

THE RULES HAVE CHANGED...

Let instigo give your store the right game plan to focus on essential goals and get over the profit line.

We can be your retail skills coach, provide training and insight and review your performance with the aim of maximising profit in challenging times.



nicole@instigo.com.au
ph 02 9248 2628
www.instigo.com.au

INSTIGO RETAIL COACHING
CLICK HERE TO GET YOUR STORE GAME PLAN
www.instigo.com.au/contactus

Pharmacists FOBruary

BOWEL Cancer Australia is urging pharmacists and pharmacy staff to get behind FOBruary this year, and encourage Aussies aged 50 and over to take a FOB (faecal occult blood) test during the month of February to screen for bowel cancer.

"From January 2013, the Federal Government funded National Bowel Cancer Screening Program (NBCSP) will send an iFOB Test (immunochemical Faecal Occult Blood Test) to Australians turning 50, 55, 60 and 65 only, excluding millions of people," a statement by Bowel Cancer Australia said.

"Pharmacists and pharmacy staff have met a critical need by making bowel cancer screening accessible for those Australians who want to take action against this common cancer," the statement added.

Meanwhile, Bowel Cancer Australia has said that pharmacists wishing to get involved in FOBruary will be supported by a national advertising and media relations campaign, highlighting the need to do a FOB Test and the options for purchasing a BowelScreen Australia test kit.

Pharmacies interested in providing the BowelScreen Australia Program to their community may contact 1800 55 65 75 (option 3).

Regulatory seminar

THE Complementary Healthcare Council of Australia has opened registrations for its 2013 Regulatory Obligations Seminar at Rydges Lakeside Hotel Canberra on 18 March. See www.chc.org.au.

Pharmacists denied lunch?

SIXTY-two percent of Australian community pharmacists are routinely forced to work through their lunch breaks according to pharmacist union APESMA.

The statistic comes from a new APESMA survey of more than 1,300 pharmacists across the nation, which also found that in comparison with community pharmacists, only 37.9 per cent of hospital pharmacists work through lunch.

Speaking out about the results, CEO of APESMA, Chris Walton said that forcing pharmacists to work through lunch without additional pay was an illegal practice.

"Pharmacists perform complex work and they need to ensure they get a chance to get a decent meal, clear their minds and return to work ready to help patients," he said.

"Fatigue can have dangerous consequences in a pharmacy.

"It's worth remembering that without adequate breaks it is harder for pharmacists to concentrate, think analytically and recognise risks.

"That's why it is unlawful for pharmacy owners to ask pharmacists to work through their lunch break – because it can cause dangerous outcomes for patients," he added.

According to the survey results, not only do over half of pharmacists work through lunch, but they routinely don't get paid for the extra work, despite the award stipulating they must be paid an on-premise meal allowance 1.5 times their usual rate.

Interestingly, the survey found that this practice was highest in Victoria where 61.6% of

pharmacists who worked through their lunch break received no payment for the additional work.

In light of the results, APESMA is now calling on the Fair Work Ombudsman, in his audit of pharmacies, to ensure pharmacists get their lunch breaks.

MEANWHILE, the Pharmacy Guild of Australia has responded to APESMA's survey saying it is confident that "the overwhelming majority of community pharmacies act in good faith to comply fully with the Pharmacy Industry Award 2010".

"The Guild works closely with the Fair Work Ombudsman's office to ensure that community pharmacy employers are aware of their obligations," the Guild said.

"We welcome the approach expressed by the FWO namely that pharmacy employers will be reminded of their obligations ahead of a longforeshadowed audit later this year," the Guild added.

The Guild went on to say that it has conducted a campaign among its members to urge them to check their levels of compliance with the award ahead of the national audit.

"Last year the Guild published, and distributed widely, an industrial checklist for the benefit of all employees working in community pharmacy to use in discussion with pharmacy owners and confirm the correct pay," the Guild said.

"The Guild strongly believes that all employees should understand their employment conditions and entitlements, and that information on these matters should be readily available," the Guild added.

Today in Pharmacy

TODAY'S Pharmacy Daily features two pages of news, plus a full page from Pharmacy Alliance which invites pharmacists to "count on more over the counter sales" (see p3).

MEANWHILE Pharmacy Daily would like to congratulate Jonathan Soon of HPS Pharmacies who was the lucky winner of last Friday's Reef Suncare competition.

For more chances to win, see p2.

SAB below benchmark

AUSTRALIAN hospitals are succeeding in the fight against staphylococcus aureus bacteraemia (SAB), according to the latest report from the Australian Institute of Health and Welfare (AIHW).

SAB is a serious bloodstream infection associated with hospital care-in particular, surgical and other invasive procedures.

It is sometimes resistant to treatment with antibiotics.

The report titled *Australian hospital statistics 2011-12: Staphylococcus aureus bacteraemia in Australian public hospitals*, showed national information on cases of SAB associated with care provided by public hospitals for between July 2011 and 30 June 2012.

According to the figures, the rates of public hospital-associated SAB remained below the national benchmark in 2011-12.

"Our report shows that the national rate in 2011-12 was 0.9 cases per 10,000 days of patient care, below the benchmark of 2 cases per 10,000 days," said a AIHW spokesperson.

Unbelievable SPECIAL OFFERS

OFFER 1

GET UP TO 132,
2 FOR 1 MOVIE
PASSES VALUED
AT \$2508

FREE!

OFFER 2

ODOURLESS
FISH OIL
1000MG 200
FROM JUST

\$3!

OFFER 3

ODOURLESS
FISH OIL
1000MG 400
FROM JUST

\$5!

CLICK **HERE** FOR FULL DETAILS
AND ORDER FORMS!

Everest™

Is Your Pharmacy FAIR WORK Compliant?

Don't do anything until you have contacted us.
WE CAN ASSIST

Call 1300 227 655

OR To Find Out More

CLICK HERE



Guild Update

Community pharmacists are advised that the The National Health Services Directory (NHSD) has launched a new app which includes a pharmacy search capability.

The website www.nhsd.com.au, and the downloadable app, are supported by all Australian governments, and are intended to provide consumers with reliable information.

The NHSD covers the nation.

It will be freely available and will include both public and private health sector providers from all Australian states and territories.

The NHSD is initially providing service information for GPs, Pharmacies, Hospitals and Emergency Departments. Preliminary searches on the site have shown that some pharmacies have inadvertently not been included.

It is in the interests of all pharmacies to check the site to ensure that their business is listed, with all details correct.

Please check your pharmacy details and report any errors to NHSDWebsite@healthdirect.org.au.

According to NHSD, the directory has been developed to support health providers' delivery of services in addition to facilitating public access to reliable information.

It will be further extended to include allied health providers and human services in the coming months.



The Pharmacy Guild of Australia

Aussies need more self care

A KEY element in helping Australians manage their health lies in actively promoting patient self care, according to the Australian Self-Medication Industry (ASMI).

The comments come in the wake of ASMI's Federal Budget submission issued today which urges measures to promote greater innovation in the consumer medicines sector and to broaden the take-up of consumer self care.

"Australians already manage or treat a large proportion of their ailments without consulting a doctor," ASMI said in a statement.

"However, previous research commissioned by ASMI shows that seven per cent of all GP consultations involve the treatment of common or minor ailments, many of which could be managed by a pharmacist, with significant savings to the health system.

"Nationally, this translates into some 25 million GP consultations annually that involve minor ailments - that's 96,000 consultations each day," ASMI added.

To that end, ASMI's Budget submission recommends: the establishment of an 'Australian Self-Care Alliance' to build the evidence base to support policy decisions in relation to greater self care, improve health literacy and identify opportunities for more cost-effective healthcare delivery.

In addition the submission calls

for the adoption of a Benefit Risk Regulation Model for non-prescription medicines to assist both regulators and manufacturers to better assess risks and benefits, to improve risk management, and to enhance communication to consumers; as well as the establishment of a best practice regulatory scheme through the joint Australia New Zealand Therapeutic Products Agency (ANZTPA).

Furthermore, ASMI has called for the implementation of IP protection provisions for non-prescription and complementary medicines to ensure ongoing investment in research and innovation.

Moreover, the submission also urges steps to encourage investment in research to build the evidence-base supporting complementary medicines and into increasing access to over-the-counter (OTC) medicines through rescheduling.

DISPENSARY CORNER

ONE way to get the heart pumping.

Four unlucky Irish tourists were forced to spend a fearful night in the arms of a tree in Darwin, after their boat capsized.

The quartet were fishing for mud crabs in Darwin Harbour when their boat was struck by a wave, which caused their humble craft to capsize.

Fearful of what lurked unseen below the murky waters, the four quickly made their way to the mangroves and scaled the tallest tree they could find.

"They were bitten savagely by sandflies and mosquitoes and were very worried about being eaten by larger things," said the Director of CareFlight, Ian Badham.

After an anxious night watching crocs circle, the tide finally went out, allowing the men to get back to their boat and activate their emergency beacon for help.



WIN YOU ME & EVERYBODY PACK

This week we are giving five lucky readers the chance to win a You, Me and Everybody prize pack from Symbion Consumer Products.

The You Me and Everybody range has been specially designed and formulated for women who are seeking products that are highly effective and offer great value for money. The range includes products in the general skin care, skin assist and cosmeceutical beauty categories.

Each You Me and Everybody prize pack is worth \$115 and contains: Derma Karma Arnica Cream, Shady Lady Moisturiser, Helping Hands Wash, Saving Face Serum, Saving Face Toner, Saving Face Moisturiser, Cool it Aloe Vera Gel; and Pucker Up Paw Paw (not pictured).

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

Hint! The answers can be found on the You, Me and Everybody website: www.youmeandeverybody.com.au.

Name the three products in the You, Me and Everybody 'Saving Face' range?

Congratulations to yesterday's lucky winner, Felicity Huxhagen from Friendliest Chemmart Chemist.

APP2013

21-24 March



The Pharmacy Guild of Australia

Accommodation released from sale at the end of February!

BOOK ONLINE NOW!

*Rooms available after February upon request



Count on more over the counter sales.

Call 03 9860 3300 or visit
pharmacyalliance.com.au now.

