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Special offer applies to Cartia 28's and Cartia 168's only.
Fax this form to your preferred wholesaler before 5pm Friday 31st May, 2013.

Product Description	Symbion	Sigma	API	RRP^ (Incl GST)	Order Quantity
Cartia 28's	426687	084145	571571	\$4.69	
Cartia 168's	355860	057513	766704	\$18.69	
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Cartia 84's (RPBS listed. No discount applies)	143529	081430	648361	\$11.00	

Fax this form to your preferred wholesaler before 5pm Friday 31st May, 2013

ORDER FORM

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Pharmacy Address: _____

Pharmacy Phone No: _____

Wholesaler Name: _____ Wholesaler Account No: _____

Offer period: Monday 27/5/2013 to 5pm Friday 31/5/2013 or whilst stocks last.

^RRP=Recommended Retail Price. The recommended retail price(s) referred to in this document are recommended only and there is no obligation on the retailer to comply with these recommendations. Cartia® is a registered trade mark of Aspen Pharmacare Australia Pty Ltd. 34-36 Chandos Street, St Leonards NSW 2065.





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Cartia promotion

PHARMACIES are being encouraged to ensure they have sufficient stock of Cartia, in the light of a large upcoming national advertising campaign for the product by Aspen Pharmacare.

A 10% discount is on offer for 144 or more assorted units of Cartia 28 and Cartia 168, accessible for orders until 31 May using the form on the **front full page** of today's issue of *Pharmacy Daily*.

MA urges PBS listing fix

MEDICINES Australia has urged all sides of politics to "fix deficiencies in the Pharmaceutical Benefits Scheme," as part of its 2013 Federal Election document.

The peak body says it's vital that confidence be restored in the process that makes new medicines available to patients, with MA ceo Brendan Shaw saying "we have now reached the point where companies are simply unable to make some new treatments available on the PBS".

He cited examples including drugs for rare diseases, where the sponsoring companies have abandoned plans for PBS listing, while other treatments for prostate cancer, melanoma and stroke prevention that have been recommended for listing but are still awaiting PBS funding.

"It's absurd that melanoma treatments that are freely available in countries like Poland and Belgium are not available in Australia, the melanoma capital of

the world," Shaw said.

"The bipartisan intention of PBS reform has always been to use savings from older medicines to fund new medicines, to avoid a situation where the wealthy can afford new medicines by paying full price for them, but other Australians go without because those medicines are not being subsidised on the PBS".

The Medicines Australia election document also urges the incoming govt to commit to listing all medicines recommended by the PBAC, as well as the strengthening of intellectual property provisions, provide a stable and predictable business environment, and encourage investment in the sector.

To view *Medicines Now: the 2013 Federal Election* **CLICK HERE**.

Pradaxa update

THE Therapeutic Goods Administration has issued updated safety information on the risk of bleeding associated with Pradaxa (dabigatran).

Two safety reviews of the medication have now been completed, both of which have reinforced the importance of appropriate patient selection for its safe use - in particular an assessment of the risk factors for bleeding.

There's also a contraindication for concomitant use of dronedarone and dabigatran, advice that dabigatran may have an effect on some pathology tests, and updated details of adverse events.

See www.tga.gov.au.

Immunisation booklet

HEALTH minister Tanya Plibersek has released the latest edition of *Immunisation Myths and Realities*, aiming to provide the latest scientific information on vaccinations, as well as dispel misinformation.

The fifth edition of the booklet is also available online at immunise.health.gov.au.

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US Pulmicort battle

ASTRAZENECA has been granted an injunction in the USA which restrains Actavis from further distribution of its generic version of Pulmicort Respules (budesonide), pending resolution of an appeal against a ruling by a US district court that the Actavis version did not infringe patents.

Friday's PD winner

CONGRATULATIONS to Rebecca Wong from Aspen Australia, who was the lucky winner of a MooGoo prize pack in Friday's *Pharmacy Daily*.

See page two for this week's exciting new competition.

Medicines errors

THE European Medicines Agency has issued six key recommendations to tackle the issue of medication errors, as part of a full action plan to be released by the end of the year.

The move follows a workshop which looked at "the single most common preventable cause of adverse events" in the EU.

The EMA has recommended the harmonisation and further development of terminologies, establishing collaboration between patient safety authorities and regulators, data pooling and analysis to find new ways of identifying errors, the systematic assessment of errors during the life-cycle of a medicine, active engagement with patients, consumers and health professionals, and support of research into safe practices.

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Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Shannon Kerr, Marketing**

Manager at instigo.



Loyalty – have you earned it?

Putting a loyalty card in your store, giving away discount every sale and never communicating with these customers is not customer driving loyalty; it is giving away margin. Creating a loyalty program that actually influences customer behaviour and spend is more complicated.

A true loyalty program forms the basis of your local area marketing and allows you to have a direct conversation with your customers. It should aggregate behaviour and demographics so that you get a better understanding of your main customer types and, most importantly, the ones of most value to you.

Your loyalty program should support and facilitate the other programs you run in your store eg. promotional programs, professional services, customer service and maximising customer lifetime value.

Scholarship review plan

THE government's health workforce review has suggested that the pharmacy scholarships currently being administered by the Pharmacy Guild could be consolidated with other programs, to produce administrative savings and program efficiencies.

The scholarships, worth \$1.245m in total, include the Rural Pharmacy Scholarship Scheme and the Aboriginal and Torres Strait Islander Pharmacy Scholarship Scheme.

The Mason Review made a total of 87 recommendations across the various health professions, but pharmacy has been largely left

alone apart from suggestions that a "detailed mapping" of scholarships could be done "to ensure equity and value for money".

The report urges better rural distribution of GPs, more team based community care and the development of the allied health workforce.

Another IMS buy

IMS Health has announced the acquisition of 360 Vantage, described as a "leading provider of cloud-based multi-channel CRM and closed loop marketing technologies".

The purchase aims to further extend IMS' commercial Software-as-a-Service capability for healthcare organisations around the world.

"Bringing together 360 Vantage's best-in-breed technologies with IMS Health's market-leading healthcare information, analytics, managed services and technology solutions will enable clients to more effectively engage with their customers," the company said.

\$33.5m B&L fine

BAUSCH & Lomb offshoot ISTA Pharmaceuticals has agreed to pay US\$33.5m in settlement of US Department of Justice claims arising from its marketing of Xibrom (bromfenac).

The DoJ claimed that ISTA promoted Xibrom for unapproved uses, with B&L saying the move related to conduct which occurred prior to its purchase of the company last year.



DISPENSARY CORNER

CHOLESTEROL is definitely on the menu at a selection of American eateries which were honoured in a new book called 'Bacon Nation' which was released this week.

Author Peter Kaminsky said "Bacon is a noble ingredient like truffles and sea salt...in small amounts it can make anything taste better".

One of the offerings featured is bacon-cheddar hush puppies served with chipotle mayonnaise at a restaurant called Chicago.

"You have your fried food group, your bacon food group and your salted food group - you can't miss," Kaminsky said.

He also highlighted the only-in-America experience at so-called Camp Bacon in the town of Ann Arbor in Michigan - a "four-day pork-belly extravaganza" sponsored by a gourmet food deli called Zingermans.

"If you can't get enough bacon at one meal, this is all-bacon, all the time," Kaminsky wrote.

AND while we're on the subject of US cookery, a celebrity chef from Los Angeles has attracted attention with his new demonstrations of insect recipes.

One of David George Gordon's specialities is tempura-battered tarantula.

Apparently he has a freezer full of spiders, which he defrosts one at a time before cutting off the abdomen, singeing the hairs with a lighter and then putting the rest into some batter.

"You just have to brown it up for a couple of minutes. Then I add my secret ingredient, a pinch of smoked paprika for flavour.

"The best part are the legs," he said during the third annual Bug-A-Thon at Ripley's Believe it or Not in Hollywood.

Other dishes on offer include a selection of tasty snacks made from grasshoppers, dung beetles, wasps and termites, with the event aiming to showcase the nutritional potential of creepy crawlies.

GET YOUR SKIN READY FOR WINTER

Winter is upon us and it's time to treat your skin with Nutri-Synergy.

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Name one of the "nasties" that Nutri-Synergy products do not contain