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PLEASE ASK PATIENTS TO SIGN THE PETITION TODAY!



* these are some of the pharmacy providers that support this campaign

www.guild.com.au

Pharmacy threat

MORE and more pharmacy providers are joining the campaign to urge patients to sign the petition urging compensation for the government's unilateral changes to PBS price disclosure - see the **front** full page of **PD** today.

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Guild slams CHF, CHOICE

THE Pharmacy Guild has blasted a "disgraceful campaign" which has been launched today by the Consumers Health Forum, CHOICE and ACOSS, saying it "seeks to quite deliberately mislead the public about recent changes to the Pharmaceutical Benefits Scheme".

The three groups have attacked the petition being circulated through community pharmacies across the country, alleging that pharmacists are deliberately pushing for political parties to "back away" from the price disclosure mechanism for PBS-listed medicines.

According to a Guild statement this is a "deliberate untruth".

"We have not asked for the price disclosure mechanism for PBS medicines, announced two days before the Federal Election with no consultation, to be reversed," the Guild said.

"Nor are we asking patients to pay a cent more for scripts. Pharmacists - like everyone in the healthcare industry - want patients and consumers to be able to access essential medicines at an affordable price," the statement added.

The Guild says it supports the objectives of price disclosure and cheaper prescription medicines, and has worked closely with government over many years to achieve that.

"No one is contributing more to keeping medicine prices in check through price disclosure than Australia's 5,300 community pharmacies.

"However unless pharmacists

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2 weeks for calendars

API is reminding pharmacies that there are now less than two weeks to place orders for 2014 Pharmacy Calendars - the ideal way to keep your pharmacy front of mind in your customers' homes - see the **last** page of today's **PD**.

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Guild Update

Campaign update

There's been a tremendous response across the industry to the campaign to keep pharmacy viable in the face of the shock Government acceleration of price disclosure.

Thousands of people have signed the petitions in pharmacy and online – one pharmacy in Burnie, Tasmania alone has gathered over 3600 signatures in the first week. It is very disappointing to the Guild and frankly shameful that the Consumer Health Forum, Choice and ACOSS have put their names today (Tuesday) to a deliberately misleading and ill-informed media release about our petition campaign. These organisations have very unfairly alleged that we want medicines to be more expensive and that we are trying to force the Government to back away from price disclosure.

Contrary to the lies being told, the Guild supports the objectives of price disclosure and cheaper prescription medicines and we have worked closely with the Government over many years to achieve that.

But this needs to be done in a sustainable way. There is no point making prescription medicines cheaper for the Government if the end result is community pharmacies going out of business.

Whereas previous changes were made in consultation with pharmacists, this time the industry has been blindsided and individual pharmacies will have no choice but to make difficult decisions on jobs, patient services, opening hours and even whether they can stay open at all.

Fortunately, real consumers know the value of community pharmacy.



The Pharmacy
Guild of Australia

Priceline house brands

PRICELINE Pharmacy has rebranded and extended its vitamin range, *BioSource*, and later this year will introduce suncare and haircare products to the *Models Prefer* range, as part of its strategy to grow its house brand portfolio.

The *Models Prefer* cosmetics line is already among the top ten best-selling cosmetics brands in Priceline Pharmacy stores and *BioSource* is expected to perform similarly well.

Stephen Roche, CEO and MD of API said, "Developing our house brand portfolio has been a focus for us in recent years, both because we know consumers are looking for quality, affordable products in

the health and beauty categories, and because of the greater financial benefits these brands offer our franchise partners.

"Since we have full control over the development of these products, they offer a better margin for our franchisees, and we'll continue to invest in them for the benefit of those in our store network.

"BioSource is already off to a great start, and we're adding to the *Models Prefer* range with suncare and haircare ranges later in the year," said Mr. Roche.

The relaunch of *BioSource* comes as Priceline releases the results of its Annual Health Survey, which found that although two thirds of Australians believe that vitamins and supplements provide overall benefits for health and wellbeing, only one in two people actually take them.

According to the research, 40% of Australians who take vitamins take 2 or 3 different ones every day and almost half (48%) of Australians take a multivitamin daily.

Anticoag adherence

THE RGH Pharmacy E-Bulletin this week looks at the vexed issue of therapy adherence for patients on anticoagulants.

Recent attention to this class of therapy has been focussed on the PBS listing of the novel anticoagulants (NOAC's) but new research has revealed that adherence to the therapies is not dissimilar to that with warfarin.

To read the Bulletin **CLICK HERE**.

NPS on smoking Rx

IN this week's NPS Direct, a new Cochrane analysis offers guidance on the most effective ways to help people quit smoking.

Three main pharmacological interventions are standard in Australia: nicotine replacement therapy, varenicline and bupropion.

Most smokers want to quit, and with the increases in the tobacco excise, quitting may become an important financial consideration.

However, for smokers who are dependent on nicotine, unassisted attempts to quit will usually be unsuccessful.

The meta-analysis identified varenicline (Champix) as the most effective approach followed by nicotine replacement therapy as patch, plus inhaler or lozenge.

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Headache survey 2013

HEADACHES and migraines affect up to 15-20% of the population, and a new survey is set to provide tips about the best forms of relief for sufferers.

Website www.headache.com.au is calling for head pain sufferers to jump online and complete its 2013 survey which explores the success rates of the various medication and supplement approaches.

The survey is designed to rank relief from various medication types versus herbal and vitamin supplements and other strategies such as caffeine, water and rest.

Dr Jeromy Dixon, editor of headache.com.au, said "head pain is often cited as the most common reason people seek health expert assistance."

Final survey results will be published in early 2014.

To enter the survey **CLICK HERE**.



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The Pharmacy
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Nurofen hits the road

RURAL pharmacies shouldn't be surprised if they see a distinctive orange vehicle (right) pull up outside in the next few weeks.

Reckitt Benckiser's 'Team Nurofen' will head

off on the annual Variety Australia Bash this Thursday, aiming to help raise money for Aussie kids who are sick or disadvantaged.

Stuart Witherby, Category Manager - Healthcare for RB will be behind the wheel, travelling through four states and visiting towns along the way.

The journey will kick off in Chullora, Sydney and take ten days before finishing up in Ballarat on Sunday 01 September.

Reckitt Benckiser has used social media to promote its involvement in the Bash, with the Nurofen Australia Facebook community very much behind the preparations.



"Our fans even helped us design the Nurofen car - no one will miss Team Nurofen passing through town," Witherby said.

He said that regular Bash video updates will be posted on the Facebook page.

"I encourage our industry partners, pharmacists and friends to get behind the bash and follow and share our adventure".

Reckitt Benckiser is hoping to raise as much as \$100,000 for Variety Australia this year, and the more views of the videos, the more money it will donate to the cause.

To follow the Bash see the page at facebook.com/nurofenaustralia.

Win a MeMeMe Cosmetics Pack



This week **Pharmacy Daily** is giving five lucky readers the chance to win a **MeMeMe BlushMe! Blush Box & Lip Cream Duo** in a luxury satin-finish cosmetics bag, valued at over \$65 each.

Look pretty in pink with the MeMeMe BlushMe! Blush Box & Lip Cream Duo. Sweep on the Blush

above the apples of your cheeks for a lifting effect. The compact box comes with mirror and brush for on-the-go application. For a subtle and beautiful finish to your make-up, don the lightly scented China Doll Lip Cream, with hints of Shea Butter and Vitamin E, for luxuriously soft and alluring lips. The MeMeMe BlushMe! Blush Box & Lip Cream Duo comprises of always trending shades and is suitable for all skin tones.

To win, be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

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Chemo consultation

THE Consumers Health Forum of Australia will hold a Chemotherapy Funding Consultation in Adelaide this Friday 23 August.

CHF has received funding from the Department of Health and Ageing to consult with the Australian public on the DoHA 'Review of Funding Arrangements for Chemotherapy Services'.

According to an email sent yesterday "if you or a loved one has undergone chemotherapy, this is a crucial opportunity to influence the review".

Free parking, lunch and refreshments will be provided on the day, and CHF will also provide taxi vouchers to Adelaide based consumers wishing to attend.

More info on 02 6273 5444 or via email to m.azize@chf.org.au.

APC Exam Tips & Refs

THE Australian Pharmacy Council has provided a set of references and tips for interns sitting the written examination, giving an overview of the question formats including forensics/ethics, the use of the Poisons Standard, dispensing, calculations, common conditions, patient groups and pharmacist involvement in primary health care.

The materials can be accessed at www.pharmacycouncil.org.au.

Cardio abstracts call

THE World Cardiology Congress 4-7 May 2014, is now calling for health professionals to submit abstracts, providing the opportunity to present research and share science with cardiovascular disease specialists and public health professionals from all four corners of the globe.

The World Cardiology Congress abstracts cover all aspects of heart health, from prevention, diagnosis and treatment of cardiovascular disease to advocacy and policy work, with all accepted abstracts to be published in the *Heart Lung and Circulation* and *Global Heart* journals.

Abstracts will be accepted before 15 September 2013 - for details see www.worldcardiocongress.org.



DISPENSARY CORNER

GOVERNMENT warnings on alcohol sold in Turkey will soon warn drinkers that "alcohol is not your friend".

The regulations are part of new laws passed earlier this year which restrict the sale and advertising of alcohol, with the packaging warnings similar to those on cigarettes.

According to local reports, the restrictions are among several reasons for a wave of anti-government protests which swept the country in June.

Alcohol manufacturers have ten months to comply with the new labelling requirements.

POLICE in Russia have arrested a surgeon under suspicion that he stole heroin removed from the stomach of a drug courier.

The doctor operated on the suspect in the remove province of Krasnoyarsk, Siberia, arousing suspicion from an officer who believed that one of the drug containers removed from the smuggler had gone missing.

A search revealed about 5 grams of the illicit narcotic in the clothing of the surgeon, who was also in a "state of intoxication," according to a police statement.

AN obese pussy has apparently attracted a cult following in the Californian city of Sacramento.

The huge cat (below), named Norm Lopez, has soared in popularity after publicity over a heartwarming reunion.

A stranger mistook the fat feline for a pregnant cat in distress and took him to an animal shelter.

Fortunately staff recognised Norm from his Facebook page and reunited him with his owner Tyler, with lots of media coverage.

Norm's image is now emblazoned on T-shirts from local bands, and he has over 2000 fans on Facebook.



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