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Monash lecture

PROFESSOR Kamal K Midha, immediate past president of the International Pharmaceutical Federation, will deliver the 2013 Barry L. Reed Distinguished Lecture at Monash University next month.

Titled 'A trilogy of science, practice and education towards assuring better health,' the event is on at Monash's Parkville Campus from 4.15pm on Tuesday 4th June.

Attendance is free but registration is essential by calling 03 9903 9087 or by **CLICKING HERE**.

Sleep acquisition

EUROPEAN firm Air Liquide has expanded its home healthcare operations in Australia with the acquisition of a majority share in Healthy Sleep Solutions, a local firm which specialises in the diagnosis and treatment of sleep apnoea.

New PBS medicines low

A MAJOR report released this morning by Medicines Australia has found that the number of new PBS listings last year was the lowest level in 20 years, despite huge savings to the government from the PBS reform process.

Commissioned by Medicines Australia, the Impact of Further PBS Reforms study undertaken by the Centre for Strategic Economic Studies says that the reforms will deliver up to \$18 billion in savings, while also reducing patient out-of-pocket costs for prescription medicines.

It's the first study to quantify savings over such a long period, and showed that PBS spending over the next seven years is likely to be constrained due to the reforms

Diane-35 OK - EMA

THE European Medicines Agency's Pharmacovigilance Risk Assessment Committee has concluded that the benefits of Diane 35 (cypoterone acetate 2mg, ethinylestradiol 35ug) and its generics outweigh the risks, as long as measures are taken to minimise the risks of thromboembolism.

The move follows a review initiated when French authorities suspended the marketing authorisation of the contraceptive (PD 31 Jan) over concerns about a number of adverse events, which highlighted "extensive off-label use of these medicines as a contraceptive only".

The EMA said the medicines should be used "solely in the treatment of moderate to severe acne related to androgen-sensitivity and/or hirsutism in women of reproductive age."

CPEXPO handbook

THE complete conference handbook for the CPEXPO 2013 is now available online for attendees at the event to plan and maximise their experience.

Registrations are also still open for the event in Sydney 31 May-02 Jun, with up to 38 Group 2 CPD credits available and 1, 2 or 3 day packages on offer at psa.org.au/cpepo.

and patent expiries," assuring the sustainability of the PBS".

Medicines Australia ceo Brendan Shaw said that with the savings having been delivered, "the issue now is ensuring new medicines can be listed".

MEANWHILE the Pharmacy Guild welcomed the report, with executive director David Quilty saying the savings quoted are most likely understated, as it doesn't take into account the increasing number of private prescriptions that are now being dispensed.

Quilty said it is vital that the large savings from price disclosure "do not undermine the viability of industry participants, including community pharmacy".

Over an 8 year period to 2017-18 the report estimates that the impact on the 2010 reforms on pharmacies, wholesalers and generic brands combined will be \$1.582 million.

"Only about \$270 million of this - the direct mark-up flow-on effect - has so far been committed to be returned to pharmacy through the Fifth Agreement Pharmacy Practice Incentives," Quilty stated.

He said the direct and indirect impact of price disclosure will be a central consideration in the negotiation of the next agreement.

"The Medicines Australia report and the expenditure downgrades in last week's Budget indicate the likely need for increased dispensing remuneration in the next Community Pharmacy Agreement to offset the significant impact of price disclosure," Quilty added.

SUSMP No. 4 orders

THE TGA has released order forms for the next edition of the Poisons Standard, which is expected to be available in Jul-Aug this year.

SUSMP No. 4 is a consolidation of SUSMP 3 and its five amendments - see www.tga.gov.au for details.



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Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is Shannon Kerr, Marketing Manager at instigo.



New direct buying option

INDEPENDENT pharmacies are being invited to bypass "big wholesalers such as API or Sigma and Symbion," with the launch of a new trading website operated by Sydney-based United Prestige.

CEO Andrew Christopher said the business is part of a global network, with more than 3,000 suppliers, concentrating on "one-off opportunities and clearing brand-name parcels direct from over 50 countries".

United Prestige has for some time worked with medium sized businesses to help them take advantage of opportunities around the world and buy in bulk.

But Christopher said the new site now for the first time allows smaller independent retailers to "see and compare prices on big names and ask their own wholesalers why they are paying so much more, and demand a better price".

The huge range of brands on offer include such FMCG items as Pantene, Revlon, Loreal, Head and Shoulders, Sally Hansen, Bio-Oil, Colgate, Neutrogena, Listerine and many more, with Christopher saying that all parcels offered

come with authenticity papers and sanitised invoices.

At any time United Prestige has hundreds of offers available, with recent examples including five containers of Head and Shoulders (400ml) at \$2.68 per unit (retail price \$10-\$11) and two containers of Dove Soap 2-pack for just \$1.09.

Christopher said the company's objective is "to stop the high prices that most independents pay today for everyday lines to big wholesalers...and give them a better chance to survive and to compete with the big retailers and supermarkets and at the same time beat them at their own game".

See www.unitedprestige.com.au.

Actavis in play

NOVARTIS has downplayed suggestions that it's interested in acquiring generics firm Actavis, after reports of a possible offer in the *Wall Street Journal* on Fri.

The story also said Actavis had recently rejected a \$15 billion takeover offer from Mylan, and is also in "early-stage discussions" with Warner Chilcott.



DISPENSARY CORNER

THAT first morning coffee may be a thing of the past, with a new patent for a caffeine-equipped toothbrush from toothpaste maker Colgate-Palmolive.

The patent application describes an "oral care implement...that releases a chemical into the mouth during use," - and as well as possibly for use with caffeine, other options suggested including as a flavour dispenser or even a drug delivery system.

A patch would attach to the head of the toothbrush and add a small amount of the required molecule during brushing.

The patent says capsaicin, found in chillis, could be used to provide a "tingle" during brushing".

It is all about Control

RECENT research that we have conducted assessing the retail performance of a group of forty 'typical pharmacy businesses' highlighted some really interesting insights and suggests that of all factors affecting pharmacy performance those you CAN control have more effect on profitability than those you can't (competitive set, distance to doctors etc).

From deeper assessment there are several key things to focus on so that you can improve performance:

Retail sales dollars per prescription: This is a key measure and, through effective and appropriate solution selling, is something that you can directly control and can change your business fundamentals (dispensary:retail split). Set a target and track it.

Stock assortment and density: The data showed that stores that had the right mix of stock (both by key category and range) were turning over their stock three times more often than those with a poor stock mix. It freed up cash flow for new initiatives.

Staffing: Stores that had enough trained and engaged staff members on the floor saw a much better return on their wage spend than those that did not invest in their service levels.

Focus on what you can control and ensure you are single minded in your execution.

WIN A MOOGOO PRIZE PACK



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a MooGoo prize pack (pictured left), valued at \$40.40 each.

MooGoo Cover-Up Butter Cup is a gentle, non-whitening moisturiser made up of natural, edible ingredients and is designed for everyday use. It does not contain any chemical UV filters. The natural physical UV barriers Zinc and Raspberry Seed Oil have been added to help protect the skin from UV ageing and it is suitable for use on both babies and adults.

The SPF 15 Lip Balm is a soothing edible lip balm designed to moisturise and condition the lips. Zinc Oxide has been combined with natural moisturising oils to help keep the lips soft and protected from UV ageing.

To win this great prize, simply be the first person to email the correct answer to the question below to: comp@pharmacydaily.com.au.

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