

## Gopharm specials

**THE** new pharmacy specialist “deals” site GoPharm is today promoting launch deals, with up to 93% discount on a range of products.

At 5pm the “Deals of the Day” become available for sale until sold out or the deal expires next Monday.

OTCs, vitamins and generics are available as well as a range of brands, with suppliers including Apotex, Aspen, Generic Health, Ranbaxy, Pharmacy Action, Abbott Diabetes Care, Bioglan and Willow.

For more details see **page three** of today's *Pharmacy Daily*.

## Swisse also offering ubiquinol

**SWISSE** Wellness has pointed out that its new Ultiboost Absorb Well Co-enzyme Q10, which launched in Feb this year, contains ubiquinol, the active form of co-enzyme Q10.

To produce cellular energy and support cardiovascular health, the body must first convert co-enzyme Q10 (ubidecarenone) to ubiquinol.

Last week (**PD** Fri) Bioceuticals launched its first ubiquinol product.

## NPS Apr RADAR out

**NPS** Medicinewise has released the latest issue of NPS RADAR, which is available at [nps.org.au](http://nps.org.au).

Topics include pregapalin (Lyrica) for neuropathic pain, imiquimod cream (Aldara) for superficial basal cell carcinoma, sitagliptin with simvastatin (Juvicor) for type 2 diabetes and hypercholesterolaemia as well as other brief items.

## PSA, Guild collaboration

**THE** Pharmacy Guild and the Pharmaceutical Society of Australia have agreed to work together to achieve outcomes on “a range of key initiatives for the profession,” after a joint meeting last week with the Department of Health.

At the high level meeting, Guild executive director David Quilty and PSA ceo Liesel Wett agreed to build on the cooperative and collaborative work being done by both in a range of professional and pharmacy practice areas.

The move signals some reconciliation between the groups, which recently exchanged a war of

words over the Home Medicines Review controversy.

According to a statement issued late on Fri, a key focus area will be ensuring that Clinical Interventions are delivered and reported according to the guidelines established for their delivery.

“The Guild and the PSA will continue to educate and inform pharmacists of the Clinical Interventions Standards and Guidelines to ensure the sustainability of delivery of the service,” the statement said.

Other areas of collaboration will include enhancements to the Section 100 Support Allowance, including a review and update of the PSA's Guidelines and Standards on the Provision of Pharmacy Services to Aboriginal and Torres Strait Islander Health Services.

The Guild and the PSA have also agreed to work together on the research needed to make sure the targeting of the HMR program is appropriate, with this work also linked to the HMR Hospital Referral pathway that will start this year.

“The combined resources and input from the Guild and PSA ensures our approaches are whole-of-profession and set a benchmark for future collaborative efforts in the interests of the whole profession,” said Wett.

And Quilty added that “it is important that we are using our extensive combined expertise in these important areas for the benefit of community pharmacy, the pharmacy profession and patients”.

## Canada chemo crisis

A pharmacy in the city of Hamilton, Ontario has denied allegations of diluting chemotherapy drugs, after an investigation found that more than 1000 cancer patients across the region received doses about 20% lower than prescribed.

Marchese Health Care, which supplied the chemotherapy drugs to several hospitals in the region, instead blamed the “manner of administration used in some hospitals that was not aligned with how the standardised preparation had been contractually specified”.

Cancer Care Ontario is probing the matter in which 1076 patients received lower doses of gemcitabine and cyclophosphamide over the last 12 months.

A law firm has already been retained in connection with a class action lawsuit over the controversy.

## Blood pressure alert

**THE** Heart Foundation has released figures which estimate over 440,000 Australians aged between 30 and 65 have high blood pressure but don't know it.

The data coincided with World Health Day yesterday which marks the anniversary of the World Health Organization in 1948.

High blood pressure has been selected as a key worldwide health priority for 2013, after being identified as the world's leading health risk in *The Lancet* last Dec.

The Heart Foundation suggested a range of preventive measures including “halt the salt,” getting active, watching alcohol intake, up your potassium and taking medication as prescribed.

## No Kunzea input

**THE** Therapeutic Goods Administration has not received any submissions to a consultation on the proposed advisory statements for *Kunzea ambigua* when included in listed medicines for topical use.

A consultation period closed on 18 Jan, with the TGA proposing the removal of the advisory statement ‘do not apply undiluted to skin except on the advice of a healthcare professional’.

## Fri's PD winner

**CONGRATULATIONS** to Felicia Woong from Pikes Pharmacy Burwood in NSW, who was the lucky winner of a Designer Brands Prize Pack in Fri's issue of *Pharmacy Daily*.

For another chance to win see the competition on **page 2**.



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## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Heidi Dariz, General Manager at Raven's Recruitment.**



### Hiring the right people for your pharmacy

One of the most common complaints I hear from pharmacy owners is "How can I find the right people for my pharmacy and how can I get them to stay?" Bad hiring decisions can be disastrous for your pharmacy, resulting in lost income, unhappy employees and high staff turnovers.

One of the main reasons staff don't stay is because that weren't correctly recruited for in the first place. They may be highly skilled and qualified candidates but simply not the right fit for your pharmacy. Successful business owners seek people with not only the right skills and experience, but with the right behaviours, values and attitude.

Taking the time to put together a plan prior to hiring will give pharmacy owners the opportunity to find out how employees will act and behave before actually employing them.

You can employ a recruitment consultant to help you put together a plan. A good strategy should include:

- \* know the role and your desired candidate.
- \* define the position and write a thorough job description.
- \* develop a thorough screening process and employ behavioural interviewing skills.

Successful pharmacies have strong teams made up of the right people in the right roles. Committing expertise and time to a hiring strategy will ensure you can effectively match up roles with the right employees who will be more productive, more committed and ultimately add to your bottom line.

## Clinical trials still falling

**THE** number of clinical trials started in Australia last year fell 5% to 602, continuing a trend which has seen trials decline a total of 30% from their 2007 high of 865.

The figures are revealed in the Therapeutic Goods Administration's latest *Half-Yearly Performance Report*, with Medicines Australia ceo Brendan Shaw saying the trend "highlights the urgent need for the government to deliver on its promise to implement major reforms that will make Australian R&D more internationally competitive".

In 2011 the government committed to implement all of the recommendations from the Clinical Trials Action Group, which was established to arrest the decline in clinical trials activity.

And The McKeon Review of health and medical research released on Fri by health minister Tanya Plibersek also called for clinical trial reform to be made an 'urgent national priority'.

The McKeon Review, which

recommended a ten year strategy to embed health and medical research into all aspects of the health system, is available online at [www.mckeonreview.org.au](http://www.mckeonreview.org.au).

Plibersek said that some of the recommendations directly impact on the running of the public hospital system, and that she intends to take the report to the Standing Council on Health to seek feedback from state and territory counterparts.

And Shaw said pharmaceutical R&D was a "key area of microeconomic reform for Australia."

"There is an urgent need for far greater political activity both at Federal and State level to implement these regulatory reforms...we are bleeding clinical trial investment to other countries at the moment," he said.

Shaw said that the only way to keep cutting edge medical science in Australia was to have the right policy settings in areas such as regulation, intellectual property and the PBS.



## DISPENSARY CORNER

**POISONS** information services should be prepared for a flurry of calls if these creatures ever make it into Australia.

A disturbing new species of tarantula has been discovered in Sri Lanka, with the massive arachnid about the size of a human face.

*Poecilotheria rajaei* has a 20cm leg span and is reportedly covered in a range of colours including pink, yellow and grey.

It was discovered by the aptly named British Tarantula Society, with a spokesman saying "It can be quite attractive, unless spiders freak you out".

Although its venom is not poisonous, those who encounter it are likely to need some sort of anti-anxiety medications.

**BREATHALYSERS** may discover a lot more than intoxication in the future, according to a report in the journal *PLOS ONE* which suggests that compounds present in exhaled breath can act as a unique "fingerprint".

According to the study, breathing out expels metabolites which give a range of clues as to what is going on inside the body.

The scientists behind the report said that eventually breath tests could provide accurate diagnosis of use of other drugs or even medical conditions such as cancer.

The findings give credence to stories about animals which are able to detect the presence of cancer or lung infections.

Currently the testing is very expensive, with the researchers utilising a mass spectrometer to generate a unique "breath print" from 11 volunteers.

It confirmed findings from an earlier study in which one of the subjects had a "peak" from the spectrometer which turned out to be connected to an epilepsy medication he was taking.

In the future the scientists hope for breakthroughs which would make this testing commonplace.

## WIN AUSTRALIAN SKINCARE FROM PLUNKETTS



Every day this week **Pharmacy Daily** is giving two lucky readers the chance to win a **Plunkett's** prize pack, valued at over \$26 each.

Each prize pack contains Plunkett's Vita-E Natural Vitamin E Cream 100g, Plunkett's 99% Pure Aloe Vera Gel 75g and Plunkett's Sorbolene Concentrated Moisturiser 100g.

Vita E contains high potency (100iu/g) natural vitamin E plus rosehip oil and can be used as a moisturiser or for rashes, abrasions, scars or stretchmarks. Plunkett's Sorbolene is pharmaceutical grade and non greasy. Plunkett's Aloe Vera is 99% pure certified organic aloe vera – no added water, parabens, fillers, alcohol, petrochemicals, colours or fragrance.

To win, be one of the first people to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**Which vitamins are in the Rosehip Oil in Vita E?**

Hint! Visit [www.plunketts.com.au](http://www.plunketts.com.au)



# GO GRAB A DEAL

Only hours left on the exciting launch offers with up to

# 93% DISCOUNT

**DON'T MISS OUT** - visit [www.gopharm.com.au](http://www.gopharm.com.au) by *clicking here!*  
Membership is free and there are no purchase obligations upon joining



Starting at 5pm, our **Deals of the Day** become available for purchase.

What does this mean? These deals go live tonight at 5pm and will be available for sale until either the stock sells out, or the deal closes next Monday.

**GoPharm now brings you Brands, OTCs, Vitamins and Generics!**

Not only do we have more exciting deals from our foundation suppliers:

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ACTION**

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- Stephen and Rob



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