

Snoreben now easier

SNOREBEN is now simpler for pharmacies to stock, with Benson Medical reducing the minimum order to six packs - see **page three**.

Kos calls for switch

PHARMACY Guild President Kos Sclavos has called on the new Coalition government to change the national e-health system to an "opt-out" arrangement rather than the current "opt-in" system.

He said that wider adoption of the e-health record system would allow pharmacists to identify whether medications are being deliberately or inadvertently misused, according to a *Financial Review* report.

"Pharmacists are the medication experts," he's quoted as saying.

"A more interventionist approach to some parts of the health system could generate big savings."

He also highlighted e-health initiatives in pharmacies which could significantly reduce the cost burden of chronic disease.

He highlighted mental health as an example, where compliance problems are severe with 60% of doses not being taken - and the pharmacist influence leads to significantly improved outcomes.

Fact check failure - Guild

THE Pharmacy Guild has firmly rejected the analysis of the price disclosure issue by the ABC 'Fact Check' team (**PD** yesterday), saying it contains "glaring omissions" which reflect a failure by the ABC to check with any of the pharmacies that will be affected by the change.

The Guild issued a robust rebuttal of the claims in the ABC report which concluded that the Guild's campaign had "exaggerated" the impact of price disclosure.

"The Guild rejects this analysis, and stands by all of the statements which have been made since the decision of the Rudd Labor Government, two days before the election, to accelerate price disclosure of PBS medicines without consultation with the industry," it said in a statement.

The Guild said that despite claiming exaggeration, Fact Check acknowledges that "marginal pharmacies may be pushed over the edge by the reduction in revenue six months earlier than expected..." - a tacit admission that the Guild is correct in its analysis that some pharmacies will be forced to reduce services, cut jobs, or close as a result of this measure.

"Nothing in the Fact Check indicates that the ABC bothered to check with any of the pharmacies that will be directly affected...these pharmacies are telling the Guild in droves about the impact of this change.

"We also presume that the ABC did not talk to any of the accountants or financial advisers who work with pharmacies on these issues," the Guild added.

The Guild's furious response also notes that the ABC suggestion that pharmacies have had plenty of time to adjust to the changes, omitted the key fact that in previous price disclosure changes there had been an "actual financial adjustment to remuneration, which is glaringly absent in the 2013 change announced two days before the election was called".

The Guild's verdict is that "ABC Fact Check has no credible status to adjudicate this matter".

Nurse triage tender

HEALTH Direct Australia is providing an industry briefing on a forthcoming tender for the *healthdirect* 24-hour nurse triage health advice and information telephone service.

The national nurse triage telephone service has received over 4 million calls since its inception in 2007 and now assists almost a million callers per year.

The briefing is being held by Healthdirect Australia on Tuesday 24th September in Sydney's Sheraton on the Park.

Enquiries to simone.marchant@healthdirect.org.au.

Inaugural Tas POTY

RACHEL Dienaar has been announced as the inaugural PSA Tasmanian Pharmacist of the Year 2013 for her outstanding contribution to the pharmacy profession.

On top of her broader impact throughout the industry, Rachel made a highly significant contribution when bushfires began their advance down the Forestier and Tasman Peninsulas.

According to Tasmanian PSA President Dr Shane Jackson, "Rachel managed all requests from consumers with a composed professionalism ... Rachel's activities during the January fires, coupled with her ongoing, passionate contributions to the pharmacy profession, make her very deserving to be named."

PSA honours students

TWO University of Canberra pharmacy students have been honoured for their work through PSA-sponsored prizes.

Brooke Maree Townsend won the Gold Medal Award presented to the best overall M.Ph. student.

Tessa Alice Lane won the Excellence in Pharmacy Practice Prize awarded to the most outstanding second-year M.Ph. student.



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David Heiner

Proprietor of Range Pharmacy, Toowoomba

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ASMI codeine update

THE Australian Self-Medication Industry says that OTC medicines containing codeine, including combination analgesics, are an effective short-term option for temporary relief of moderate to strong pain when taken as directed.

ASMI was responding to a letter to the editor published in this month's *Medical Journal of Australia* in which researchers from Monash University said that inadvertent misuse of, and dependence on, OTC codeine-combination analgesics are on the rise in Victoria.

Executive director Deon Schoombie said that misuse and addiction to OTC analgesics is a serious issue, "however it's important to keep in mind that the vast majority of people who use these products do so responsibly".

Priceline health campaign

PRICELINE Pharmacy is next month offering free health consultations in its stores around the country, as part of a major partnership with Pacific Magazines.

The campaign, dubbed 'What's your health age?' invites the nation to find out their 'health age' via an online survey that addresses a wide range of health topics and questions, in a drive to encourage Australians to focus more on and improve their health.

The campaign will be supported on the Seven network as well as in Pacific Magazines titles which include Better Homes & Gardens, New Idea and Prevention.

The in-store checks include glucose and blood pressure tests, and will be promoted via Priceline's catalogue and online channels and

social media.

Stephen Roche, API ceo said: "At Priceline Pharmacy, health is a continued focus of our business."

"We are constantly looking to improve and extend our in-store Pharmacy offer and services to customers."

The survey will reveal a comparison between the 'health age' of each participant and their biological age and will provide insight into the factors that influence their health and wellbeing, as well as offering personalised tips and recommendations to maintain or improve it.

Health experts including Dr John D'Arcy and psychologist Suzy Green are supporting the initiative, along with Priceline's Sisterhood experts Professor Sally Dunwoodie from the Victor Chang Institute and Belinda Horton from PANDA (Post and Antenatal Depression Association).

Calculate smoking \$'s

HEART Online has provided a new element to their Heart Education Assessment Rehabilitation Toolkit, a smoker's cost calculator.

The calculation tool is designed to highlight to the smoker the annual & lifetime \$ cost of smoking.

It doesn't attempt to take into account the cost of compensating medications required to manage health problems associated with smoking, namely cardiovascular disease (CVD), skin effects, respiratory disease and of course the increased risk for cancer.

Other calculation tools on the website address some of these issues and include calculators for BMI, waist size, CVD risk and target heart rate.

To access the site, **CLICK HERE**.

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DISPENSARY CORNER

LOST a body part - perhaps a finger, perhaps an arm, perhaps something else?

There is hope, according to a report from *CBS Miami*.

A Florida man whose over-enthusiastic pet horse bit off the end of his owner's finger in a feeding episode, has had the miracle of regrowth of the appendage realised thanks to Dr. Eugenio Rodriguez at the Deerfield Beach Outpatient Surgical Center.

Rodriguez had been developing a surgical technique using pig bladder tissue to build a template mould of the missing part.

In this case, the procedure was successful over the course of several weeks as the patient's flesh and bone grew back into the mould, complete with fingernail.

The method, known as xenotransplantation, causes the cells of one species to transplant with the cells of another species.

The procedure holds hope for future parts regrowth with potential for wider application.

NO headaches on this cruise: every year 164,000 tonnes of acetaminophen (in Australia, paracetamol) are produced.

That is roughly equivalent to the weight of the *Freedom of the Seas*, one of the world's largest cruise ships (below).



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Every day this week, we're giving our readers the chance to win a Manicare prize pack, including Manicare Miracle Growth Booster, Flash Dry Top Coat, Mascara Wands and a Nail File.

For over 35 years, Manicare has offered a comprehensive range of quality, tried and tested nail treatments, hand and nail implements and beauty care accessories. Manicare, your trusted beauty tools brand provides solutions for all your nail, and beauty care need.

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

How many different kinds of Loofahs does Manicare have in their range?

Hint! Visit www.manicare.com.au.

Congratulations to yesterday's lucky winner, Sheree Walters from The Pharmacy Guild of Australia. The correct answer was 19.



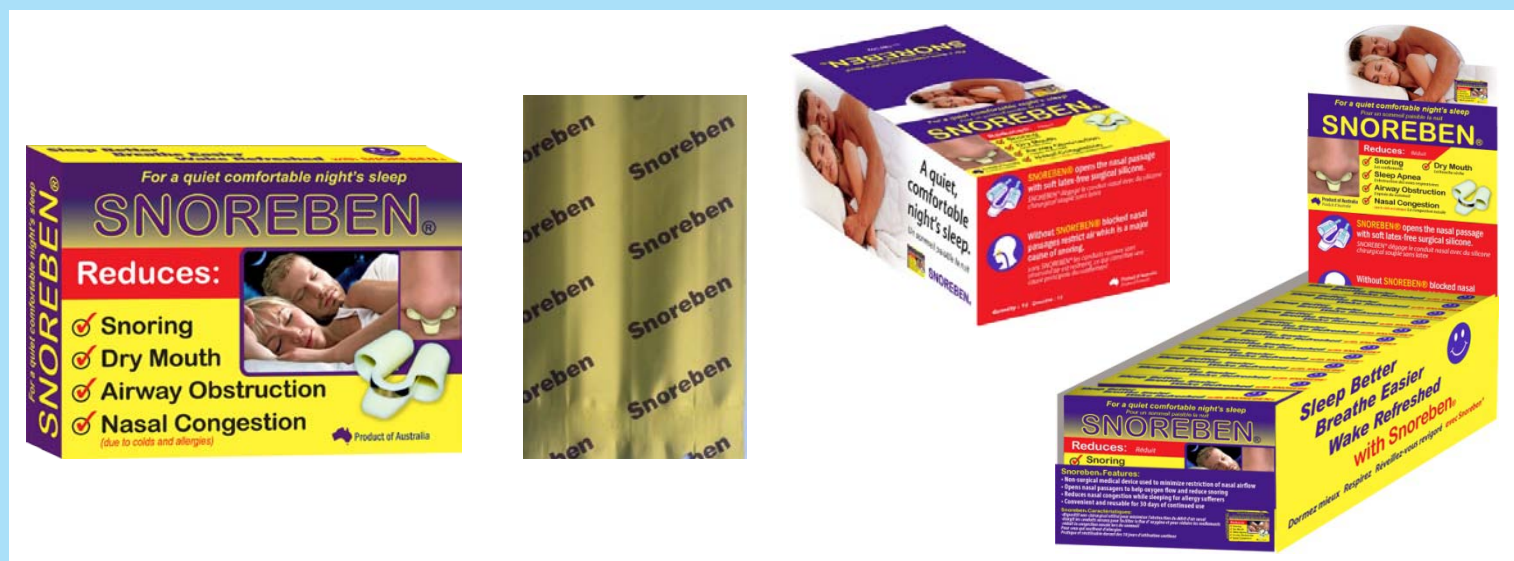
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