

PD comp winner

CONGRATULATIONS to the winner of last Friday's Bosisto's Lavender competition, Patrick Robinson of Ranbaxy Australia.

For more chances to win, see **page two** for the first installment in this week's Sukin competition.

Doncaster does it again

AMCAL Max in Doncaster East, Melbourne, has been awarded the Amcal/Amcal Max Store of the Year for the fourth year running.

More access to cheap meds

SEVENTY-five percent of Australians think that the Government should offer a price discount to consumers who choose generic medicines.

The figure is derived from a national survey undertaken by the Generic Medicines Industry Association, which looked at responses from over 1,000 Australians.

The survey also found that 89% of Australians rated generic

prescription medicines as 'a product I know and trust'; whilst the majority of Aussies said they trust their pharmacist (86%) and their doctor (84%) to help direct them regarding which medicine to purchase.

"The community should use a generic medicine whenever possible, as generic medicines drive affordability of medicines for the consumer, the taxpayer and the economy," said Chairman of the GMiA, Dr Martin Cross.

"This helps ensure the sustainability of the PBS," he added.

Responding to the results of the survey, Cross argued that on most occasions consumers are not incentivised to opt for generic medicines.

"GMiA advocates that consumers who are struggling financially the most (concession card holders and consumers who purchase prescription medicines frequently) could do with access to more affordable medicines," he said.

"There is a significant opportunity to reduce the financial burden of medicine expenditure for concession cardholders and consumers using medicines frequently," he added.

According to the survey, 40% of respondents believe the discount should be up to \$1.00, whilst 26% support a discount of \$1.50 and 20% think the discount should be up to \$2.00.

"For many consumers, a \$1 saving on every medicine adds up and makes a difference," said Cross.

Generic Lexapro

THE US FDA has approved Lupin Pharmaceuticals' escitalopram tablets (escitalopram oxalate) 5mg, 10mg, and 20mg.

The tablets are the generic equivalent of Forest's Lexapro Tablets, for acute and maintenance treatment of major depressive disorder in adults and adolescents.

Guild's students of the year



A TRIO from the University of South Australia has taken out this year's Pharmacy Guild of Australia National Student Business Plan Competition.

The competition is an Australia-wide challenge promoting creative entrepreneurship

among students preparing for a career in community pharmacy, with entrants in the competition asked to produce business plans, answer online quizzes, complete several essay questions and participate in an investor pitch.

The winners were announced over the weekend at the Guild's Pharmacy Business Network conference in Canberra with first place going to Complete Care Pharmacy, University of South Australia: made up of Ling Na Yan, Chris Braithwaite (NAPSA President), and Jessica Dawson, whose winning business model was centred on pharmacy-based cancer services.

Meanwhile second place was awarded to Cairns Community Chemist, Queensland University of Technology: Caitlyn Fletcher, Andrew Gill, Emma Shallcross, and Linda Wallin; and third place went to Sydney's Breathe Easy Pharmacy team, made up of Sahand Imani, Clara Leung, Melinda Ho, and David Tadros.

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Jobs of the Week

- **Pharmacists Required** - Riverina Region NSW (Job# 2008818). Large retail pharmacy, newly registered Pharmacists encouraged to apply.
- **Pharmacist Manager** - Capricornia Coast QLD (Job# 2009140). Customer focused role, Management exp essential, excellent salary pkg.
- **Pharmacist In Charge** - Yorke Peninsula SA (Job# 2009306). Great support from an experienced team - ind Tech, attractive location.

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Paul Rowe**, Chief Executive, Razor Business Solutions.



Boots the Chemist

You may have seen the news discussing the sale of 45% of Alliance Boots to US rival Walgreens. What does this sale 18,000 km's away have to do with pharmacy in Australia?

The answer is - more than you think!

"Alliance Boots is a leading international, pharmacy-led health and beauty group delivering a range of products and services to customers." This is the opening line of their web-site which goes on;

- Boots is in 25+ countries
- Operates 3,330+ health and beauty stores
- Dispense 260 million items annually
- Annual turnover for the 12 months to 31st March 2012 was 23 billion pounds

This business started life as "Boots the Chemist" in 1939 and grew into one of the largest community pharmacy groups in the UK, initially generating most sales from dispensary.

Concern at the highly regulated govt system drove them to begin the difficult move into emphasizing "front of shop" retail sales. 20 years on, they have become a major global player manufacturing and selling a range of goods from packaged sandwiches to cosmetics.

But have they sold their soul to the devil?

Boots is still focused on its role in the provision of "Primary Health Care" and works closely with providers to serve their community. They just understand that the sales need not compromise quality.

I am asking you to embrace selling, but selling quality advice, quality products and quality care is a real need in our community.

It's your decision and it's your future but much can be learnt from history. What will you do?

Has AAT taken TGA's teeth?

THE Consumers Health Forum has hit out at the Administrative Appeals Tribunal (AAT), questioning the process whereby the committee can over-ride the "independent scientific and clinical views of the dedicated national medicines regulator, the TGA".

The comments come in response to steps Aspen has taken to appeal to the Administrative Appeals Tribunal (AAT) the decision of the TGA to cancel the registration of two painkillers containing dextropropoxyphene (DPP) –

Massive negligence

TEANNE Last of Bunbury in WA has this month been awarded one of the state's biggest ever medical negligence settlements.

Last's multi-million dollar suit was settled with the King Edward Memorial Hospital, and centred around hospital staff's failure to expedite her son's birth despite clinical signs indicating that prompt delivery was vital.

As a result, her son was left with severe physical and intellectual disabilities.

"I want to emphasise that this is not a multi-million dollar windfall for our client, it is merely providing for the future of her son and recognising that his injuries were as a result of the admitted negligence of the hospital," Last's lawyers said, adding that the funds will be held by a Trustee for the Last's son's future.

Doloxene and DiGesic (*PD* 13 Sep).

Whilst the CHF welcomed the TGA's confirmation of its original decision to remove the DPP painkillers following the AAT review, the forum said that the AAT process undermines patient safety.

"The confirmation by the TGA that this drug compromises patient safety and should not be available to the public again highlights a major flaw in our medicines policy," said Consumers Health Forum CEO Carol Bennett.

"How can we allow a pharmaceutical company to use an administrative appeals process to prolong the sale of a product that the TGA has found could be causing harm to Australian health consumers?"

"This situation must be rectified, not just for this drug, but for all drugs found to be unsafe by the TGA," she added, saying that the "bottom line" is that Government has a responsibility to ensure the regulatory framework operates effectively.

"And if this is not a failure, what is?," she added.

MMR accreditation

FROM 01 October The Society of Hospital Pharmacists of Australia will recognise National Alliance for Pharmacy Education credentialing as a pre-requisite for accreditation to perform medication management reviews under the SHPA system- see shpa.org.au.

Problem

with

- conducting efficient medication reviewing and reporting?
- managing patient records?
- accessing expert clinical information related to the medication review process?
- improving the quality use of medicines?
- complying with Pharmacy Board Guidelines?
- accessing additional background information on therapeutic issues?

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DISPENSARY CORNER

FEAR the drop bear.

The adrenalin was pumping in one Adelaide household last Friday evening, when its inhabitants heard a heavy footed prowler stalking about their roof in the wee hours.

The Paradise household called the authorities at 3.30am after listening fearfully to the night stalker going about his business.

Police arrived shortly after, and set up cordons around the property to ensure the perp would not escape their clutches.

It did not take the police long to find and arrest the culprit, a rotund three year old koala, out for a night stroll.

"The furry friend was questioned and formally cautioned by attending officers before being released without charge," a police spokesman quipped.

WIN A SKINCARE PACK!



Every day this week *Pharmacy Daily* is giving two lucky readers the chance to win a skincare pack, courtesy of **Sukin**.

Flaunt your sensitive side with the introduction of Sukin's mini-range pack valued at RRP \$30. Including two soap-free cleansers and a non-greasy facial moisturiser, offering long-lasting hydration and a soft, nurtured and smooth complexion. For your chance to win, be the first person to send in the correct answer to the question below to comp@pharmacydaily.com.au

What are the three key oils found in the Sukin Sensitive Facial Moisturiser?

Hint! Visit www.sukinorganics.com