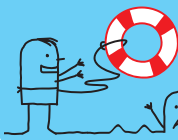


## PBS changes. Need a solution?

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## Pharmacist released

THE PSA's *Australian Pharmacist* November 2013 Volume 32 No 11 issue has been released with a cover story titled *Someone stole the crossroads: business as usual is no longer an option for pharmacists*. [CLICK HERE](#) to view.

## \$40k profit crunch alert

PHARMACY Alliance Members from across the country have been updated on the impact of Extended and Accelerated Price Disclosure, in a series of workshops in the lead up to further cuts on 01 Dec.

Until now new off-patent products have been subsidising the negative impact of EAPD reductions on pharmacy profitability, but from the beginning of next month reductions on atorvastatin, olanzapine, quetiapine, venlafaxine and more will flow directly to the bottom line, with minimal patent expiries to replace the reductions.

Pharmacy Alliance has calculated that a pharmacy turning over \$2.2 million will see a \$40,000 impact

## Forxiga on PBS 01 Dec

ASTRA-ZENECA and Bristol-Myers Squibb have announced that Forxiga (dapagliflozin) tablets will be listed on the PBS next month.

The first of a new class of therapy called a selective and reversible inhibitor of sodium-glucose cotransporter 2 (SGLT2), Forxiga works independently of insulin.

By selectively inhibiting SGLT2 in the kidneys, glucose and its associated calories are excreted in the urine enabling glycaemic control.

The TGA's approval of Forxiga a year ago was the first time any SGLT2 inhibitor had been registered anywhere in the world, with the pharmaceutical companies saying they had "worked hard to bring this therapy to patients and physicians across Australia".

for the next 12 months - and this is expected to continue due to the looming 'patent cliff'.

"Pharmacies need to continue to focus on profit opportunities that exist today through substitution, and look into other areas of add-on sales," the company said.

More than 100 Pharmacy Alliance members attended the meetings in Perth and Melbourne, where they were updated on the new Pharmacy Alliance Generic Module program (PAGM) to help protect their profits.

Other issues discussed included the implementation of "new, cutting edge trends to generate new customers and revenue streams," along with local marketing tips and cost effective social media marketing tools.

"With retail and consumer confidence predicted to increase leading to Christmas and beyond, pharmacies have the opportunity to increase profits and avoid taking a financial hit due to price reductions," Pharmacy Alliance said.

Upcoming member meetings will take place in Sydney South on 12 Nov, Sydney North on 13 Nov and Brisbane on 14 Nov.

## Baxter dialysis recall

CONSUMERS and health professionals are advised that Baxter Healthcare, in concert with the TGA, is recalling a small number of its *HomeChoice Pro* automated peritoneal dialysis systems.

It's been identified that a potentially faulty part in affected units can cause them to stop working, with impacted patients to be provided a replacement unit free of charge.

[CLICK HERE](#) for details including serial numbers of affected units.

## ASMI conf last chance

REGISTRATION closes today for the 2013 ASMI AGM, Conference & Awards Dinner on Thursday 14 November at the Waterview Convention Centre, Bicentennial Park, Homebush, Sydney.

With the theme *Self Care: Driving a Consumer-Centric Future*, the conference features a line-up of top speakers including Nathan Taylor from CEDA, Professor Scott Koslow from Macquarie University, Leigh Shaw from Neilsen, Professor John Skerritt from the TGA, Michael Smith from the Sameueli Institute, and Lesley Braun from Monash University - [CLICK HERE](#) for info.

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### Jobs of the Week

- **Pharmacist Manager** - Brisbane, QLD (Job# 2010220)  
Rare opportunity to align your career with this customer focused pchy group.
- **Pharmacist in Charge** - Yorke Peninsula, SA (Job# 2010182)  
Less than 2 hours from Adelaide, great team, excellent package on offer.
- **Pharmacist in Charge** - Hunter Valley, NSW (Job# 2010168)  
Community pharmacy - working with experienced friendly team/flexi roster.

Have you arranged a Locum for your next break? call us to sort it!

## WIN A COPY OF AUSTRALIAN PHARMACY LAW AND PRACTICE

This week *Pharmacy Daily* is giving five lucky readers the chance to win a copy of 'Australian Law and Practice 2nd Edition' valued at \$89.95.

'Australian Pharmacy Law and Practice 2E' by Laetitia Hattingh, John Low and Kim Forrester is the key law and ethics resource. Including a wealth of new content, all chapters are mapped to the National Competency Standards Framework for Pharmacists 2010. A must-have resource for every Australian pharmacist.

To win, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

What is the title of Chapter 8?

Hint! Visit [www.elsevierhealth.com](http://www.elsevierhealth.com)

Congratulations to yesterday's lucky winner, **John Oakley** from **Frenenius Kabi Australia**.





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### 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](mailto:info@pharmacydaily.com.au).

- 9-10 Nov:** Medication Management Review Stage One Workshop, Perth; visit: [www.acp.edu.au](http://www.acp.edu.au)
- 10 Nov:** Dermatology – An Update on Allergic Drug Reactions & Common Skin Conditions, Royal Adelaide Hospital, see: [www.psa.org.au](http://www.psa.org.au)
- 13 Nov:** Better Pharmacy Futures Forum, St Leonards, more info at: [www.psa.org.au](http://www.psa.org.au)
- 14 Nov:** 2013 ASMI AGM, Conference & Awards - see [www.asmi.com.au](http://www.asmi.com.au)
- 16-17 Nov:** NSW Pharmacy in focus, Newcastle; visit [www.psa.org.au](http://www.psa.org.au).
- 17 Nov:** New and Emerging Treatments in Diabetes workshop, Gold Coast; visit [www.psa.org.au](http://www.psa.org.au)
- 19 Nov:** Keeping It Going QCPP Maintenance, St Leonards, see: [www.guild.org.au](http://www.guild.org.au)
- 30 Nov- 1 Dec:** Workshop: Mental Health First Aid, St Leonards, more info at: [www.psa.org.au](http://www.psa.org.au)
- 21-23 Feb 2014:** CPD by the SEA - NSW Convention; Novotel Sydney Manly Pacific - [www.cpdbythesea.com.au](http://www.cpdbythesea.com.au)
- 21-13 Feb 2014:** Foundation Clinical Pharmacy Practice Seminar; InterContinental Adelaide - see more at: [www.shpa.org.au](http://www.shpa.org.au)
- 1-2 Mar 2014:** Cardiology Seminar; Sofitel Gold Coast Broadbeach - visit: [www.shpa.org.au](http://www.shpa.org.au)
- 13-16 Mar 2014:** Pharmacy Guild of Australia Annual National Conference APP 2014, Gold Coast - see [www.appconference.com](http://www.appconference.com)

## \$5m Blackmores campaign

**BLACKMORES** has launched a new \$5 million promotional campaign which will target the 20% of Australian adults who report moderate to severe levels of stress in their lives.

The 'No Need to Stress' campaign will run from now until March 2014, with extensive television, digital and out of home collateral.

Blackmores' Director of Marketing, Valerie Moreno said: "So many Australians suffer from stress as a result of today's fast paced culture.

"Everyone's busy. There's always so much to do. Stress can have a wide range of effects on your body and can also affect your mind, digestive system, sleep and energy levels," she said.

A key component is an online survey which encourages people to take a short stress quiz and compares individual results to the rest of the population using "locally conducted quantitative research as a benchmark".

Those who complete the quiz at [www.blackmores.com.au/stress](http://www.blackmores.com.au/stress) are then directed to relevant health and wellness information on the Blackmores website to help them in their "quest to restore balance."

They will also have the option of contacting a Blackmores

### APC recruiting

**THE** Australian Pharmacy Council has launched a recruitment program for a Canberra-based Accreditation and Policy Manager.

The permanent full time position "may suit an early career pharmacist," the ACP said, with responsibilities including management of CPD accreditation, assisting with accreditation of Intern Training Program providers, and managing the activity of the CPD Review Panel and CPD evaluations.

"This important role requires high level of administration skills, the ability to meet tight deadlines and well-developed written and communication skills," according to a job description.

For more info call 02 6268 9726.



Naturopath via the company's free Advisory Service 1800 803 760 for personalised advice.

Key products highlighted will include Blackmores Executive B Stress Formula, Blackmores Sleep Sound Formula, Blackmores Digestive Bio Balance, and Blackmores Sustained Release Multi + Antioxidants.

### New vaccine tool

**PHARMACISTS** are being urged to direct patients to *Vaccine Hub* ([www.vaccinehub.com.au](http://www.vaccinehub.com.au)) to access the most up-to-date immunisation information for each stage of life including pre-pregnancy, early parenthood (babies and young children), adolescence and adulthood.

An initiative of Sanofi Pasteur, it's described as a digital one-stop shop for vaccine information, and is based on details from a range of sources including the Australian National Immunisation Handbook, the US Centers for Disease Control and Prevention website and the World Health Organization.

It features an article library and comprehensive guide to common diseases such as influenza, mumps and rubella as well as travel related conditions including typhoid, yellow fever and Japanese encephalitis.

National Medical Advisor for Travel Doctor – TMVC, Dr Tony Gherardin said, "*Vaccine Hub* is an important digital tool to help parents understand their child's immunisation needs and help adults better understand how to protect their own health through vaccination."



### DISPENSARY CORNER

**STRESS** can be a killer, so the debut of a special health retreat specifically tailored to high-pressure corporate executives is good news.

Nu-Yu Health Retreats' new Executive Retreat Program aims to restore "mind body and spirit" for Australia's workplace leaders - and the business is claiming a unique selling point in that it works with the bosses' realities instead of ignoring them.

"So the 2, 3 and 5 day short-stay reboot retreat does the unthinkable - it schedules time to work!" the company says.

Nu-Yu was founded by Shaun Cardillo, who describes himself as a "former overweight stressed-out financial executive" who chose a different path after a health scare.

See [nuyutotalhealth.com.au](http://nuyutotalhealth.com.au).

**HERE'S** an interesting marketing initiative.

The operators of a Japanese fast food outlet have seen a doubling in sales after introducing new napkins to help out messy eaters.

Freshness Burger found that customs in Japan, where small feminine mouths or "ochobo" are considered attractive, were affecting its business.

The company's largest burger, The Classic, was very popular with men but hardly any ladies chose it because of the potential for eating embarrassment.

The new "Liberation Wrapper" (below) is a napkin with a politely closed small mouth printed on it, and promises to free females from "the spell of ochobo".

