



Pharmacist workforce growing

THE pharmacist workforce is growing, to a full time equivalent rate of 90.1 employed pharmacists per 100,000 people, up from 87.1 in 2011, according to new information from the Australian Institute of Health and Welfare (AIHW).

The entire allied workforce was growing, at nearly 154,000 practitioners registered in 2013 compared with more than 146,000 in 2012, AIHW spokesperson Dr Adrian Webster said.

The average number of hours worked weekly by pharmacists was 36 hours in 2013, which had been steady since 2011, AIHW said.

Allied health practitioners with the longest average week were Aboriginal and Torres Strait Islander health practitioners at 41 hours.

Pharmacists were the second largest proportion of registered allied health practitioners at 18.2%, after psychologists at 19.8%.

[CLICK HERE](#) for more information.

Tas Health Council

THE Health Council of Tasmania has been confirmed, including a pharmacy representative.

Statewide Hospital Pharmacy executive director Tom Simpson has been appointed to the Health Council.

The Council will provide advice to the government and comes as part of the Tasmanian government's move from three Health Organisations to one (*PD* 06 Aug).

AMA: scrap PBS calls

THE Australian Medical Association (AMA) has urged the government to scrap the Pharmaceutical Benefits Scheme (PBS) phone system for issuing of authority prescriptions.

In a submission made to Parliamentary Secretary to the Prime Minister Josh Frydenberg in relation to cutting red tape in medical practice, the AMA said the time spent making authorisation calls was time lost to patient care.

There were about 500,000 calls made each month, and an estimated 25,000 patient consultations were lost while

practitioners obtained authorities.

It said the authority system imposed an administrative burden on the vast majority of medical practitioners who did the right thing, to potentially defer the few who might seek to prescribe outside the PBS requirements.

The Department of Health is currently undertaking a review of authority required PBS listings (*PD* 29 May) but the AMA said while a significant improvement to the productivity and efficiency of the medical workforce could be achieved by scrapping the authority system as a whole, it was not expecting a complete overhaul as a result of the review.

In a submission to the Review, the AMA said alternatives to the system included practitioner audits and education, and the Department's other means of tracking and monitoring PBS medicines.

Pharmacy Guild national president George Tambassis said the removal of authority scripts would be a significant and beneficial red tape reduction.

"Pharmacists would be delighted if they were scrapped."

Galantamine PI update

THE Product Information (PI) for galantamine, used to treat dementia of the Alzheimer type and marketed as Reminyl and a number of generic brands, has been updated by Janssen-Cilag to include a new precaution about serious skin reactions, including Stevens-Johnson syndrome, the Therapeutic Goods Administration (TGA) has said.

These reactions had been reported in patients receiving the treatment, the TGA said.

Serious skin reactions associated with galantamine were very rare, and Janssen-Cilag had written to healthcare professionals with further information, it said.

[CLICK HERE](#) for more information.

Renewals in late

THE Pharmacy Board of Australia has said pharmacist registration renewals are now in the late period.

By 01 Dec, 94% of pharmacists had renewed and 1% had opted out, the Board said.

Pharmacists can still renew until 31 Dec, with a late fee applied. [CLICK HERE](#) for more information.

Lacteeze Ultra added

ALLERGYFREE Pty Ltd has added Lacteeze Ultra to its range of lactose enzyme supplements and has an introductory special on the product - see [page four](#) for more.

Rural pharmacy needs

THERE is potential to address clinical pharmacy service needs in rural hospitals by cross-sector employment of pharmacists, according to a new case report published in *BMC Services Research*.

With many rural hospitals in Australia and New Zealand not having an on-site pharmacist, sessional employment of a local pharmacist was proposed as a potential solution, the report said.

[CLICK HERE](#) for the online study.

Priceline, Myer top cosmetics spend

PRICELINE Pharmacy and Myers have topped the share of women's last four week cosmetics expenditure at 15%

The Roy Morgan research showed from the survey of 1,110 women over 14 years of age who bought cosmetics in the last four weeks, 9% shopped at David Jones while Chemist Warehouse sat at 6% ad Coles at 1%.

This follows Roy Morgan research showing 25.6% of women in the year to June bought their make up from supermarkets at any given period (*PD* 05 Dec).

[CLICK HERE](#) for more.

Win with AROMABABY

This week *Pharmacy Daily* and *Aromababy* are giving readers the chance to win an Aromababy Hair and Body Kit.

Aromababy's Pure Hair Cleanse has been soothing scalps and cradle cap for almost two decades. As the first sulphate free and low-foam baby shampoo enriched with natural oils, this mild shampoo substitute is like all Aromababy products, based on research. Suitable for anyone with dry scalp concerns.

To win, be the first person from **WA** to send the correct answer to: comp@pharmacydaily.com.au



Is Aromababy the only brand of its kind based on research?

Hint: www.aromababy.com

Congratulations to yesterday's winner,
Tamara Hill from **Actegy Health**.

Join the Generic's New Generation
Only 300 places left

3 States 3 BIG Events

SIMPLY BY ATTENDING ONE OF THE EVENTS
YOU HAVE THE CHANCE TO **WIN**



[Click here for details](#)

amneal
PHARMACEUTICALS

Up to \$70,000 worth of incentives!

FREE TO JOIN!

CLICK TO ENQUIRE

PHARMACY LESS

More care. Less cost.

Call Feras Karem on 0414 653 803

Pharmacy future examined

TECHNOLOGY will be key to enhancing pharmacy patient care in the future, with most consumers believing that pharmacy computer systems are already connected into an integrated national network.

That was one of the findings of a major symposium convened last week in Melbourne by the Monash University Centre for Medicine Use and Safety.

Forty practitioners were invited to take part, to “consciously plan” the future of the pharmacy profession, led by John Jackson, director of the Project Pharmacist initiative.

“It is important that pharmacy software is transformed from being a remuneration tool to a patient management tool,” he said, with linkage between systems in different pharmacies seen as vital.

The symposium also concluded that pharmacy organisations must find common goals and strategies that are patient focused.

But it is not just the profession that needs a clear vision, with

the symposium also urging the Australian government to develop a coordinated strategy at all levels for pharmacy, including “clear articulation” of expectations, as had been achieved in Scotland, England and New Zealand.

“Other main messages to come out of the day included a need to review the Community Pharmacy Agreement,” Jackson added, as policy objectives had moved on since it was developed 25 years ago.

Current, comprehensive workforce data was also called for, to help universities, governments and the profession to plan appropriately.

Project Pharmacist will use principles developed during the forum to shape its work to facilitate enhanced and sustainable roles for pharmacists, with Jackson saying new models of practice must be developed to offer patient benefits and “provide challenging and rewarding career choices for both current practitioners and new graduates”.

Caution on consumer genetic testing

THE National Health and Medical Research Council (NHMRC) has recommended Australians exercise caution when ordering direct-to-consumer genetic tests in a new position statement and information resources.

NHMRC ceo Professor Warwick Anderson said tests purchased online were often offered by overseas companies which might not meet Australian standards for quality and reliability, and consumers should be cautious about the accuracy of some of the test methodologies and results.

CLICK HERE to read more.

AusPARS added

AUSTRALIAN Public Assessment Reports for prescription medicines (AusPARS) for bevacizumab, ocricplasmin and ranibizumab have been added to the Therapeutic Goods Administration’s website.

CLICK HERE to access them.

Cancer consortium

CANCER Council Australia, with Cancer Research UK and the Union for International Cancer Control, will form the International Consortium for Action and Research on Tobacco, with a priority of high quality and locally relevant research to inform policy.

Cancer Research UK pledged £5m to establish the Consortium and to fund tobacco control research programs in low and middle income countries.

Co-pay no way

PRIME Minister Tony Abbott has waved the white flag on the proposed \$7 Medicare co-payment, saying the government will instead implement a package of other measures to help make the scheme sustainable.

Rebates paid to doctors for some consultations will be reduced by \$5, payments will be frozen until 2018 and standard GP consultation items will be adjusted to address the issue of “6 minute medicine”.

NEW & EXCLUSIVE TO PHARMACY

BRING A LITTLE COLOUR INTO YOUR STORE



PREMIUM NATURAL, HERBAL AND NUTRITIONAL PRODUCTS FORMULATED FOR YOU BY SPECIALISTS.

CONTACT US TODAY!

Call: 1800 853 333 Fax: 02 8572 9911

Email: info@vitascience.com.au Visit: vitascience.com.au

VITA SCIENCE
THE SCIENCE OF HEALTHY LIVING



Be Front of Mind

Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy DAILY

For details call us today 1300 799 220

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

BioElixia BodyShaper Cellulite Contour Crème

Looking for the perfect cellulite solution? **BodyShaper Cellulite Contour Crème** delivers more key ingredients to where they are needed most, smoothing away stubborn bumps and dimples. Natural ingredients like caffeine, beta carotene and forskolin improve the appearance of cellulite, while retinol, vitamin C and green tea initiate the feeling of skin rejuvenation and elasticity, according to the manufacturer BioElixia. The product is free from parabens, formaldehydes, sulphates, phthalates, paraffins, artificial colours and dyes.

Stockist: 1300 354 942

RRP: \$59.00

Website: www.bioelixia.com



DISPENSARY CORNER

GERMAN researchers have proven what every red-blooded bloke already knew - a night out with the boys now and then is essential for mental health.

The University of Gottingen study measured levels of stress hormones in a type of ape called a Barbary macaque, said to exhibit "remarkably human-like social behaviour".

They found that stress was high when the primates were with their partner or other members of their family - in contrast to when they were with other males, when they were more relaxed.

The research, reported in the journal *PNAS* (surely a joke?), concluded that male bonding is much more likely to reduce a man's stress levels than a night out with family.

YOUR pharmacy may be full of festive gifts, but there's probably nothing quite like this.

The world's most expensive Christmas crackers have been launched by "luxury website" *VeryFirstTo.com*, with each party favour containing presents worth up to \$7m.

Unlike traditional crackers containing lame jokes, plastic whistles and tiny toys, you probably want to make sure you're on the receiving end of these ones, because they contain items such as a diamond necklace or even an Aston Martin.

According to company founder Marcel Knobil, "while the joke inside might be cheap, the gift certainly won't be".

The dearest item is a Sunseeker Predator 84 yacht worth \$6.8m, with the keyfob hidden inside one of the crackers.

Others may just have to settle for the \$12,000 'pen of the year' from Faber-Castell.



Lanolips lanolin-enriched moisturising antibacterial hand cream

Keep your hands happy and healthy with **Lanolips Antibacterial Hand Cream**. A lanolin-enriched moisturising alternative to antibacterial gels, this unique product is made with "medical-strength" antibacterial ingredients to kill germs, plus added lanolin to moisturise the hands, says Lanolips. Suitable for frequent use, this liquid glove will ensure your hands are always in tip-top condition.

Stockist: 02 9662 2668

RRP: \$15.95 for 50 ml

Website: www.lanolips.com/au

New Aromababy Mum-To-Be Essentials Gift Pack

Aromababy has created the perfect Xmas pack for mums-to-be. The thoughtful **Mum-To-Be Essentials Gift Pack** collection includes 125 ml Stretched to the Limit pre/post natal rich body Organic Oil, 100 gm Pure Rainwater Cleansing bar, 125 ml aroma-free Mother & Child massage oil, a chiffon bag of organic lavender (ideal for baby's clothes drawer), a trial pot of Aromabath powder and a natural bathing sponge.

Stockist: 03 9464 0888

RRP: \$44.95

Website: www.aromababy.com



Pelactiv Rapid Repair Eye & Lip Balm anti-ageing formula

With a focus on results-driven products, Australian skincare company Pelactiv has released this new anti-ageing formula for eyes and lips boasting superior smoothing technologies. **Pelactiv Rapid Repair Eye & Lip**

Balm works to firm, smooth and improve skin's texture as well as reducing the signs of premature ageing, the company says. A combination of Laminixyl and Suberlift enhance skin integrity and function through the dermal-epidermal junction, and have a visible tightening effect on skin. Key ingredients in the formula include heptapeptide-8, naturelift, coenzyme Q10, sea buckthorn CO2 oil and Davidson plum.

Stockist: 02 8422 5000

RRP: \$65.00

Website: www.pelactiv.com



Pharmacy Daily is Australia's favourite pharmacy industry publication.

Sign up free at www.pharmacydaily.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper

Editor: Alex Walls info@pharmacydaily.com.au

Reporter: Mal Smith

Advertising and Marketing: Katrina Ford advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily CRUISE WEEKLY

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV

NEW

**ULTRA
DOUBLE STRENGTH**

LACTEEZE®

**ENJOY
DAIRY
AGAIN**

We are pleased to announce the addition of LACTEEZE ULTRA to our range of lactose enzyme supplements.

Benefits of LACTEEZE supplements:

- ✓ Enables people with lactose intolerance to **enjoy dairy again**.
- ✓ Our **extensive range** provides customers with a choice of supplements depending on their age and level of lactose intolerance.
- ✓ **Dairy is an essential source of calcium**. Eliminating dairy from your diet increases the risk of calcium deficiency leading to osteoporosis.
- ✓ **Well documented efficacy** in clinical trials over 20 years.
- ✓ **Safe during pregnancy**. Certified natural, contains no drugs and nothing is absorbed by the body.
- ✓ **Easy to take** just before eating dairy – can be chewed or swallowed.

Benefits of NEW LACTEEZE ULTRA:

- ✓ **Only one caplet per dose**. LACTEEZE ULTRA contains 9,000 ALU lactase enzyme units, more than double the strength of LACTEEZE Extra Strength.
- ✓ **Low salicylates**. Our new vanilla flavour is suitable for people who are salicylate intolerant.
- ✓ **New easy to swallow caplet**.

The LACTEEZE range of lactose enzyme supplements now includes:

- LACTEEZE Drops for babies and infants
- LACTEEZE Children's Strength for children aged 2-12 years
- LACTEEZE Extra Strength for children over 12 years and adults
- LACTEEZE ULTRA for adults



Also available in a handy 8 caplet trial pack

**INTRODUCTORY
SPECIAL ON
LACTEEZE ULTRA**

3 units, **10% discount**
6 units, **15% discount**

Available from 1 December 2014
to 31 January 2015

**Pharmacy mark-up
of up to 78%**

**Marketing
campaign including:**

- Consumer and trade print advertising • Billboards
- Trade and public shows
- POS including samples
- Health practitioner advertising

Order now through your wholesaler or contact your rep:

NSW	Allied Sales (02) 9807 9711	SA	Purcell & Hooper 0411 293 772
VIC/TAS	Cozmic Sales (03) 5976 3737	WA	Biochoice (08) 9291 6803
QLD	John Munro Agencies (07) 5598 1092		

PRODUCT	API PDE	SIGMA PDE	SYMBION PDE	RRP* (INC GST)	ORDER QUANTITY
Lacteeze Ultra 40 Caplets	916579	TBA	172677	\$26.95	
Lacteeze Ultra 8 Caplets	916587	TBA	172685	\$5.95	

Available in pharmacies and selected health food stores **only**.