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## Today in Pharmacy

**TODAY'S Pharmacy Daily** features two pages of news, plus a third page of Health and Beauty.

**PLUS** see **p4** from API offering free catalogues, display bins, and point of sales kits.

## Paiyouji warning

**PAIYOUJI** Natural Slimming Capsules pose a serious risk to users health and should not be taken, according to the TGA.

The warning follows TGA testing which found sildenafil and phenolphthalein in the formula.

## Bulk billing up

**BULK** billing rates for GP services are at an equal record high, with 82% of GP services bulk billed in the December quarter.

In addition, the Dec figures show bulk billing for diagnostic imaging remained at the record high of 74.5%, as does bulk billing for pathology services which is at 88%.

Overall, bulk billing for all Medicare services reached a record high of 77%.

In total, almost \$4.9 billion in Medicare benefits was paid for 88 million Medicare services during the quarter.

## Immunisation guidelines

**THE** Pharmaceutical Society of Australia has released a new set of guidelines for providing immunisation services.

Designed to promote best practice and the delivery of high-quality immunisation services in pharmacies, the document, titled *'Practice guidelines for the provision of immunisation services within pharmacy'*, provides guidance to pharmacists on professional issues and obligations related to immunisation services within the pharmacy setting.

"The PSA recognises the importance of continuity of patient care within the healthcare environment," said National President of PSA, Grant Kardachi.

"These new guidelines promote specific policies and protocols designed to ensure safe and effective channels of communication between healthcare providers.

"PSA supports immunisation as both a public health program and as a means of managing an individual's health," he added.

To support the release, the PSA has also created a suite of educational resources including online modules and inPHARMation education articles for pharmacists

and pharmacy assistants.

In addition, a new Self Care resource kit has been developed for staff training, information and practical tools to run an in-store promotion and implement an immunisation service in the pharmacy.

Face to face events are also being run by local PSA branches.

See [www.psa.org.au](http://www.psa.org.au).

## Free patient support

**FREEPATIENTSUPPORT.COM**, the first ever portal allowing patients to easily find the medical compliance program best suited to them, will launch next week.

Freepatientsupport.com allows patients to search, select and connect with support programs that can help them maximise the health benefits from their meds by improving compliance.

The program has also teamed up with Healthpoint, Australia's leading provider of health information and preventative screening tools, allowing health consumers the ability to also register live in store via touch screens located in 700 pharmacies Australia-wide.

## Infectious measles

**NEW** research published at this week's Annual Scientific Meeting of the Australian Society for Infectious Diseases in Canberra, found that measles can spread beyond those seated immediately around an infectious person on aeroplanes.

The study analysed the risk of transmission associated with measles cases who travelled on flights to or within Australia.

The researchers identified 45 infectious cases who had travelled on aeroplanes, involving 49 separate flights.

20 secondary infections (people who were infected by the primary cases and became ill in the 10-14 days after the flight) occurred in people on 7 of 49 flights on which infectious cases travelled.

Secondary cases occurred on 7 of 36 international flights and none of the 13 domestic flights that infectious cases had travelled on.

Nine of the secondary cases were seated within 2 rows of the index case, while 11 cases were seated outside 2 rows, beyond the range of seats for which contact tracing is currently recommended.

Secondary transmission was more likely to occur when primary cases were in young kids, and where there were multiple cases travelling.



**Find out what shape you're in as a result of the April PBS changes with our Health Check calculator.**

For your free check and the chance to discover long term strategies that will protect the profitability of your pharmacy, call us now on 03 9860 3300 or email [enquiries@pharmacyalliance.com.au](mailto:enquiries@pharmacyalliance.com.au)

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## MedPrep recall

THE US FDA is alerting health care providers and patients of a recall of all lots of all products produced by Med Prep Consulting Inc, following the discovery of floating particles, identified to be a fungus, in five bags of magnesium sulfate intravenous solution.

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stand #F23**

**www.gopharm.com.au**

## GoPharm to change landscape

**GOPHARM.COM.AU** is set to launch this week at APP, in a move which the company says will "change the way pharmacies purchase products".

Based on the success of consumer online trading platforms such as Groupon and Catch of the Day, GoPharm will offer for the first time; daily, weekly and monthly product deals to pharmacy.

"We identified a gap in the pharma market for an independent online trading platform to cater for pharmacists purchasing needs," said GoPharm MD, Stephen L Blank (formerly Head of Strategy & Development for Ascent Pharmaceuticals and Genepharm).

"Due to PBS Reform and increasing costs, pharmacists are looking for ways to improve their operational efficiencies.

"GoPharm gives pharmacists access to the best deals in the market.

"With one click, pharmacy is in control of their purchasing simply and efficiently," he added, saying that the company supports a free, open and competitive market.

Meanwhile, welcoming the launch, Wayne Marinoff, Head of Generics at Aspen Australia said "Aspen has a large range of medications across prescription brands, generics and branded OTC which support pharmacy".

"GoPharm represents another channel to pharmacy that allows us to engage differently with pharmacists in a simple & effective way," he added.

Membership is free to all pharmacists; and those who wish

to sign up can do so by visiting [www.gopharm.com.au](http://www.gopharm.com.au).

Launch deals will go-live from 5pm, this Friday 22 March, with the company claiming that it will offer up to 93% discounts off products.

For further information visit [www.gopharm.com.au](http://www.gopharm.com.au) or contact 1300 74 20 46.

## Research partnership

**RESEARCH** Australia has announced the formation of a new international alliance between itself and Research! America, Research Canada and Research Sweden.

Research Australia CEO, Elizabeth Foley, said that the alliance is about fostering greater collaboration among the organisations in an effort to leverage expertise, advancements and approaches in health and medical research advocacy.

This new collaborative effort will also enable each organisation to review and benchmark international investment in health and medical research within each country, as well as how each organisation attracts and secures funding.

## Rheumatic worries

**RATES** of acute rheumatic fever among Aboriginal and Torres Strait Islander Australians continue to be among the highest in the world based on the available data released in a report by the AIHW.

The report uses data on the incidence of acute rheumatic fever and prevalence of rheumatic heart disease from the Northern Territory, Queensland and Western Australian Rheumatic Heart Disease registers.

According to the paper almost all cases of acute rheumatic fever recorded in the NT between 2005 and 2010 were for Aboriginal and Torres Strait Islander people (98%), with 58% of cases occurring in 5-14 year olds.

In addition, between 2007-08 and 2009-10, Aboriginal and Torres Strait Islander people had hospitalisation rates for acute rheumatic fever/rheumatic heart disease that were more than 6 times those of other Australians, whilst the death rate from the disease among Aboriginal and Torres Strait Islander people was 5 times that of non-Indigenous Australians between 2004 and 2007.

## WIN A BOSISTO'S PRIZE PACK



**Pharmacy Daily** has teamed up with FGB Natural Products this week and is giving three lucky readers the chance to win an amazing Bosisto's prize pack (pictured to the left), valued at \$225 each. Bosisto's is embarking on an exciting project to plant 1 million trees in 2013!

Customers can help Bosisto's 'Plant a Tree' by purchasing any specially-marked 200mL Eucalyptus oil, available instore from May. The project aims to support local communities, the economy and the environment. For more info visit [www.fgb.com.au](http://www.fgb.com.au).

You could be the lucky winner of a Bosisto's pack valued at \$225. Just answer the following question in 25 words or less by COB on Friday.

*If you could change the environment for the better, what would you do?*

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

## Feeling the pressure in today's changing landscape?

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The Good Price Pharmacy Warehouse model is based on aggressive pricing, a large product range, appealing store layout and a well planned marketing strategy. All this in a large format environment that maintains customer service standards reminiscent of smaller community pharmacies.

**Visit us at APP Stand 67 to find out more information!**

[www.goodpricepharmacy.com.au](http://www.goodpricepharmacy.com.au)







## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

### Get Kate Moss' lipstick

Developed by Kate Moss in collaboration with Rimmel, **Kate Moss Lasting Finish Matte Lipstick**, incorporates precious ruby powder into its formula to provide rich matte colour. It comes in six sumptuous shades ranging from everyday neutrals to corals, pinks, and fuchsias. The lipsticks each come in matte red packaging signed by the supermodel.

**Stockist:** 1800 812 663

**RRP:** \$12.95

**Website:** [www.rimmellondon.com.au](http://www.rimmellondon.com.au)



## DISPENSARY CORNER

### HEART failure.

A car sales man had an unexpected cardio workout after having been duped into taking a test drive with a race car driver.

The prank was uploaded onto YouTube and shows Nascar driver Jeff Gordon (in disguise) hop into a high-powered Camaro sportscar and put it through its paces.

Playing the role of a nervous driver, Gordon begins the stunt by telling the sales man that the car may be too much for him, after which the sales man makes the mistake of saying "the way to make you comfortable would be to put you behind the wheel".

Once inside the car, Gordon begins the drive carefully, before encouragement from the sales man who said "It's got some power, so just get a feel for it".

Taking the encouragement, Gordon then takes off at incredible speed, swerving, braking and generally messing about.

During this process hidden cameras capture the shock and fear of the sales man, who threatens to call the police.

Soon after Gordon stops the car and reveals the stunt was a prank organised by Pepsi.

To watch the clip, **CLICK HERE**.

### HE needs some Deep Heat stat!

Polish national Krystian Herba has set the world record for bicycle jumping, after bouncing up 2,754 stairs on his bike.

Amazingly the feat only took Herba one hour 21 minutes and 53 seconds to complete, from the bottom of the 492-metre Shanghai World Financial Center to its observatory.

During his attempt, neither Herba's feet nor hands touched the ground.



### Soften those dry tired hands and feet

Soften and care for your hard-working hands and feet with a kit designed especially for them. **Burt's Bees Tips and Toes Kit** features a collection of the brand's creams and softening butters designed to keep hands and feet naturally soft and beautiful. Key ingredients include emollient rich coconut oil which protects skin from the elements by forming a thin film, which is not absorbed.

**Stockist:** 1300 855 478

**RRP:** \$24.95

**Website:** [www.burtsbees.com.au](http://www.burtsbees.com.au)

### Say goodbye to cellulite

**Clarins Body Lift Cellulite Smoother** is the first Clarins contouring care that works to reduce existing cellulite and also slow the formation of new cellulite while reinforcing skin's firmness. According to the company, the Body Lift Cellulite Smoother limits fat storage and activates fat destocking to reduce the most stubborn cellulite and block the formation of early cellulite at its origin. In terms of silhouette reshaping, the cream is claimed to firm and refine contours by stimulating the synthesis of new collagen fibres while it softens and lifts skin to promote hydration and comfort. By its effects on micro-circulation, it contributes to the elimination of excess water and fat, creating a feeling of lightness.

**Stockist:** (02) 9663 4277

**RRP:** \$90 (200ml)

**Website:** [www.adorebeauty.com.au](http://www.adorebeauty.com.au)



### Liquid iron on tap

FAB IRON has expanded its range of iron supplement products with the introduction of a new liquid iron supplement, **FAB IRON Liquid Iron**. FAB IRON Liquid Iron is a liquid iron containing organic iron, as well as a series of vitamins and herbal extracts specifically selected to help restore energy and overall health. According to the company, each 10ml dose delivers 10mg of iron, plus energy boosting B group vitamins and Vitamin C to assist maximum absorption of iron.

**Stockist:** 1800 788 870

**RRP:** \$19.95 (250ml)

**Website:** [www.fabhealth.com.au](http://www.fabhealth.com.au)



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Or email us at [pharmacyhealth@api.net.au](mailto:pharmacyhealth@api.net.au)

Participation due 28th March 2013