

Pharmacy Choice[®] is offering members an intensive and exclusive one day business planning workshop. Places are strictly limited. There are just five workshops planned for 2013.

For more information speak to your **Symbion**
Key Account Manager call **1800 036 367**.

REGISTER NOW

Gopharm guarantee

GOPHARM is today promoting its "Guaranteed Best Price" offer on a range of products from supply partners including vitamins, OTC, brands and generics.

The business launched just four weeks ago and has already garnered more than 1500 members and "consistent daily purchases," according to GoPharm commercial director Rob Beveridge.

To celebrate its one month anniversary GoPharm is offering free freight on all purchases over \$299 for one week commencing 5pm today 22 Apr 2013.

See **page three** for more info.

PBS eLearning

MEDICARE Australia is set to launch a new eLearning program for pharmacy students, outlining the fundamentals of the PBS in preparation for student placements and the intern pharmacist year.

The program will be available from the end of this month on the Medicare website, with two modules: one an Introductory Program for first and second year students, and an Advanced Program for third and fourth years.

It will be online at the Medicare education website - **CLICK HERE**.

Doctor data private - IMS

PHARMACEUTICAL data specialist IMS says it's "regretful" for confusion which may have been caused by a letter it sent to GPs about prescribing data collection from pharmacy dispensaries.

Controversy erupted last week over the letter (**PD** Thu) which advised doctors about a new data collection program and invited them to opt out from the scheme.

The Royal Australian College of General Practitioners said it was seeking advice on the legality of sharing data, after the initial letter told doctors that IMS "has contractual arrangements in place with pharmacies for the transfer to IMS from the pharmacies of certain information, including potentially data about you".

This information could include doctors' names, phone numbers, prescribing details and more, the controversial letter said.

In a statement issued on Fri, IMS Health "emphatically states there is no provision of personal information including contact details of medical practitioners to third parties/clients of IMS and nor can prescribing patterns be attributed to individual doctors".

"We recognise some of the

content [of the letter] in explaining the provision of legitimate information was open to misinterpretation," the firm said.

A new letter is being sent out, explaining that personal details are not forward on to third parties/clients of IMS, and all information pertaining to prescribing data provided to third parties, collected from various sources, is de-identified.

"In addition, the letter will highlight that patient anonymity is maintained throughout the process ensuring patient de-identification," the company added.

IMS stressed its compliance with regulatory requirements and the Privacy Act, saying that the practice of data collection and use in health has been in place for decades.

"IMS is just one of many companies that use healthcare information to deliver critical, real-world disease and treatment insights and this information is collected from a number of sources in Australia," the statement said.

"IMS also has a legal responsibility to inform healthcare professionals about these practices and provide them with an opportunity to decline to participate," it added.

Monash video win

A **GROUP** of pharmacy students from Monash University have taken out the top prize in the University of Tasmania's 'YPharm' competition in which participants were invited to submit video entries showing "why pharmacy is so damn awesome".

The winning video from Jennifer Tu, Linda Tran, Simon Liang and Chenhao Ding, focuses on the role of pharmacists as "medicine's superheroes" who save the day by providing the right advice and product.

They won \$1500 for themselves as well as an extra \$1500 for the Victorian Pharmacy Student Association.

The winning video can be seen at pharmacydaily.com.au/videos.

Plavix case in court

THE Federal Government has joined with Apotex in a damages case against Sanofi-Aventis, claiming delays in generic versions of clopidogrel (Plavix) has cost it over \$130 million a year.

The govt has allocated \$1.2m in the budget for costs related to the legal action, with the commonwealth's application heard in the Federal Court last Fri.

The long-running Apotex case was initiated in 2007 when the firm applied to have Sanofi's patent on clopidogrel revoked - but an injunction stopped Apotex from launching its own version of Plavix.

The injunction was reversed in Mar 2010 and Apotex and the govt are now claiming compensation for damages incurred due to the delay.

Outsource your DAAs to APHS Packaging by 30 June and save \$800

FREE iCare software worth \$500

FREE instore point of sale kit worth \$300

FREE enter the draw to win an iPad mini

CLICK HERE FOR MORE INFORMATION



Pharmaceutical
Society of Australia

UP TO
38
CPD CREDITS
GROUP 2

CPExpo
2013

31 May – 2 June 2013

Connecting practice to patient outcomes

www.psa.org.au/cpexpo

Early Subscription Offer - Don't Miss Out!

Sign up before 30 April
2013 to benefit from no
monthly fees for the first 3
months*

* Installation & usage fees apply



MemoCare

powering the better use of medicines

Subscribe Today

1300 734 869

www.memocare.com.au

guildlink



Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **David Shaw, Recruitment Consultant at Raven's Recruitment.**



Are you a Leader or a Manager?

It's undeniable that in the current climate to run a successful business you must have strong management skills, but what about leadership skills? If you really want to drive success, productivity and a positive workplace culture - which is more apparent than you may think to your customers - then providing leadership to your staff can make a measurable difference.

Let's look at a quick simplified comparison: Managers tend to use more "stick" whereas Leaders know how to use the "carrot".

Here are a few key areas to consider:

- * Integrity – If who you say you are doesn't match up with your actions, you could lose the respect of your followers.

- * Actions – Lead by example in how you treat others generally and how you respond to their requests for help. Providing a few minutes of your time shows you value them.

- * Focus – Be achievement driven, but focus on enthusing your followers and a lot of the minor details will take care of themselves.

- * Assertive – It's important to note the difference between being assertive versus being aggressive / demanding.

- * Motivate – Offer specific and frequent praise plus offer rewards and feedback to your staff. Make them feel like they've been valued, listened to, understood, empathised with and respected.

- * Ownership – Create ownership and accountability, if you delegate a task or area then don't hover or micro-manage. Reinforce the trust you've given and monitor the situation from afar and encourage progress updates.

By keeping these six points in mind day-to-day you will inspire innovation and lead a team to greater success.

Double PBS script alert

MEDICARE Australia says it's focusing on the dispensing of the same medicine to a single patient more than once a day, as well as pharmacists receiving multiple payments for the same script, as part of its ongoing health professional compliance program.

In the latest 'Bulletin Board' for pharmacists issued by Medicare on Fri, pharmacists are warned that "if a doctor prescribes the same medicine, under the PBS, for the same patient more than once a day, the second prescription is invalid and can't be supplied to the customer as a PBS medicine.

"If you supply the same PBS medicine a second time, you may not be paid for the second claim," the newsletter warns, urging pharmacists to take notice of any warnings that pop up during the dispensing process.

Medicare also said it's identified that "some pharmacies are claiming more than once for supplying a PBS prescription".

This can happen when a pharmacist submits the electronic

claim for supplying the script, but the paper prescription is missing from the claim and is later found and re-submitted.

Other issues include printing a repeat authorisation that's already been supplied and claimed to replace a misplaced, lost or stolen prescription.

MEANWHILE the Bulletin Board update also confirms that Pharmacy Aboriginal Health Service claims are now being paid directly into pharmacy bank accounts instead of getting a cheque mailed.

Tocotrienols consult

THE TGA is seeking comments on proposed revisions or amendments to the draft compositional guideline for Tocotrienols complex - palm.

It's the second round of consultation on the item, and is "specifically related to revisions that have been proposed to the assay limits for the components of the phyto-tocotrienols complex and the definition of the ingredient".

The consultation closes 31 May.

DISPENSARY CORNER



HORTICULTURAL researchers in the UK have found that heavy metal music is a great way to improve the quality of plants.

BBC gardening show presenter Chris Beardshaw told his listeners about an experiment in which his students set up four greenhouses full of plants and stimulated each with a different style of music.

The greenhouse where Black Sabbath was played at high volume "worked wonders," while mellower music in another one reportedly killed all the plants.

Flowers exposed to heavy metal were shorter than those in a silent "control" greenhouse, but had bigger blooms and better resistance to pests and disease.

"The alstroemerias in the Cliff Richard house all died...sabotage was suspected, but we couldn't prove it," Beardshaw said.

A NURSE from the US city of Indianapolis says she's lost more than 20kg over the last year via a diet of hospital food.

Tonya Scott-Williams was at one stage facing bariatric surgery, but instead slimmed down by following advisory "traffic light" indicators on meals served at the Indiana University Health Methodist Hospital cafeteria.

"Red light" foods are high in fat and calories, "yellow lights" indicate those with better nutrition and "green lights" are low in fat and sodium, with less than 600 calories in total.

The now trim nurse said she consistently chose green-light meals leading to her now much healthier weight.

THE world's oldest living person celebrated his 116th birthday on Friday, amid congratulations from around the globe.

Jiroemon Kimura from Japan took the Guinness World Records crown late last year after the death of 115-year-old Dina Manfredini from Iowa in the USA.

He still lives at home, with his 60-year-old granddaughter-in-law.

WIN A DREAMBABY® ESSENTIALS GROOMING KIT



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Dreambaby® Essentials Grooming Kit (pictured left).

The new Dreambaby® Essentials Grooming Kit is an ideal investment for all new babies! It is a perfect purchase for new parents, and makes an ideal gift

from friends and family members attending Baby Showers or to gift once the bundle of joys arrives! The Dreambaby® Essentials Grooming Kit has an RRP of \$19.95 and is available through leading hardware, toy and baby stores nationally.

Be part of the child safety conversation and LIKE Dreambaby®: <http://www.facebook.com/Dreambabysafety>.

To win one of this great prizes, simply be the first person send in the correct answer to the daily question below to:

comp@pharmacydaily.com.au.

**How many hairbrushes are in the Dreambaby®
Essential Grooming Kit?**

Hint! Visit www.dreambaby.com.au

FREE FREIGHT FRENZY

One week only **free freight**
for all orders over \$299



**Guaranteed Best Price
across Vitamins, OTC,
Brands and Generics**

*Our Supply Partners
guarantee it!*

 **Abbott**
Diabetes Care

APOTEX
ADVANCING GENERICS

 **aspen**

BIOGLAN
SERIOUS HEALTH

 **generic health**

**PHARMACY
ACTION**

EASEaCOLD

Pharmacist Formula 

RANBAXY

SKIN DOCTORS™
COSMECEUTICALS

willow
PHARMACEUTICALS

Example:



NIS \$1.22
RRP \$6.95

Over 1,500 members are already saving with GoPharm

**This is the perfect time to give GoPharm a try
- just a couple of clicks and the deal is yours!**

MEMBERSHIP IS FREE - CLICK HERE TO JOIN NOW!



**Suppliers - want to know
what all the fuss is about?**

Email us at support@gopharm.com.au
or call **1300 74 20 46** to start getting your
deals in front of GoPharm's members TODAY!


gopharm
.com.au