

Pharmacy DAILY

Tuesday 10 Sep 2013

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RGH E-Bulletin

THIS week's edition of the RGH Pharmacy E-Bulletin gives an overview of important considerations when using newer oral anticoagulants - [CLICK HERE](#).

Pharmacy workforce data

THE Australian Institute of Health and Welfare has today released a new report on Allied Health staff in Australia in 2012, showing that the number of pharmacists in the workforce grew 3.7% to 22,676.

There were a total of 27,025 registered pharmacists across the country, with 2,404 not in the workforce and 1,945 being provisional registrants.

About 60% of the total number of pharmacists in Australia are female.

In 2012 the average age of employed pharmacists was 39.7, and on average they worked 35.9 hours per week.

Of those in the workforce, 17,097 were in clinical roles, while 4,234 worked in non-clinical positions such as administrators, teachers, researchers or other roles.

Just 36 employed pharmacists identified themselves as Aboriginal

or Torres Strait Islanders, representing about 0.2%.

The supply of pharmacists was highest in major cities (95.4 per 100,000 population) and lowest in remote areas (56.3 per 100,000).

In terms of pharmacy training, commencements in university courses leading to qualification as a pharmacist have increased by 21.1% over the last five years, from 1,629 in 2007 to 1,973 in 2011.

The full AIHW report can be viewed by [CLICKING HERE](#).

Hooper's big pay day

SIGMA Pharmaceuticals managing director Mark Hooper last Friday received shares worth more than \$2.6 million in the company, after 4,051,237 "sign on performance rights" he first received when he took the job were converted to shares.

Hooper was appointed Sigma md just over three years ago (PD 17 Jun 10), replacing the company's former ceo Elmo de Alwis.

The performance rights became ordinary shares because "performance conditions under the sign on performance rights were met," according to an ASX update.

Hooper also holds more than 15.7 million shares under the company's "loan funded long term incentive plan" as well as 13,612 employee share plan shares and 345,627 more performance rights under his short term incentive plan.



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Presenter:
A/Prof. William McGuinness
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\$23m Vioxx payout

MERCK Sharp & Dohme in the USA has agreed to pay up to \$23m to settle a class action lawsuit, which claims the company falsely advertised Vioxx as "having greater benefits than less expensive medicines".

Merck has denied the claims but has agreed to the settlement, which is available to consumers who paid for Vioxx before 01 Oct 2004.

Those who submit a valid claim at www.VioxxSettlement.com can receive up to US\$50 in cash, while the lawyers who brought the case will get up to 32% of the maximum payout, or as much as \$7.36m.

BioCeuticals on board

THE managing director of BioCeuticals, Kerry Cunningham, has been elected as a director of the Complementary Healthcare Council of Australia.

The appointment was made at last week's CHC agm, held during the organisation's national conference.

Cunningham, who was appointed to BioCeuticals in July last year after over 20 years with its new parent company Blackmores, said that her new role with the CHC "will allow health practitioners to have a real voice in the future of integrative and complementary medicine".

Other CHC board members include representatives from Blackmores, Leura Health Foods, Health World, Caruso's Natural Health, Pathway International, Amway, Pharmaceutical Plant Company, Lipa Pharmaceuticals, Catalent Australia, Go Vita, Pharmicare Laboratories and TSI Pharmaceuticals.

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UK pharmacists highly stressed

MORE than 80% of pharmacists in the UK say that workplace stress has made them consider leaving the profession during the past 12 months, according to a survey conducted by British publication *Chemist and Druggist*.

Of the 150 pharmacists who took part in the poll last week, four out of five said they had thought of resigning in the last year.

That was a higher level of dissatisfaction than shown by more than 10,000 British nurses, with a recent Royal College of Nursing survey finding that 62% had considered quitting because of workplace pressures.

The report cites English Pharmacy Board and Royal Pharmaceutical Society member, Sid Dajani, who said that pharmacists have to deal with more red tape than nurses and also battle a "dysfunctional" medicines supply chain.

However there's unlikely to be any sympathy from the government, with a strong influx of pharmacists from the European Union meaning any pharmacists who do quit can be quickly and easily replaced.

The report says many pharmacists don't have time to properly perform their clinical duties.

Priceline vitamin survey

PRICELINE has released the results of its annual Health Survey, which has revealed some interesting insights into how Australians feel about vitamins.

About two thirds of those polled said they believed that vitamins and supplements provide overall benefits for health and wellbeing - but interestingly only about one in

two people actually take them.

Of those who do take vitamins, 40% take two or three different ones every day - but many prefer a single dose, with 48% choosing to take a daily multivitamin.

Aside from multitis, the most popular choices were fish oil, vitamin D and vitamin C.

Priceline said that the ageing population is expected to continue to drive demand for vitamins and dietary supplements over the next three years, with the company particularly anticipating growth for fish oil, vitamin D and spirulina.

The survey release coincides with the launch by Priceline of an updated range of its BioSource vitamins which now includes a total of 15 different products.

Easypod recall

MERCK Serono Australia, in consultation with the Therapeutic Goods Administration, is recalling the 5.1 model of Easypod auto injectors for Saizen (somatropin) and replacing it with a newer 5.2 model free of charge.

Saizen is a human growth hormone used to treat growth failure in children and growth hormone deficiency in adults.

The injector is preprogrammed to deliver the correct dose of Saizen, and it's been identified that there is potential for patients using the 5.1 model to inject too much or too little of the medication if they override a safety mechanism.

Merck is also writing to pharmacists who have supplied Easypods about recall procedures.

United Prestige appoints NZ agent

PHARMACEUTICAL distributor Crombie & Price has been appointed to promote and market United Prestige's new Noxa Tissue Oil (PD 23 Jul) in New Zealand.

United Prestige ceo Andrew Christopher said that Crombie & Price has about 6 reps on the road and is one of NZ's biggest distribution companies, covering more than 900 chemists and 350 health food stores.

He said Noxa Tissue Oil would not be available via major retailers, unlike some other skincare products which started in pharmacy and are now in supermarkets.

Christopher, who has also heavily promoted the availability of Bio Oil through his company in Australia, says he is continuing to distribute the product here "with an ambitious plan to cover over 1000 chemists before the end of the year."

Hydralyte CPD credits

HYDRATION Pharmaceuticals Trust is offering four complimentary online education modules, with up to eight Group 2 CPD credits available upon completion.

Pharmacists wishing to undertake the training - particularly those needing CPD credits in the lead-up to the 30 Sep deadline - are invited to obtain a username and password from sarah.curulli@hydralyte.com.

This will allow you to log into the special Hydralyte website at hydralyte.com/health-professionals.

Something is about to rock the pharmacy world, watch this space tomorrow...!



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Guild Update

Campaign continues

Saturday may have marked the end of the election campaign, but our campaign for a fair deal for community pharmacies continues.

Our focus now shifts to the new Abbott Government and securing a commitment to address the shock changes to the PBS introduced by the previous government.

Prior to the election we secured strong written commitments to community pharmacy from both Prime Minister-elect Tony Abbott and Deputy Prime Minister-elect Warren Truss. Now we need to negotiate compensation arrangements that ensure the viability of community pharmacy into the future.

There is just one week to go for our Pharmacy Under Threat petition and every extra signature we collect helps demonstrate the support we have in the community.

Please keep collecting signatures all the way through to the 14th of September and then return them to:

**Pharmacy Guild of Australia
National Secretariat
Reply Paid 7036
Canberra Business Centre
ACT 2610**

The petition is a voice for patients. Every signature shows the new government how much our patients value community pharmacy.



**The Pharmacy
Guild of Australia**

Guardian most satisfying

GUARDIAN Pharmacy has again come out on top of a customer satisfaction survey conducted by Roy Morgan, with 91.7% of Australians who had shopped at Guardian within the previous four weeks 'Very' or 'Fairly' satisfied.

The poll covered the 12 months to July 2013, and put Guardian ahead of Chemist Warehouse at 88.9%, Terry White Chemists at 88.2%, My Chemist with 88.1%, Priceline at 87.7% and Amcal with 86.6%.

Roy Morgan said that Guardian had moved from last place to first place over the last two years, and is the only one of these pharmacy chains to have improved its rating over that time.

Amcal, which was in the lead in 2011, has dropped more than four percentage points into last place, while Chemist Warehouse has managed to maintain its second position since last year despite its "rapidly expanding customer base," according to the pollsters.

Roy Morgan Research general manager consumer products, Geoffrey Smith, said the results suggest a very competitive market

among the retailers, with "both the largest and one of the smallest pharmacy groups offering similar levels of customer satisfaction.

"Guardian's lead in customer satisfaction among its competitors suggests their strategy toward 'Advice. Trust. Care' as mentioned in their motto is resonating with their customer base," he said.

Smith said the need for retail groups of any size to better understand and engage with their customers has never been greater.

ECP focus at PAC13

EARLY career pharmacists attending the PSA's PAC13 congress will have the unique opportunity to hear leading motivational speaker Ben Angel alongside the one and only Rhonda White address them on the topic of *You and Your Career*.

It's one of a series of presentations providing practical skills development for young pharmacists, with advice on how to grow their professional and business careers.

For more info see psa.org.au/pac.



DISPENSARY CORNER

GOOD news, ladies.

Isaiah Mustafa, known to the world as "The Face of Old Spice," is heading down under.

The occasion is the relaunch of Procter & Gamble's iconic Old Spice range in Australia, with Isaiah quipping that his love for Australia is the secret to his astounding manliness.

"I've ridden horses, battled great white sharks and travelled the world, but what I'm most excited about is visiting Australia and shaking the hand of the manliest man," he said.

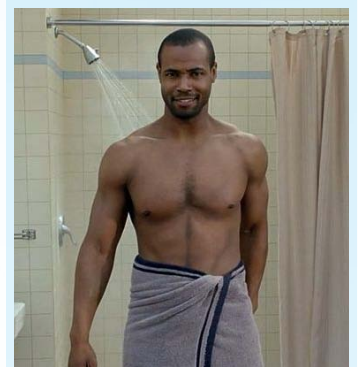
Mustafa, who's **pictured** below in his famous Old Spice TV ad role as "the man your man could smell like," will be in Sydney next week.

Before his arrival he has made a special address to the nation: "Hello ladies of Australia, look at your man, now back at me, sadly he's not me.

"But luckily for you I'll be coming down under and bringing Old Spice to your manly nation, because all manly men deserve to smell like a man, man."

The revamped Old Spice male grooming portfolio will feature twelve products including body sprays, body washes, deodorant sticks and of course aftershave.

The campaign is being supported by a humorous page at facebook.com/OldSpiceAUNZ, which includes the wise saying "to be a champion you must smell like one...unless, of course, you are the champion of smelling bad. In that case you might want to smell like the guy who came last".



WANT TO LOOK 5 YEARS YOUNGER?



This week **Pharmacy Daily** has teamed up with **Plunketts** and every day is giving one lucky reader the chance to win a prize pack including Collagen Lift 50g plus a trial size (8ml) of Glyco Peel, valued at \$49.95.

John Plunkett Collagen Lift Moisturiser contains clinically proven levels of the potent anti-ageing active, Matrixyl 3000. Matrixyl 3000 stimulates collagen production in the skin and has been proven to reduce wrinkles by 45% in just two months and visibly reduce your age by more than 5 years! Collagen Lift has been formulated for normal to dry skin

and can be used both day and night. Pharmacy quality cosmeceuticals at a realistic price – Australian made and owned.

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

What is in the special Gift with Purchase pack in addition to Collagen Lift?

Congratulations to yesterday's lucky winner, **Amanda Pippia** from **Leeton Pharmacy**.