities and superior career, training and educational support.

Rego consultation in 2013

THE Pharmacy Board of Australia has confirmed that next year there will be several stages of consultation on a review of the registration standards, guidelines and codes that were developed before the national registration scheme was introduced in 2010.

According to a communique from the Board's meeting held on 18 Oct, the reviews will include public consultation on a proposed social media policy, but in the meantime pharmacists should be guided by the principle that "the same responsibilities apply to practitioners' behaviour online as they do to behaviour in person".

The meeting also included feedback from the Board's participation in the PSA's Pharmacy Australia Congress this month, which saw some pharmacists unclear about the regulation of pharmacy premises - which is in fact covered by individual

authorities in each jurisdiction.

The Pharmacy Board will also participate in the upcoming SHPA National Conference next month, as well as in APP2013 in Mar 2013.

Pharmacists across the country have also been reminded that their registration is due for renewal on 30 Nov, with those who fail to renew within a month of expiry removed from the national register.

The renewal process this year also includes a standards compliance audit, and pharmacists who have been randomly selected for audit will be advised of this close to the completion of the renewal process.

The 2012 Annual Report to Ministers has been submitted by AHPRA and the Pharmacy Board, and is expected to be publicly released on 01 Nov.

See pharmacyboard.gov.au.

Reform full page

TODAY'S issue of *Pharmacy Daily* includes a thought-provoking full page from Reform Management - see the last page.

New AusPARs

THE Therapeutic Goods Administration has published new Australian Public Assessment Reports for prescription medicines, covering the processes for "morning after" drugs mifepristone and misoprostol.

The documents can be viewed at www.tga.gov.au.

Vale Alan Russell

THE pharmacy industry is today mourning the death of Alan Russell OBE, who died in Adelaide on Friday after an extensive career as a pharmacy leader.

Russell was the National President of the Pharmacy Guild from 1971 until 1982, and during his tenure the Guild's national headquarters moved from Melbourne to Canberra and the organisation's first Executive Director was appointed.

He was also a senior figure in the International Pharmaceutical Federation (FIP) while his commercial and business acumen led to the establishment of Guild Insurance in 1962.

"Alan Russell's vast contribution to the industry has been marked since last year by the Alan Russell Oration, which stands as a tribute to his lifetime passion for pharmacy, and in gratitude for his outstanding contribution to the profession," the Guild said.

The oration is supported by Pharmaceutical Defence Limited, the Pharmaceutical Society of Australia and the Guild, with Russell holding significant roles in all three organisations over his years in the profession.

Priceline on the road

THE Priceline Pharmacy Better Health truck will be visiting five locations across NSW this week.

Affectionately known as 'Pinky', the fully fitted mobile health clinic aims to attract locals for free health checks and complimentary mini-makeovers.

Pinky will appear in Forster, St Clair, Cessnock, Jesmond and Bonnyrigg, with services available including blood glucose, cholesterol and blood pressure checks from a Priceline pharmacist.

Visitors to Pinky are also invited to make a donation to Priceline's community initiative, *The Priceline Sisterhood* which is this month raising funds for Alzheimer's Australia.

The Priceline Sisterhood has raised more than \$500,000 in donations since it was established just over a year ago.

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Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is

Terry White Chemists' gm Merchandise & Marketing, Shane Lipton.

Price and value mean distinctly different things – particularly in pharmacy where consumers react in different ways than they do in other market segments.

In grocery for example, value often equates to the lowest price. Price is king and the primary driver of purchase.

Yet price is rarely the key deciding factor in pharmacy. In pharmacy, perceived value is not derived from finding the cheapest available item.

Terry White Chemists recently commissioned comprehensive research as part of a strategic review. The results of that research were clear. The pharmacy consumer measures value by the effectiveness of a solution.

The majority of customers still come into a pharmacy with a script in hand. The remainder are generally seeking assistance in treating or managing some kind of condition. Almost all pharmacy customers are seeking a health-related solution.

A health challenge can not be answered with the cheapest price. Pharmacy customers expect and deserve more. In the current environment, consumers are conditioned for pricing which is ferociously competitive. Low prices are a given. Retailers must compete on price.

However, price alone will not keep the customer coming back. Loyalty might demand low prices but is not won on the transaction.



MA conduct code approval

MEDICINES Australia has welcomed the ACCC's draft determination to grant authorisation for its Code of Conduct (**PD** breaking news Fri).

"We are pleased that the ACCC acknowledges the new provisions in the Code which are a major shift towards greater transparency," said MA ceo Brendan Shaw.

He said that extensive consultation with consumer groups, academics, doctors and other stakeholders had "strengthened the code for the better".

On Fri ACCC chairman Rod Sims flagged the draft determination, but warned that "community expectations of disclosure by the pharmaceutical industry have increased and continue to increase".

The draft ruling, which is still subject to further submissions, is for a three year approval rather than the five years sought by Medicines Australia.

Sims said that Medicines Australia could go further in meeting community expectations, and said the three year approval period

would give the organisation time to continue work already underway on reviewing the code and make any resulting changes.

The ACCC has acknowledged MA's leadership in convening a "multi-stakeholder transparency working group" which will look at appropriate ways to disclose payments to individual healthcare professionals.

According to MA further details sought by the regulator include publication of reports in a searchable format; whether the complaints process could be made more accessible for individuals; and potential inclusion of representatives of consumer and healthcare professionals on the Code Review Panel.

"Industry is keen to ensure its conduct and Code continues to reflect community expectations.

"We will consider the ACCC's requests to work towards a smooth authorisation of the seventeenth edition of our code," Shaw said.

The new code is available online at www.medicinesaustralia.com.au.



DISPENSARY CORNER

INSURANCE companies certainly hear some amazing excuses, and these ones, reported by UK firm mobileinsurance.co.uk are no exception.

A British farmer has lodged a claim for replacement of his mobile phone, after accidentally damaging his handset by inserting it into the rear end of a cow.

He said he was using the iPhone as a torch during calving

Other bizarre phone excuses include a woman who says she "absentmindedly" baked her Nokia 6303 into a cake she was making for her daughter's birthday; while another lady sought replacement of a Samsung Galaxy which she said was snatched from her hand by a "rogue seagull" when she was out walking on a beach in Wales.

NAIL clippers have come in handy for a South African activist, who is hoping to stamp out the poaching of rhinoceri.

Mark Wilby has been sending toenail clippings to the Chinese embassy in Pretoria, to make the point that rhino horn is made up of keratin - the same protein present in human nails and hair.

Rhino horn sells for prices higher than gold in some traditional Chinese medicines, and Wilby says he's trying to get the attention of authorities.

He's produced a YouTube video also calling on others to cut their nails and post them to the embassy - **CLICK HERE** to view.

THE latest fitness move in Holland is a plan to heat bicycle lanes during winter.

Many Dutch aren't able to take their bikes out in the colder months because of ice which forms on roads.

And those who do take to the roads are often involved in accidents due to the slippery surfaces, with the proposal to utilise geo-thermal energy costed at about A\$100,000 per mile.

LOOK YOUNGER FOR LONGER



Pharmacy Daily has teamed up with **Plunketts** this week and is giving ten lucky readers the chance to win exciting prize packs.

Each pack is valued at \$57.90 and contains NEW John Plunkett Multi Vitamin Moisturiser 60ml and Glyco Peel 15ml.

The 5 Anti-Ageing Vitamins in new John Plunkett Multi Vitamin Moisturiser can help keep the cosmetic surgeon away! Therapeutic levels of vitamins A, B3,

B5, C and E can help smooth wrinkles, reduce brown marks and redness, increase hydration and soften roughness.

John Plunkett Glyco Peel is a salon-strength night-time exfoliator with 25% glycolic acid.

To win this exciting prize pack, simply be one of the first two people to correctly answer the question below.

Name one of the vitamins in Multi Vitamin Moisturiser

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

Hint! Visit www.johnplunkett.com.au



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Jason Cockman, Currambine Pharmacy and newsagency.

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