

PD circulation >10,000

PHARMACY Daily's circulation has now exceeded 10,000 opt-in subscribers (10,015 to be exact), after steadily building through daily sign-ups on our website.

PD launched in 2007 and is respected for accurate reporting enabling time-poor industry staff to keep in touch with the latest developments in the sector.

Publisher Bruce Piper said "With such wide and still growing exposure to Australian pharmacies, **PD** represents high value return on advertising investment.

"What's particularly pleasing about this number is that the growth has been purely organic, not the result of specific marketing campaigns - in other words people valuing the content."

According to Google Analytics the average daily open rate for **PD** is 95% with readers including community, hospital and industry pharmacists as well as pharmacy assistants and other stakeholders.

Guild and GMiA slam CHF

THE Consumers Health Forum is under fire from all angles over claims that Australians are paying "as much as \$2000 every minute of every day more than we need to on prescription medicines".

The CHF has continued its anti-pharmacy campaign with new data which reiterates allegations of overcharging for medicines by comparing Australian prices with those in the UK and New Zealand.

The Pharmacy Guild has reacted swiftly to the criticism, saying that "simplistic and selective comparisons with one or two other countries should be treated with a grain of salt," with the contrasts failing to take account of patent expiry variations.

"What the CHF also never talks about are the flow-on impact of the 'cheap and nasty' regime that it champions: patient choice of their preferred medicine brand is removed; restricted therapy options for doctors; medicine shortages; reduced patient access particularly in regional areas; and the disappearance of local small businesses, jobs and patient services," the Guild said.

A statement from the Guild said that it "utterly rejects the CHF's

false claims that pharmacies are making massive profits from overpriced medicines...community pharmacies and their staff who are doing it tough should be applauded for their commitment to their patients, not subjected to this ongoing torrent of misinformation and abuse".

MEANWHILE the Generic Medicines Industry Association has also joined the chorus of condemnation, strongly refuting the CHF claims of overpayments.

"Comparisons with countries such as the UK and NZ do not recognise the significant differences in the way medicines are supplied in Australia," said the GMiA.

In both countries patients "do not have a choice" with each generic in NZ supplied by a single company, while in the UK doctors must prescribe using the generic name.

However in Australia 25% of medicines with generic equivalents dispensed on the PBS are still the originator brand.

"GMiA is advocating for government to adopt policies that promote and encourage the uptake of more affordable generic medicines," said the organisation's ceo, Kate Lynch.

Class of '83 reunion

THE Victorian College of Pharmacy is inviting alumni who graduated in 1983 to a 30 year reunion, taking place on Saturday 19 October at Zodiaque Cafe, in the Scott Building at Monash University's Parkville Campus.

The event will be an opportunity to reminisce and celebrate past achievements and friendships.

It costs \$75pp including a buffet dinner and drinks, and prospective attendees can register and pay online by **CLICKING HERE**.

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Guild Update

Thanks!

A huge thank you to the staff and patients of community pharmacy for producing what is set to be declared the largest ever petition presented to the House of Representatives.

The Guild has received well over 1 million signatures on its Pharmacy Under Threat petition – a gobsmacking result.

This is a feather in the cap of all the pharmacists and pharmacy assistants around Australia who have personally stepped up and contributed directly to this grass roots campaign.

It is also testament to the patients who care about their local pharmacy services and value the professionalism of the committed pharmacy staff who deliver them.

Every signature counts in terms of sending the clearest and strongest possible message to the Federal Parliament that Australians do not want their pharmacy services and local pharmacy jobs to be put at risk.

We are seeking to engage at the earliest opportunity with the new Government on Labor's shock pre-election changes to price disclosure.

The Guild is seeking urgent discussions with the new Health Minister, Mr Dutton, with the aim of achieving a solution that addresses the impact of this change on pharmacies, their staff and patients.

As we enter into these discussions, the Pharmacy Under Threat petition provides a very clear signal that community pharmacies and their loyal staff enjoy the strong support of the Australian public.



The Pharmacy
Guild of Australia

Team Blackmores hits the street



ABOVE: Complementary Healthcare Council ceo Carl Gibson, Blackmores ceo Christine Holgate and Blackmores executive chairman Marcus Blackmore were among thousands of people who enjoyed a sparkling Sydney morning on Sun, taking part in the 13th annual Blackmores Sydney Running Festival.

For the first time the event, which included the Sydney Marathon, received widespread television coverage across the region, via a new partnership involving Channel Ten and Destination NSW.

About 500 Blackmores "family and friends" were treated like VIPs, welcomed into a special tent after participating in the various events

which included a 3.5km family fun run, a 9km run, as well as a half marathon and a full marathon.

Recovery was aided by special massages, a delicious (and healthy) breakfast and the company of colleagues, with the Blackmores tent also hosting former cricketer Glenn McGrath and Petrea King from the Quest for Life Foundation.

Chemmart free check

CHEMMART Pharmacies are again offering free cholesterol checks following the overwhelming response to the first campaign run earlier this year.

More than 8,500 customers took advantage of the free checks over the three week campaign period in April 2013.

As a result, Chemmart Pharmacy has brought back the offer to continue to raise awareness of the effects of high cholesterol and its contribution to heart disease.

The free cholesterol checks are running in Chemmart Pharmacies until 9 October 2013 and take less than five minutes.

For more [CLICK HERE](#).

RGH e-Bulletin: ADHD

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin addresses issues around the medications used in the management of attention-deficit/hyperactivity disorder (ADHD).

ADHD is one of the most common neurobehavioral childhood disorders and can cause considerable disruption to the lives of the children, parents and families.

To access the Bulletin [CLICK HERE](#).

NPS on combinations

NPS MedicineWise has posted reminders about combination medicines, with a video featuring clinical pharmacologist Professor Gillian Shenfield now online.

It aims to build an understanding of the benefits of combination medicines together with an awareness of the potential risks and ways to avoid mishaps, with specific reference to medications for cold and flu symptoms.

To see the post [CLICK HERE](#).

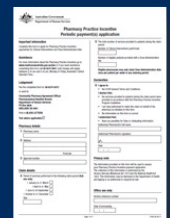


Community
Pharmacy Agreement

Pharmacy Practice Incentives (PPI)

PPI Claim due by 14 October 2013

Your DAA/Clinical
Intervention PPI Periodic
payment(s) application
MUST be lodged with
The Department of Human
Services (Medicare) by
14 October 2013



[Click to access claim form](#)

Applications received after 14 October 2013 will be rejected.
Further information www.5cpa.com.au/ppi



Australian Government
Department of Health and Ageing



The Pharmacy
Guild of Australia

This Project is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement.

Planning for pharmacy success



THE Evolution Pharmacy team from the Queensland University of Technology are pictured above with a group of Guild officials, after receiving their giant novelty cheque for \$6000 for winning the 2013 National Student Business Plan Competition (**PD** yesterday).

George Tambassis, chair of the Pharmacy Business Network, congratulated the three finalist teams who presented at the PBN in Canberra on the weekend.

"You have each produced business plans and investor pitches

that would put many of us business owners to shame - we may even see some of you presenting at a future Pharmacy Business Network on the importance of business planning or innovative services that differentiate you and your business from the rest," he said.

The winning team from QUT are Nate Hentschel, Hamish Patterson, Matt McHugh and Erika Marsh.

The National Student Business Plan Competition is sponsored by Blackmores along with PDL and Gold Cross Products.

WIN A SUKIN BODY OIL PACK!

Every day this week, **Pharmacy Daily** is giving two lucky readers the chance to win a **Sukin Body Oil pack**. Each pack includes: Sukin Wellbeing Body Oil 100ml, and Sukin Botanical Body Wash 250ml.

Sukin Wellbeing Body Oil is a luxurious blend of botanical natural oils with rose hip and marula seed oils for instant hydration, soybean oil and calendula flower extract for soft and silky smooth skin.

TO WIN, be one of the first two people to send the correct answer to the question below.

Soybean oil, found in Sukin's Wellbeing Body Oil, is rich in what?

Email your answer to: comp@pharmacydaily.com.au

Hint! Visit www.sukinorganics.com

Congratulations to yesterday's lucky winners, **Georgia Willick** from **Instigo** and **Kandice Perkins** of **Nanango Pharmacy**. The correct answer was any 3 of the following ingredients: Soybean Oil, Marula Oil, Rose Hip Oil, Jojoba Oil, Sunflower Oil, Calendula Flower Extract.



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QBiotics is cashed up

QUEENSLAND-BASED life sciences company QBiotics Limited has more than \$10 million to invest in its product pipeline of two oncology drugs and a wound treatment, after a successful capital raising over the last few months.

\$6.35m has been contributed by more than 270 private investors, with QBiotics ceo Victoria Gordon saying the money will support the firm "to reach some key milestones which could deliver significant value to our shareholders".

QBiotics is aiming to commence human trials for its lead oncology drug EBC-46 within six months, while the drug is also currently in mid clinical development as a veterinary pharmaceutical.

"R&D work is already in full swing on our treatment for chronic wounds (WH-1) and our second oncology drug, EBC-23, will move into early preclinical in the near future," Gordon said.

ACNM update

THE TGA's Advisory Committee on Non-Prescription Medicines has issued a statement following its most recent meeting on 05 Sep.

The meeting included details of a decision to register Movicol Liquid Orange Flavour which was included on the ARTG in Jul, while members were also informed that the TGA referred a request for consideration of the scheduling of concentrated macrogol solutions to the Advisory Committee on Medicines Scheduling.

EMA approves meds

AT the Sep 2013 meeting of the European Medicines Agency's Committee for Medicinal Products for Human Use (CHMP), eleven new products were recommended for approval.

Kadcycla and Xofigo in oncology, Abilify Maintena, Memantine Accord and Levadopa CES in neurology/psychiatry, Vitakta and Fluenz Tetra in immunology, Invokana for diabetes, NovoEight and Relvar Ellipta in respiratory medicine, and Lidocaine / Prilocaine Plethora for premature ejaculation were cited.

For more details **CLICK HERE**.



DISPENSARY CORNER

SHARING is definitely not caring at Princeton University in the USA, where authorities are running a major campaign which aims to curb the spread of meningitis.

Special 16oz cups (**pictured**) have been distributed to students labelled

"Mine. Not Yours" complete with markings for the standard size of alcoholic beverages.



There have been five cases of meningitis on the campus in the last few months, and apparently a propensity to share drinks has been a contributor to the spate.

BILLIONAIRE politician Clive Palmer, who was yesterday declared the winner of the Queensland seat of Fairfax, is already having an impact on the community - at least when it comes to cuisine.

A Melbourne pub which specialises in chicken parmigiana is selling the "Clive Parma" - five slabs of crumbed chicken piled up with tomato sauce and cheese.

The Rochester Castle Hotel in Fitzroy has issued a challenge to guests - anyone who can eat a Clive Parma along with chips and salad will get their money back.

According to the *Sydney Morning Herald*, about 45 people have attempted it so far and only five have achieved the feat.

AND while we're on the subject of big eaters, a US university student nicknamed "Silo" is paying for his education by eating his way through school.

Eric Dahl has already earned more than \$18,000 in prize money from competitive eating.

His secret is apparently eating about 5kg of cabbage or broccoli in a single sitting (plus lots of water) to stretch his stomach.