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## Plibersek rebuts Guild push

FEDERAL health minister Tanya Plibersek has gone on the offensive against the national campaign for compensation over accelerated PBS price disclosure, writing to ALP candidates across Australia with key points to use when rebutting claims made by the pharmacy sector.

The letter directly targets the in-pharmacy posters and petitions which have been circulated, with the strong support of the Guild, PSA and many other industry stakeholders.

According to a story in Sat's *Financial Review*, Plibersek's letter downplays the possibility of increased dispensing fees, saying that any compensation payment would "substantially reduce the benefit of price reductions that the government has negotiated with drug manufacturers".

This would "result in lost benefits to patients and taxpayers," Plibersek's letter adds.

She suggests that the Labor candidates reiterate that like patients, the government values community pharmacy.

"There is no reason, however, for patients and taxpayers to pay the old inflated prices for medicines

which have dropped in price," the health minister added.

The "Your Pharmacy Under Threat" campaign is also being strongly opposed by the Consumers Health Forum, CHOICE and ACROSS which have launched their own "Stand Up For Cheaper Medicines" a campaign website opposing the Guild push (PD 20 Aug).

The Guild says the latest changes, made without consultation, mean that PBS reforms will hit the bottom line of community pharmacies across the country by \$90,000 in 2014/15, and may force up to 150 rural pharmacies to close.

MEANWHILE the AMA has attacked the Guild's request for a letter of commitment to community pharmacy from PM Kevin Rudd (PD Fri), with a News Limited story by Sue Dunlevy quoting AMA president Steve Hambleton describing the letter as a "betrayal of voters".

Dunlevy's article claims the Guild is "trying to strongarm the major parties to prop up chemist profits at the expense of consumers," by seeking commitments to location and ownership rules.

## Perth ram raid

A PHARMACY in the southern Perth suburb of Serpentine was ram raided over the weekend, with a white 4WD used to smash through the front entrance.

According to a police statement two men are believed to have entered the pharmacy and "stolen various medications".

## Fess is different

CARE Pharmaceuticals is today promoting the "advanced contamination-free pump technology" in its Fess saline nasal spray, which includes a micro filter membrane to protect the product.

See page four of today's PD.

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## Guild student finalists

**THE** Pharmacy Guild of Australia's National Student Business Plan Competition has announced the 2013 finalists.

The three finalist teams are: *Health for Life Pharmacy* from Sydney University; *Flinders Pharmacy* from the Royal Melbourne Institute of Technology; and *Evolution Pharmacy* from Queensland University of Technology.

The teams produced business plans, answered online assessments, completed several essay questions and participated in an investor pitch as part of the competition.

The three finalists will now present their investor pitch 'live' at the Pharmacy Business Network in Canberra on Saturday 21 Sep, with the winners announced at the Gala Dinner that evening.

The competition will provide \$12,000 in cash prizes in addition to registration, flights and accommodation to attend the Pharmacy Business Network.

Taking place since 2006, the competition is designed to stimulate innovation among pharmacy students and is an initiative of the Pharmacy Guild of Australia and is sponsored by Blackmores, Gold Cross Products and Services and Pharmaceutical Defence Limited.

## Friday's PD winner

**CONGRATULATIONS** to Gaile Hart from Blooms the Chemist Springwood, who was the winner of a MeMeMe cosmetics pack in last Fri's *Pharmacy Daily* competition.

## Chemist Warehouse soars

**CHEMIST** Warehouse is now Australia's "leading pharmacy group," according to figures released by Roy Morgan Research.

In the five years to Mar 2013 the proportion of Australians aged 14+ who shop at Chemist Warehouse over an average four week period has more than doubled, from 10% to 21%, the statistics show.

Roy Morgan says that Amcal is the brand hit the most by the change, with its share dropping from 13% to 9% over the same period.

Other brands have declined

## Amgen Onyx deal

**AMGEN** has confirmed a US\$10 billion deal for the acquisition of Onyx Pharmaceuticals.

Amgen will pay \$125 per share in cash for Onyx, upping a previous offer and giving it full rights to multiple myeloma drug Kyprolis.

The deal is expected to settle before the end of the year.

## Aust priority is health

**RESEARCH** released yesterday shows that despite the current election campaign focus on border control and a return to surplus, the health of Australians remains voters' top priority.

The annual consumer poll, conducted by Research Australia, shows that 88% of Australians rank improving hospitals and the healthcare system as the number one priority for government action.

Health edged out the economy, employment, law & order, lowering taxes and education.

more slowly, including Chemmart, Guardian, My Chemist, Priceline, Soul Pattinson and Terry White, while Discount Drug Stores is the only other group to have gained slightly in popularity.

Roy Morgan gm consumer products, Geoffrey Smith, said that while pharmacists continue to rank highly in terms of ethics and honesty, the role of pharmacy has evolved, with increasingly less focus on prescriptions and more on categories such as vitamins and cosmetics.

"As pharmacy groups compete to retain and attract customers, understanding the changing needs of consumers and how they like to shop has never been more critical," Smith said.

**CLICK HERE** to see the statistics.

## World Pharmacists Day

**THE** International Pharmaceutical Federation (FIP) has announced that the theme for the 2013 World Pharmacists Day is: *Pharmacists - simplifying your medicines use, no matter how complex.*

A complement to the theme of "Towards a Future Vision for Complex Patients: Integrated care in a dynamic continuum" for the 2013 Congress, FIP encourages all member organisations to create campaigns that educate patients and the general public on how pharmacists are the key to making all medicines and their use more manageable.

World Pharmacists Day will take place on 25 September 2013.

The annual FIP World Congress of Pharmacy and Pharmaceutical Sciences 2013 kicks off next weekend in Dublin, Ireland.

## Makeover for UK pharmacy chain

**BRITISH** pharmacy giant Lloyds has announced a massive project to turn its more than 1600 stores into "destination pharmacies".

The full refit will take about four years, with 200 stores to be upgraded over the next 12 months, according to the London *Express* newspaper.

Skincare will be the centrepiece of the new format, with md Cormac Tobin saying the refurbished pharmacies will include "skin analysis machines, treatment rooms and tailored skin products."

"We will also focus heavily on pain, diabetes, cholesterol, mother and baby and over the counter medicines," he said.

The strategic plan includes e-commerce, including a major investment in "click-and-collect" services as well as online shopping.

"Online and click-and-collect is different for a pharmacy because you are dealing with drugs, so we have to be sure to get it right".

The report says that Lloyds is also in negotiations with the government, with a view to offering more primary care services, with the aim of reducing loads on GPs and emergency departments.

Lloyds Pharmacy is owned by German health firm Celesio, which has stakes in a range of pharmaceutical businesses in Europe, the UK and South America.

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### Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **David Heiner**, Proprietor of **Rango Pharmacy**, Toowoomba.



Pharmacies are now engaged in a war of survival. This situation has come about due to many factors, including the once again recent price deflation of PBS medicines.

In order to combat this in my pharmacy, I devised a five "pillar" strategy.

Step one was to invest in aged care; we had to become a more serviced orientated pharmacy and more diverse in what we did. We had to be in a position to attract more aged care business.

The next step was to develop a credible and sustainable naturopathy and nutritional advice practice within the business.

We then identified that our pharmacy had always done well with our gift department and we are located in a shopping centre that lacked a strong gift presence. So the third "pillar" consisted of expanding and reinvigorating the gift department.

The fourth step was automating the dispensary process by investing in a Rowa dispensary robot from Dose Innovations. The goal of doing so was to better manage stock and free the pharmacists from the "mundane" tasks of dispensing.

Finally, we were then able to train the pharmacists to practice the 5 CPA Initiatives by implementing MedsCheck, Diabetes MedsCheck and Clinical Interventions.

I expected increased efficiency by automating my pharmacy, as well as a corresponding revenue increase from the new initiatives – and I'm glad to say that both have definitely happened for me.

## SA discharge summaries

**NINE** hospitals in South Australia are now providing electronic patient discharge summary information to the National eHealth Record System, for patients that have a Personally Controlled Electronic Health Record (PCEHR).

A mandatory policy directive covering the move was issued last month by SA Health, as part of the agency's "strategies to deliver on aspects of its state-wide commitment under the national health reform agreement".

Under the policy, clinicians are responsible to ensure that an electronic Discharge Summary is created and distributed to the National eHealth system where a patient has a PCEHR, with support centre staff requested to administer patient and medical staff requests for PCEHR Maintenance within a reasonable timeframe.

And all hospital staff that come into contact with patients are now responsible for knowing and enacting the process for PCEHR maintenance activities which are administered by the Clinical Solutions Support Centre.

Only nine hospitals are currently affected, with others exempted

from the policy because they don't currently have the required technical capabilities.

According to *Pulse IT*, the system is based on a new IT solution, with a database bridging between the hospital and eHealth systems.

The innovation is also understood to be under consideration by other state health departments including Western Australia, Queensland, Tasmania and the NT.

### Flu jabs halve risk

**NEW** research from the University of NSW has demonstrated a halving of risk of death for patients with cardiac conditions who have an influenza vaccination.

The Heart Foundation recommends that all people with chronic conditions such as heart diseases should have the vaccination because they are at greater risk of complications and severe outcomes should they contract the flu.

People at highest risk are those with risk factors such as high blood pressure, high cholesterol or smoking, the combination of these being most dangerous.

### DISPENSARY CORNER

#### PHARMACY kid's corner

A 15-year old Girl Scout in the US has won the *Gold Award*, the highest achievement in the organisation, for her initiative in creating a "kid's corner" in the Naval Health Clinic Cherry Point pharmacy waiting area.

Destiny Oakley said that she found waiting rooms excruciatingly boring as a child and has created an enriched environment for children with colourful bookshelves stocked with books and activities.

"I created it so that kids could understand the importance of reading and have something to do while they wait," she said.

She raised money for the project with cookie sales, and said that she plans to create similar spaces wherever she goes.

#### JUST imagine this.

A dentist who paid US\$30,000 for one of John Lennon's teeth two years ago has announced that he hopes to clone the former Beatle using his DNA.

Dr Michael Zuk from Edmonton, Canada, has launched a project to extract the genetic material from the rotten tooth which Lennon gave to one of his housekeepers in the mid-1960s.

"If scientists think they can clone mammoths, then John Lennon could be next," he said.

"To potentially say I had a small part in bringing back one of rock's greatest stars would be mind-blowing," Dr Zuk added.

"I am nervous and excited at the possibility that we will be able to fully sequence John Lennon's DNA, very soon I hope".

The dentist has also written a song in honour of the tooth, and has set up a special website for fans to track the progress of the innovative project.

The site at [JohnLennonDNA.com](http://JohnLennonDNA.com) claims that the DNA in the tooth is "easily worth 25 million dollars or more to the right company...it actually is priceless if it means we can clone the Beatle".

## WIN EYSILIX AND HYDRALURON

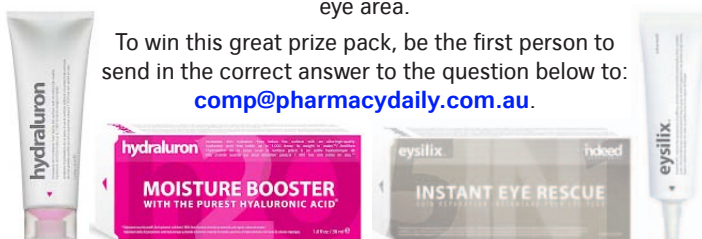
**Pharmacy Daily** had teamed up with **Indeed Labs** this week and is giving five lucky readers the chance to win the latest two products from their range.

New from Indeed labs! From the makers of award winning nanoblur, come two new products hydraluron and eysilix.

Hydraluron is a moisture booster with the purest form of hyaluronic acid for the ultimate in below the surface hydration. The result – better hydrated, moisture nourished, plumped up skin.

Eysilix contains 10 peptides and 40% active ingredients to stimulate, energize and hydrate for a smoother, firmer more rejuvenated looking eye area.

To win this great prize pack, be the first person to send in the correct answer to the question below to:  
[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).



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