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## Cane you feel it?

PHARMACIES are being offered savings of 20% on orders of any six Hugo canes through Symbion.

The "Go Cane Crazy" offer also includes a Cane Rack or Cane Stand (worth \$50) for just \$20 extra with any deal purchased - for more details see **page three** of today's *Pharmacy Daily*.

## Medicine research grant

RESEARCHERS from the University of Sydney's Faculty of Pharmacy and the Sydney Medical School have landed a major funding grant from the National Health and Medical Research Council (NHMRC) to set up a new evidence-gathering research venture that will generate mass information on medicine efficacy over Australians' lifetimes.

The NHMRC awarded five years of funding for the new Centre for Research Excellence (CRE) in Health Services Research, focusing on

Medicines and Ageing.

The initiative will use large linked datasets of routinely collected medicines and other health information, with evidence produced set to "influence national pharmaceutical policy decisions and health professionals making important treatment decisions with their patients".

The CRE is being jointly led by Professor Andrew McLachlan from the Pharmacy faculty, who said it would generate "quantitative evidence on the real-world use, harms, costs and cost-effectiveness of specific medicines in relation to ageing".

A key element will be the training and development of researchers in the use and evaluation of medicines data, with the outcome helping to build a "national workforce and research methods in pharmacoepidemiology to inform and evaluate health policy".

## \$32k ironclad promise

MICHAEL Clayton, the "health entrepreneur" behind the [www.freepatientsupport.com](http://www.freepatientsupport.com) website has urged pharmacists to focus on the main game, giving an "ironclad" way for pharmacies to recoup the \$32,000 hit to their bottom line due to accelerated price disclosure.

He guarantees that the money will flow "simply by enrolling four customers a day" in the medication compliance service.

Clayton says that with just four in ten pills prescribed actually taken by patients, arguments about cuts from price disclosure are irrelevant. "Which other industry accepts a 60% loss of potential revenue and blames the government?

"Asking patients to ask politicians to prop up pharmacy profits is laughable," he added.

[Freepatientsupport.com](http://Freepatientsupport.com) was launched late last year (PD 06 Dec), providing medication support programs to patients to enhance compliance and health outcomes.

## Tambassis for PAC

GUILD interim council nominee for the position of National President, George Tambassis, will speak on the topic of 'One Profession' at the PSA's upcoming Pharmacy Australia Congress.

Tambassis said he "aims to make sure pharmacy maintains and keeps its place in our ever-changing world by continually advancing the profession and providing the public with services, value and advice they will not get elsewhere".

PAC13 is on at the Brisbane Convention Centre from 10-13 Oct - more details at [psa.org.au/pac](http://psa.org.au/pac).

## CHC conference rego

WITH just under two weeks to go, the Complementary Healthcare Council of Australia (CHC) is highlighting that registrations for the CHC National Conference 2013 and Industry Awards Dinner, are closing next Tuesday, 27 August.

**CLICK HERE** to view the program and register for the Sydney events.

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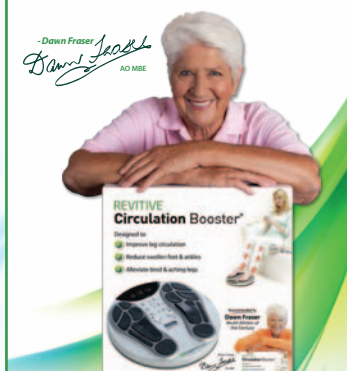
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## Events Calendar

**WELCOME** to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

- 3-5 Sep:** CHC National Conference and Industry Awards; more info at [chc.org.au/Conference-2013](http://chc.org.au/Conference-2013)
- 04-07 Sep:** Navigating the Future - Pharmacy 2013: The Pharmacy Management Conference; Sheraton Mirage, Port Douglas; More details at: [pharmacyconference.com.au](http://pharmacyconference.com.au).
- 14-15 Sep:** PharmacyLIVE 2013; Novotel, Sydney Olympic Park - see [www.psa.org.au](http://www.psa.org.au)
- 17 Sep, 19 Sep:** Pharmaceutical Law Summit, Melbourne (17 Sep), Sydney (19 Sep), for info see [www.aventedge.com](http://www.aventedge.com).
- 19-22 Sep:** Medicines Management 2013, the 39th SHPA National Conference, Cairns Convention Centre - [www.mm2013shpa.com](http://www.mm2013shpa.com).
- 20-22 Sep:** Pharmacy Business Network, Canberra; see [pharmacybusinessnetwork.com](http://pharmacybusinessnetwork.com)
- 2-4 Oct:** Essential Pharmacy Financial Management; Sanctuary Cove Resort, Gold Coast; more info at: [www.fmrbusdev.com.au](http://www.fmrbusdev.com.au)

## Coalition commits to PBS

**MEDICINES** Australia ceo Dr Brendan Shaw has welcomed the Coalition's commitment to restore transparency, predictability and confidence to the process by which medicines are listed on the Pharmaceutical Benefits Scheme.

The Coalition health policy released yesterday includes an undertaking to raise the threshold for Cabinet consideration of PBS medicines from \$10m to \$20m.

"A predictable, transparent and collaborative environment is critical to the future of the medicines industry in Australia," Shaw said.

"Submissions of new medicines are receiving multiple rejections and delays, industry frustration is high, and the number of new molecules being listed is at 20 year lows...Medicines Australia particularly welcomes giving the Health Minister authority to list medicines that do not cost more than \$20 million in their first four

years," he added.

Shaw also welcomed measures to accelerate clinical trial reform, which he said "have the potential to make tangible benefits to patients".

At the same time he stressed that an urgent requirement for Medicines Australia after the election will be to sit down and examine the unintended consequences of the 02 Aug price disclosure changes with affected stakeholders - **CLICK HERE** for MA's election policy document.

## QUM for elderly

**THE** Australian Association of Gerontology is holding its annual meeting with a stellar line up of well respected presenters on the theme of *Too Much of a Good Thing? Quality Use of Medicines & Older People*.

It's on Friday 30th August 2013 in the Medical Education Centre at Sydney's Concord Hospital.

AAG Members pay \$75, students/concession \$40 and non members \$100 - see [www.aag.asn.au](http://www.aag.asn.au).

## Rudd signature sought

**THE** Pharmacy Guild has upped the ante in its ongoing campaign reacting to the shock price disclosure announcement three weeks ago, yesterday releasing a draft letter which it wants PM Kevin Rudd to consider signing in order to "reaffirm his party's longstanding commitment to community pharmacy".

The Guild says the letter is not unlike one he signed as Opposition Leader in 2007, or the one signed by Julia Gillard in the 2010 election campaign - **CLICK HERE** to view.

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## DISPENSARY CORNER

**ROBOTS** are now moving into the dispensary - but what about the front of shop?

A London council has replaced its front desk receptionist with a hologram named Shanice who is trained to answer a "limited range of questions."

Although projected onto a screen, she will appear to be sitting behind the desk and will be able to "help point people in the right direction," according to the UK *Evening Standard*.

While the hologram virtual assistant cost the Brent Council in North West London £12,000, a spokesperson pointed out that it was much less expensive than an employee.

James Denselow, Brent's lead member for customers and citizens, said, "I hope people come down and visit her the next time they're in the Civic Centre, she looks great and she's always very friendly."

## 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](mailto:comp@pharmacydaily.com.au).

## Does MeMeMe's Tinted Moisturiser contain SPF15?

Congratulations to yesterday's lucky winner, **Kirsty Phillips** from **Angaston Amcal Pharmacy**.



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## Jobs of the Week

- **Pharmacist** - Riverina Region, NSW (Job# 2009912)  
Opportunity for diversity - working in community, hospital and aged care.
- **Aged Care Pharmacist** - Melbourne's NE, VIC (Job# 2010004)  
P/time Pcist to support Nursing Home business, DAA's, chart reviews.
- **Pharmacist Manager** - South West, QLD (Job# 2010026)  
Country living at it's best - \$40/hr plus super + accommodation assistance.

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022772	Hugo Derby Cane - Amber	\$21.56	\$34.95
021822	Hugo Folding Cane - Smoke	\$25.87	\$34.95
021814	Hugo Folding Cane - Cocoa	\$25.87	\$34.95
021806	Hugo Small Base Quad Cane - Ebony	\$28.34	\$43.95
021741	Hugo Small Base Quad Cane - Rose	\$28.34	\$43.95

*Cane Rack (left) and Cane Stand (right) available for \$20 with any go cane crazy deal purchased.  
(Valued at \$50)*

For more information or to order a cane stand or rack please contact Marissa: [marissa@siebelco.com.au](mailto:marissa@siebelco.com.au) or 0422 822 832.

