

Are you Ready?

Be part of the bigger picture...

MedsCheck Services -
Subscribe Now [click here](#)

Identify Record Report

powering the better use of medicines



guildcare

www.guildcare.com.au

guildlink

DDS vaccinations

DISCOUNT Drug Stores will launch its flu vaccination program earlier than usual this year due to whispers that a nasty flu strain from the US is due to hit Aussie shores soon.

As such, DDS will begin flu vaccination clinics in its stores from the end of March.

5th Community
Pharmacy Agreement

Be a leader of innovation

Electronic Transfer of Prescriptions

Learn more about Electronic Transfer of Prescriptions and how they are transforming the Community Pharmacy ehealth journey.

Last workshops on now in

Queensland

Register at
www.5cpa.com.au



Australian Government
Department of Health and Ageing



The Pharmacy
Guild of Australia

The Electronic Transfer of Prescription Education Program is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

Australian mental health

AN estimated 7.3 million Australians aged 16 to 85 have a lived experience of a mental illness, according to the latest report from the Mental Health Commission.

According to the report, one in five adults or 3.2 million Australians will experience a mental health difficulty in any year, with the most common mental illnesses being affective disorders which include depression and bipolar disorder, anxiety disorders and substance use disorders.

Along with these frequently occurring mental illnesses, around 3 per cent of the adult population, will experience a severe mental illness such as schizophrenia or bipolar disorder, the report found.

Interestingly, the report also noted that mental illnesses are the leading cause of the non-fatal disease burden in Australia (with anxiety and depression, alcohol abuse and personality disorders accounting for almost three-quarters of the total burden).

"It is not good enough when we know that as a nation we spent over \$6.3 billion or \$287 per Australian on mental health related services in 2009-2010," the report card said.

"This expenditure has seen an average annual increase of 4.5% of spending per Australian between 2005-06 and 2009-10.

"But there is little or no accountability as to what improvements we are getting for such a significant investment,

whether it improves the health and wellbeing of people with a mental illness and provides them with the services they need," the report card added.

The report also noted that in 2009-10 there were 1,434 specialised mental health facilities in Australia, 31.1 million prescriptions of mental-health related medicines dispensed by community pharmacies in 2010-11 and 1.7 million Australians (or 8% of the population) who received public and/or private clinical mental health services in 2009-10.

"Service provision and access to treatment are important – but they are not the whole story," the report said.

"At a national level, we don't measure whether we are providing effective, evidence based mental health care, or the appropriate range of services to support a person in their recovery, such as helping people find and keep a good job or a home.

"We do not collect routine information to measure how we support a person to have a contributing life, across the cultural, physical health, social, and community aspects of their lives.

"We need to better understand why in any year only 35% of the 3.2 million people who reported they had a mental health difficulty in the previous 12 months used mental health services," the report card added.

For more information, see mentalhealthcommission.gov.au.

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.

1-3 Mar: PSA NSW 2013 Annual Therapeutic Update, Terrigal NSW - nsw.branch@psa.org.au.

17 Mar: Clinical Intensive: Diabetes; Pharmacy House, 44 Thesiger Court, Deakin / ACT; www.psa.org.au.

21-24 Mar: Guild APP2013 national conference, Gold Coast Convention Centre - more info 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.

21-23 June: NSW Pharmacy-National Convention & Exhibition. Sydney Convention & Exhibition Centre, Darling Harbour. For details see: www.nswpharmacy-nce.com.au.

5-8 July: Australian College of Pharmacy's 24th Annual Conference and Exhibition, Brisbane Convention & Exhibition Centre - www.acp.edu.au

11-13 Oct: Pharmacy Australia Congress in Brisbane - details www.psa.org.au/pac.

14-16 Oct: Global Drug Safety Conference and Exposition, Brisbane - for more details email qldadmin@psa.org.au.

WANT TO TURN YOUR PHARMACY INTO A SALES AND PROFIT JUGGERNAUT BUT DON'T HAVE THE EXPERTISE, TIME, OR MONEY?

Join **Chemsave** and not only will you get our expertise and time, but you'll also get our money! In fact...

WE'LL SPEND \$50,000 UPFRONT ON YOUR PHARMACY...

to quickly get it to where it needs to be so you can quickly get the results you need!

Just pay a low \$999 monthly membership fee! IT'S THAT EASY!



Contact David Patton m: 0432 515 717
OVER 100 MEMBERS AUSTRALIA-WIDE!



Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829

Email: info@ravensrecruitment.com.au
Web: www.ravensrecruitment.com.au

Jobs of the Week

- **Pharmacist Manager** - Coffs Harbour, NSW (Job# 2009622)
Management role in tourist destination NSW coast. Career potential.
- **Pharmacist Manager** - Melbourne South, VIC (Job# 2009671)
Overall management of busy, customer focused community pharmacy.
- **Pharmacist/PIC** - Darling Downs Region, QLD (Job# 2009690)
Are you ready to make a difference in this "out from the dispensary" role?

Australia's largest and longest running specialist pharmacy employment agency



Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy DAILY

For details call us today: 1300 799 220

What do you know?

CANCER Australia has launched a new online interactive quiz, *Ovarian Cancer - what do you know?* that will provide Australian women with vital information about the myths, risk factors and symptoms of ovarian cancer.

For details see www.youtube.com/canceraustralia.

WIN AN INVISIBLE ZINC PACK



Every day this week **PD** is giving one lucky reader the chance to win an **Invisible**

Zinc prize pack.

Each prize pack contains Invisible Zinc® ESP™ Environmental Skin Protector SPF 30+, Invisible Zinc® Tinted Daywear SPF 30+ (medium), UV Silk Shield Foundation SPF 30+ (medium).

To win, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au.

Invisible Zinc Tinted Daywear SPF 30+ comes in two skin shades, light and?

Congratulations to yesterday's lucky winner, **Catherine Buzaki** from **Auscare Pharmacy Glass House Mountains**.

Aussie hospitals improving

IN 2012, 65.5% of patients presenting to a public hospital emergency department in Australia had their visits to the emergency department completed in four hours or less, according to the latest Australian Institute of Health and Welfare (AIHW) report.

The paper looks at the extent to which states and territories are improving performance and have met targets specified in the National Partnership Agreement on Improving Public Hospital Services in 2012.

In 2012 there were almost 671,000 hospital admissions in Australia from public hospital elective surgery waiting lists, as either an elective or an emergency admission.

Median waiting times ranged from 27 days in Qld to 55 in the ACT.

According to the report, Queensland, Western Australia, South Australia, Tasmania and the ACT achieved higher proportions (in terms of meeting targets) than their 2009-10 baseline percentages.

Despite this, WA was the only state to achieve a proportion greater than its 2012 emergency access target.

The report also found that last year NSW, Vic, WA, SA and the ACT provided treatment or referral to the top 10% of most overdue

patients in each urgency category who were waiting at the end of 2011.

Aged care learning

THIS month marks the opening of South Australia's Adelaide G-TRAC Centre, a state-of-the-art teaching aged care centre.

Located at Resthaven Paradise campus, the centre is similar to a teaching hospital and incorporates aged care services with research and education.

The centre is one of 16 being established around the country.

"What this enables us to do is to bring together the right mix of education and clinical practice to develop a more effective approach to aged care," said the Minister for Ageing, Mark Butler.

"For residents, that means a more complete service that caters for their changing needs and is more responsive, making use of the latest research and evidence about care and support.

"For students, workers, providers and the aged care sector more generally it is about creating the best possible learning environment and making aged care an attractive and exciting industry to work in," he added.

In addition, Butler said that the centre will also enable aged care staff to 'mentor' students on clinical placements, provide input into, and review curriculum development, and ensure students have practical skills and exposure to working in aged care.



DISPENSARY CORNER

SURPRISE! Kardashians may not sell.

New research has found that the use of female celebrities and models for product promotion may spark scorn rather than promote purchasing.

The study, from Warwick Business School, found that women turned off products placed next to 'attractive' images of female models, but they are likely to buy the product if the images are used subtly instead.

"We showed that when exposure to these images of beautiful models is subtle, a sub-conscious automatic process of upward social comparison takes place leading to a negative self-perception," said lead researcher Dr Tamara Ansons.

"But that led to a more positive attitude towards the brand.

"Yet when the exposure to the idealised image of a woman is blatant, a conscious process is activated and consumers employ defensive coping strategies, ie they belittle the model or celebrity to restore a positive perception of themselves," she added.

The experiment saw women exposed to different images, the first of which was a magazine with a vodka advertisement on one page and on the opposite page was an attractive woman (subtle exposure), and the other was the vodka bottle and the woman on the same page (blatant exposure).

Expert Opinion on Drugs

COINCIDING with rare disease day, 28 February, Expert Opinion is launching a new *Expert Opinion* on *Orphan Drugs* journal.

WIN
1 of 5 Napoleon Perdis
Classic Essentials packs

Valued at
\$235

Click **HERE**
for more info

Complete Actegy online training 1st - 31st March 2013 to WIN

www.elearning.hthealth.com

Retail Assistants Conference

Don't Miss Out

Limited Seats Available
Pharmacy Alliance members only

To register visit pharmacyalliance.com.au, email marketing@pharmacyalliance.com.au or phone (03) 9860 3300

 pharmacy alliance
Your formula for independent strength