

Mobile friendly TGA

THE Therapeutic Goods Administration has launched a "mobile-friendly" version of its website, offering easier-to-read text and a screen-optimised layout. The TGA says about 10% of visits are already from mobile devices.

Fibre not the answer

ABOUT 30% of consumers turn to fibre for the treatment of existing constipation, according to research commissioned by Dulcolax.

That's despite clinical guidelines which recommend that fibre should be used primarily as a preventive agent rather than as a treatment for acute episodes.

And with four out of five Australians using the internet to search for health information, there's a strong role for pharmacists to provide trusted advice about best-practice constipation management, according to Prof Terry Bolin of the Gut Foundation.

"Fibre is an important preventative measure for constipation but for people who need additional assistance in dealing with the problem, sensible use of stimulant laxatives in the recommended dose is unlikely to cause harm and can greatly improve quality of life," he said.

S3 focus can reap results

A NEW program launched yesterday by Reckitt Benckiser strongly encourages pharmacists to "embrace and grow the S3 business" as a key differentiator from discounting competitors.

The 'PainSmart Challenge' is being mentored by Nick Logan of Nick Logan Pharmacist Advice in Artarmon, NSW, winner of the 2009 Pharmacy of the Year award.

He said that supporting the S3 category is better for the customer, better for pharmacy and better for business.

"Central to successfully maximising the S3 category in the pharmacy channel is positioning the community pharmacy as a health centre," Logan said.

"At the end of the day, customers want a knowledgeable and accessible local pharmacist who can help them achieve positive health outcomes.

"Price is not a primary concern... customers value the personal health advice and the add-on support that a pharmacist can provide," he added.

Reckitt Benckiser is heavily investing in supporting the "appropriate relief of strong pain for consumers," and Logan said this would help drive traffic in store and

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New skincare range

AUSSIE gardening TV celebrity Jamie Durie has launched a new 'People for Plants' certified organic skincare range.

There are 22 products on offer including cleansers, face oils, lip balms and body care products, in store from 01 Jul - 1800 221 739.

build a profitable S3 category.

The Challenge will follow real-life pharmacy case studies, aiming to highlight how supporting S3 brands such as Nurofen Plus can increase customer loyalty and profitability.

Participants will develop an S3-focused business plan incorporating ordering, pricing, marketing, workflow, resourcing and training, along with the soon-to-launch RB PainPod training module 'Hard to treat pain' for pharmacy staff

To learn more or to sign up for the challenge see rbhealthhub.com.au.

Sam Prince for SHPA

THE Society of Hospital Pharmacists of Australia has confirmed that the opening plenary of its upcoming MM2013 will feature the inspirational Sam Prince, founder of non-profit group One Disease at a Time.

The entrepreneur is also founder of the Emagine foundation which has built 15 IT learning centres in rural Sri Lanka, Vietnam and Cambodia.

One Disease at a Time is starting with a three year Healthy Skin Program in East Arnhem Land, with the aim of demonstrating a best practice model of partnering with Indigenous communities to create sustained change, working to eliminate scabies which has reached epidemic proportions in many remote areas.

MM2013 will take place in Cairns 19-22 Sep, with savings for registrations made before 05 Jul online at www.mm2013shpa.com.

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Canberra Hospital connects patients

A TRIAL of free public wi-fi internet access has commenced at Canberra Hospital, initially covering paediatric and rehabilitation wards.

ACT Chief Minister Katy Gallagher said the trial would expand to the oncology, renal services, outpatient and emergency departments later in the year, with the move giving patients the ability to keep in touch via emails and social media, as well as internet browsing as a pastime.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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GUIDED holiday specialists Trafalgar is offering savings of up to \$600 per couple on bookings from its new America and Canada brochure.

Available at your travel agent now, the promotion includes a \$400 saving on brochure prices, plus \$200 off Virgin Australia airfares meaning the flights to Los Angeles start at just \$995.

There's also a 10% early booking discount, with the best savings available for bookings made before 28 Jun.

COUPLES can save up to \$2400 when they book a small group Kimberley adventure and luxury cruise with APT, with the fabulous trip departing next May.

The 26-day tour includes 15 days in the outback including the Gibb River Road, a helicopter flight over Mitchell Falls, Echidna Chasm and Cathedral Gorge - followed by an 11 day *Oceanic Discoverer* coastal cruise - see your travel agent for details.

Huge medicine misuse cost

A NEW report released overnight by IMS Health has estimated that avoidable costs of over \$200b are incurred each year in the US health system as a result of medicines not being used responsibly.

The figure represents 8% of the country's total healthcare spending, and comprises millions of avoidable hospital admissions, outpatient treatments, pharmaceutical scripts and emergency room visits.

The report looks at six areas: medication nonadherence, misuse of antibiotics, medication errors, suboptimal use of generics, delayed evidence-based practice and "mismanaged polypharmacy in older adults."

IMS Institute for Healthcare Informatics executive director,

Murray Aitken, said that progress had been made in some areas but there's huge potential for savings.

The full report can be downloaded by **CLICKING HERE**.

Aspen GSK purchase

GLAXOSMITHKLINE has confirmed an offer from Aspen Pharmacare for the acquisition of a number of brands and a manufacturing facility in France.

The proposed deal includes the transfer of thrombosis brands Arixtra (fondaparinux) and Fraxiparine (nadroparin) to Aspen (excluding in China, India and Pakistan), along with the factory in Notre-Dame de Bondeville.

A period of exclusivity has been agreed between Aspen and GSK, which said it would respond to the offer "subject to consultation with employees".

Financial terms are confidential at present, with GSK saying the proposed transaction is in line with its "strategy of focusing on products with the most growth potential and the delivery of its pipeline".

Devices database

THE TGA has launched its new Database of Adverse Event Notifications (DAEN) for medical devices, which provides a searchable facility of reports about medical devices in Australia.

See tga.gov.au/safety/daen.htm.

WIN A MOR ESSENTIALS PACK



Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **MOR Essentials** set, valued at \$59.95 each.

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Congratulations to yesterday's lucky winner, **Kathy Thomas** from **Townsville Health Centre**.

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DISPENSARY CORNER



THE latest anti-fashion sensation from China is so-called "hairy stockings" - an innovation which apparently aims to discourage approaches from the opposite sex.

The stockings, pictured below, are actually hirsute leggings which first appeared on Weibo, the Chinese version of Twitter, with some users describing them as "anti-pervert stockings".

They've also been billed as "essential for all girls going out".



THIS won't be popular with users of sleeping tablets.

A US inventor has created what he believe is the perfect alarm clock - a device which starts to shred your money if you don't get up to turn it off.

The device, which can be viewed online by **CLICKING HERE**, combines a 'Sparkfun' clock kit with a USB paper shredder, all set up with some money poised in the opening ready to be shredded if it's not deactivated within a few seconds of the alarm going off.

BRITAIN'S fattest cat has been placed on a very strict diet, after being entered into a pet slimming competition.

Ulric, who's a Norwegian Forest cat (below), weighs a whopping 13.6kg, is owned by Jan Mitchell who said "he is a lovely cat but he's just very greedy and lazy".

He's the heaviest cat to ever take part in the competition, with the new regime involving weighing of each meal to ensure he's eating correctly.

