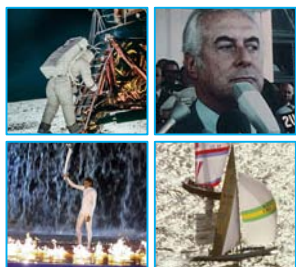


Huge pharmacy deal

AMERICAN health giant McKesson has announced the purchase of Germany's Celesio, the owner of UK pharmacy chain Lloydspharmacy, for US\$8.3 billion, creating a \$150 billion global wholesale and pharmacy group.

Where were you when history was made?



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Woolies keeps options open

WOOLWORTHS has lodged a new application with IP Australia to re-register its trademark *Pharmacy-in-Supermarket* at the expiry of the previous application.

The move keeps the possibility of Woolworths operating pharmacies alive, despite the Pharmacy Guild's long-running opposition to any such move.

Woolworths has long argued that consumers are paying too much for prescription and other medical products, with former CEO Roger Corbett saying in 2005, "If you go into the average pharmacy that exists in an outlet in Britain or in

Category confusion

A recent Sun Care survey of over 500 pharmacy assistants, showed that only 22% of respondents understand the difference between protection offered by a SPF50+ sunscreen versus a SPF30+, and only 26% were confident in their understanding of how the SPF rating works.

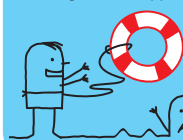
Interestingly, nearly 100% of respondents stated that Sun Care is an important or somewhat important category in pharmacy. The survey also ranks their propensity to recommend specific brands across a variety of sub categories including sensitive skin, general, kids, sport and after sun.

A significant majority of respondents had received no face to face training in the last 3mths but those who did, were able to remember on which brands they were trained.

PBS changes. Need a solution?

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Enhanced AusDI

HEALTH Communication Network has launched an updated version of its AusDI medicines information resource, optimised for desktop, tablet and smartphone devices and delivered via a web browser.

There's a new Product Identifier module giving users the option to search for images with criteria such as colour, dose form, scoring and markings, along with an Interactions and Safety module, plus independent drug monographs.

There's also a simple pricing structure, with AusDI costing \$275 annually, giving access for up to three users across all content types and modules.

And for a limited period AusDI is free for the first year if customers subscribe for two years.

See www.hcn.com.au.

PA induction course

THE Guild Pharmacy Academy has created a new, online induction course to help newly-employed pharmacy assistants.

Titled '*Community Pharmacy, Your Role, Your Career*', and written by pharmacy staff, the one-hour online course takes the student through a range of vital 'need to know' areas.

Made possible by a grant from Reckitt Benckiser, makers of Nurofen, the course is offered at a special introductory price of \$44 for Guild members.

Potential students can find out more by **CLICKING HERE**.

Further training on *PainPod* modules and the new *Optrex* module is available from RB at www.rbhealthhub.com.au.

Xanax withdrawal

PFIZER has announced that it will no longer market Xanax in Australia, with the move to reschedule alprazolam as S8 (**PD** 24 May) meaning the product is no longer commercially viable here.

All four currently available Xanax dosages will be discontinued effective from 01 Dec 2013.

Doctors will still be able to prescribe alprazolam, but have been told to be aware that only generic versions of the medication will be available for dispensing.

AusDI



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Jobs of the Week

- **Pharmacist** - Central Qld, QLD (Job# 2010164)
New reg opp, working with motivated/friendly PM - professional services.
- **Pharmacist in Charge** - Yorke Peninsula, SA (Job# 2010182)
Less than 2 hours from Adelaide, great team, excellent package on offer.
- **Hospital Pharmacy Manager** - Sydney, NSW (Job# 2010191)
Manage private hospital pharmacy including staff, financials, clinical \$100K.

Share your career vision with us and we'll help get you there!



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- Targeted
- Easy

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.

- 23-26 Oct:** DenTech China 2013; Shanghai World Expo Exhibition and Convention Center, China; more info at: www.dentech.com.cn
- 29-30 Oct:** PSA Intern Training 2013, Deakin ACT, visit www.psa.org.au
- 6 Nov:** Exploring your options to building a better business, Brisbane, visit: www.guild.org.au/qld_branch
- 9-10 Nov:** Medication Management Review Stage One Workshop, Perth; visit: www.acp.edu.au
- 10 Nov:** Dermatology – An Update on Allergic Drug Reactions & Common Skin Conditions, Royal Adelaide Hospital, see: www.psa.org.au
- 13 Nov:** Better Pharmacy Futures Forum, St Leonards, more info at: www.psa.org.au
- 14 Nov:** 2013 ASMI AGM, Conference & Awards - see www.asmi.com.au
- 16-17 Nov:** NSW Pharmacy in focus, Newcastle; visit www.psa.org.au.
- 17 Nov:** New and Emerging Treatments in Diabetes workshop, Gold Coast; visit www.psa.org.au
- 19 Nov:** Keeping It Going QCCP Maintenance, St Leonards, see: www.guild.org.au
- 21-23 Feb 2014:** CPD by the SEA - NSW Convention; see www.cpdbythesea.com.au
- 13-16 Mar 2014:** Pharmacy Guild of Australia Annual National Conference APP 2014, Gold Coast - see www.appconference.com

Pharmacists ride 'Quit Wave'

EXPERTS are challenging pharmacists to make the most of the coming "Quit Wave" following the upcoming 12.5% tax rise on cigarettes effective 01 December.

Research sponsored by J&J (the marketers of Nicorette) shows 88% of 110 pharmacists surveyed agree the tax hike presents an opportunity for pharmacy to support smokers' quit efforts via proactive smoking cessation counsel & tools.

71% however admitted they could do more to prepare themselves for the tax rise effect and the historically predictable increase in consumer attempts to quit.

Visiting expert Dr Hayden McRobbie, Reader in Public Health interventions at the Wolfson Institute of Preventive Medicine, Queen Mary University of London, urged Australian pharmacists to take a proactive stance.

Evidence shows that tobacco price rises are a motivator for smokers with the last tax excise in 2010 creating an almost 70% increase in quitting activity.

"While tobacco price increases are effective in prompting people to quit, many will benefit from support to help them stop," says McRobbie.

The research has demonstrated

that of the >3 million Australian smokers, 40 per cent of smokers try to quit at least once each year, but only 5 per cent manage to permanently quit, with the costs of smoking, along with the health risks, being the top two concerns for survey respondents.

Other key points emerging from the research are that NRT doubles success rates by reducing cravings and withdrawal symptoms, making NRT a first line recommended treatment for those with nicotine dependence.

Questions specifically relating to Nicorette QuickMist showed that it is the most preferred smoking cessation product for over 70 per cent of users with nearly two thirds of users crediting it with helping them quit for good, being especially effective at managing the craving.

"Innovative NRT formats that act quickly to address fast craving relief are now available, providing another opportunity for smokers, who've struggled to give up in the past, to give quitting a go," Dr McRobbie added.

"The role of pharmacists and NRT cannot be underestimated," he concluded for the forthcoming wave of quitters.

Inhalers phase-out

THE US FDA will complete its phase-out of all medical inhaler products containing chlorofluorocarbons (CFCs) by 31 December, in compliance with an international treaty which aims to protect the ozone layer.



DISPENSARY CORNER

THIS boy is certainly going to get his daily vegetable allowance.

A thief has returned a 50kg pumpkin he stole from the home of nine-year-old Jaiden Newcomer of central Pennsylvania in the USA, leaving it along with a note apologising for the robbery.

The lad had proudly displayed the gigantic vegetable on his front porch, after he won the tasty treat by correctly guessing its weight during an Oktoberfest celebration in the town of Windsor.

The note said "I'm really sorry about taking your pumpkin, it was wrong of me, you earned the pumpkin, I didn't think my actions through nor realise who they were affecting".

Newcomer's mother told local the *York Dispatch* newspaper that her son was "beside himself" at the pumpkin's return.

IT'S true - city living can really get you down.

A survey by the UK's Office for National Statistics has found that the most unhappy places in Britain are mainly in urban areas including Islington, North London, Hyndburn in Lancashire and Brentwood in Essex.

The report also found happier people mostly live in the country, with the top happiness results in Hampshire, East Devon, West Somerset and the Orkney Islands in Scotland.

Interestingly, there was not a direct correlation between socioeconomic status and happiness, with the statisticians hoping to discover whether the "sense of community" and "access to green spaces" in rural areas makes people happier.

WIN A DERMA E TEA TREE PACK

Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win a **Derma Tea Tree Pack**, including Tea Tree & E Antiseptic Crème, and Tea Tree & E Face and Body Wash.

Get fresh and clean with Derma e Tea Tree!

The Derma e Tea Tree range includes Tea Tree & E Antiseptic Crème, and Tea Tree & E Face and Body Wash, to refresh your skin and help remove bacteria. The Derma e Tea Tree range uses the highest-quality tea tree oil in effective quantities. It also contains Vitamin E, to soothe and nourish the skin, as it disinfects.

To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

Hint! Visit: www.dermaenaturalskincare.com.au



What is the Vitamin E in Derma e Tea Tree and E Crème used for?

Congratulations to yesterday's lucky winner **Mell Williams of Plunketts Chemmart Pharmacy Wauchope**. The correct answer was: all types.