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## Alliance OTC

PHARMACY Alliance is promoting its retailing offer in a special full page advertisement on **page three** of today's *Pharmacy Daily*.

## New Oral-B toothpaste

PROCTER & Gamble's Oral-B brand has this month launched a "revolutionary new therapeutic toothpaste" in Australia which uniquely combines stabilised stannous fluoride and sodium polymetaphosphate.

Oral-B says the new Pro-Health product is a "scientific breakthrough" because it's the first time that stannous fluoride has been able to be combined with other ingredients in a stabilised form.

It's been the subject of more than 70 studies, with key findings indicating up to 96% reduction in surface staining after two weeks of use; up to 42% reduction in enamel loss versus ordinary fluoride toothpaste after 15 days; up to 71% reduction in bad breath after three weeks; up to 57% less gingival bleeding after six months; and up to 56% greater tartar inhibition.

The company said that given the significance of the breakthrough, P&G plans to drive interest through a significant marketing investment.

"For pharmacists, this represents a unique opportunity to grow front-of-shop sales while building pharmacy's reputation as a destination for oral care advice and education," said P&G Brand Manager - Oral Care, Joel Cotter.

Oral-B Pro-Health is available now, and will be distributed via supermarkets as well as pharmacies.

## Country pharmacy e-health

A PHARMACY in regional NSW has become one of the first in Australia to utilise a new dispensing software system which can work with both of the leading electronic prescription exchanges.

Brand's Think Pharmacy in the town of Orange has switched to utilising 'Interoperable DispenseIT' software, which can access scripts lodged at the MediSecure exchange as well as the Guild-backed eRX.

The pharmacy is part of the 12-strong Wesley Pharmacy Group which also operates hospital pharmacies in southeast Qld, with ceo David Brand saying the business had played a leadership role in the profession for two generations.

"We have adopted and supported MediSecure e-prescriptions in community pharmacy as a natural extension of this leadership and the opportunity to be the first regional pharmacy involved in interoperability for electronic prescriptions made perfect sense to our team," he said.

## Chemical consultation

THE Therapeutic Goods Administration is inviting public comment on proposed amendments to the current Poisons Standard, which will be discussed in Mar by the Advisory Committee on Chemicals Scheduling (ACCS).

The items under consideration include abamectin, carbonyl sulfide, chlorfenapyr, *Eubacterium* sp., pyrooxasulfone and sulfoxaflo. See [www.tga.gov.au](http://www.tga.gov.au).

Brand added the move was also a reflection that MediSecure has a leading presence in general practices across the country.

"We adopted MediSecure largely because we knew that the doctors we work with are supportive of the MediSecure model and this gives our pharmacies access to a large pool of original electronic prescriptions.

"The e-script process has a clear efficiency dividend for our dispensaries and is the first step to improved medication management for our long-term patients."

DispenseIT is a new entrant into the dispensing market, with Wesley Pharmacies saying that it made an ideal software platform for its continued expansion.

"With our background in professional service, we understand that the future of community pharmacy is firmly based on effective e-health programs.

"We know that the successful community pharmacies over the next five years will be the early adopters of e-prescriptions," Brand concluded.

Last year *Pharmacy Daily* exclusively revealed that the government is providing almost \$10 million in funding for the 'Electronic Transfer of Prescription (ETP) Prescription Exchange Service Interoperability Initiative' (PD 23 Nov) which would allow both eRx and MediSecure to access each other's scripts in the hope that this will "significantly improve the uptake and use of electronic prescriptions".

## 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).

**10 Feb:** One day drug interaction seminar by Dr Geraldine Moses and Debbie Rigby in Brisbane.

Other events will take place on 17 Mar in Sydney; 11 Aug in Melbourne; and in Hobart on 25 Aug 2013 - for details see [www.pharmeducation.com.au](http://www.pharmeducation.com.au)

**22-24 Feb:** NSW Guild 'CPD by the Sea' at Novotel Manly Pacific; for details see [www.cpdbythesea.com.au](http://www.cpdbythesea.com.au).

**1-3 Mar:** PSA NSW 2013 Annual Therapeutic Update, Terrigal NSW - [nsw.branch@psa.org.au](mailto:nsw.branch@psa.org.au).

**21-24 Mar:** Guild APP2013 national conference, Gold Coast Convention Centre - more info [www.appconference.com](http://www.appconference.com).

**02-09 May:** PSA Offshore Refresher Conference, London - more info 1300 139 293.

**31 May-02 Jun:** PSA CPExpo, Hordern Pavilion Sydney - see [www.psa.org.au/cpexpo](http://www.psa.org.au/cpexpo).

**21-23 June:** NSW Pharmacy-National Convention & Exhibition. Sydney Convention & Exhibition Centre, Darling Harbour. For details see: [www.nswpharmacy-nce.com.au](http://www.nswpharmacy-nce.com.au).

**14-16 Oct:** Global Drug Safety Conference and Exposition, Brisbane - for more details email [qldadmin@psa.org.au](mailto:qldadmin@psa.org.au).

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## Pharmacies for Sale

### South Western Sydney (#1554)

- \* Popular major shopping centre
- \* Excellent growth
- \* Doctors nearby
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- \* Sales first half this financial year \$3,171,375 (projected full year \$6,223,545)

Sale Price \$1,500,000

### North Shore Sydney (#1559)

- \* Well presented pharmacy
- \* Surrounded by many other retailers
- \* Ample Parking
- \* Average scripts per day 113
- \* Many doctors in the area
- \* Turnover of \$2,804,297 (2011/2012)

Sale Price \$1,360,000

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## AHPRA Tas closure

THE Hobart office of the Australian Health Practitioners Regulatory Agency will be closed next Mon 11 Feb due to the Royal Hobart Regatta South public holiday.

## WIN A NS-8 PRIZE PACK



Every day this week PD is giving two lucky readers the chance to win

a NS-8 prize pack, courtesy of Plunketts.

PREVENT and CURE for dry, cracked heels and feet with NS-8 Foot & Leg Moisturiser which softens and cares for very dry feet and legs; and NS-8 Heel Balm which provides fast relief for rough, cracked heels.

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).

*Which NS-8 product prevents rough, cracked skin?*

Hint! Visit [www.NS8.com.au](http://www.NS8.com.au)

Congratulations to yesterday's lucky winners, Michael Venn of Murray T Martin Pharmacy and Anne van Heel from Glenhaven Maedi-Advice Pharmacy.

## PSA urges APF22 for sport

THE Pharmaceutical Society of Australia is reminding pharmacists that its "definitive reference work," APF22, includes a complete section on Drugs in Sport which is highly relevant given the controversy around performance-enhancing medications which has erupted in the AFL and other codes this week.

PSA ceo Liesel Wett said that while most athletes are well aware of the list of substances that are banned for their sport, "a range of circumstances or outside factors can contribute to an athlete requiring timely advice about banned substances from a pharmacist."

"Many legal medicines are banned for athletes and pharmacists must be aware of these and be able to advise athletes who may have been prescribed them or seeking them as

over-the-counter remedies for conditions," Wett said.

APF22's Drugs in Sport section details the processes that a pharmacist should go through when dispensing any medicines for athletes subject to doping control testing.

"APF22 continues the tradition of continually updating information and providing new information relevant to pharmacists," Wett added.

The reference guide also includes a link to the latest list of banned substances.

## Guild Webinars

THE NSW branch of the Pharmacy Guild has launched a new "webinar package" which allows pharmacy staff to access Tuesday webinars either live on the night or by watching the recordings at their leisure.

"This is a great way to receive clinical updates that everyone can access and at a time that suits you," said spokesperson Carlene Clarke.

Topics available include Mental Health, Diabetes, MedsCheck for Cardiovascular Conditions, Respiratory, Strategies for Alcohol Abuse and more.

It costs \$160 for the whole package for Guild members, and \$210 for non-members, with staff also able to register for individual sessions which commence next Tue 12 Feb 2013.

More info 02 9467 7132.

**CLICK HERE** for registration form.

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## DISPENSARY CORNER

AN errant glass eye has caused a mistrial in the USA, after it popped out while the victim of an assault was testifying.

John Huttick was weeping on the witness stand as he told jurors about the impact of losing half his vision in a Philadelphia bar fight in 2011.

Unfortunately the extra lubrication caused the prosthetic blue eye to pop out of its socket, startling those on the jury and leading the judge to schedule a new trial for next month.

HERE'S an intriguing treatment for addiction.

A father in the USA has offered to pay his 14-year-old teenage daughter \$200 if she can stay off Facebook for the next 5 months.

Rachel Baier, like most teenagers, is an adept negotiator, with a formal contract signed which will see her get \$50 to resist the siren call of social networking until mid-April.

A further \$150 will come her way if she keeps off Facebook until the end of June.

USA Today reported that the contract states that Rachel is allowed to use the proceeds of the deal for "stuff".

According to her dad it was the teenager's idea, because she wanted to raise some money and was frustrated at not being able to get babysitting jobs.

## \$10k Parkinson's prize

THE Michael J. Fox Foundation has launched a research challenge aiming to "spur ideas for using patient data, collected using smartphones, in Parkinson's disease monitoring and treatment".

\$10,000 is up for grabs for the best ideas utilising the data which has been collected from a group of Parkinson's patients and control subjects.

Any meaningful use of the data to improve diagnosis, treatment or therapeutic development in Parkinson's is eligible for entry - see [michaeljfox.org/datachallenge](http://michaeljfox.org/datachallenge).



Have you registered to attend CPD by the SEA – NSW Convention 2013 (incorporating Zone Leaders Conference Fri 22 Feb)

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### Jobs of the Week

- **Pharmacist in Charge** - Great Lakes, NSW (Job# 2009643)  
Customer focused role, beachside location, 3 hrs drive from Sydney
- **Pharmacist Manager** - Brisbane, QLD (Job# 2009641)  
Partnership buy-in opportunity. Established team and customer base.
- **Senior Clinical Pharmacist** - Spencer Gulf Region SA (Job# 2009648)  
F/Time, 2yr contract, exp Clinical Pharmacist, incl the need to mentor.

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