

CUSTOMER LOYALTY



“eRx Express creates loyalty with customers helping them return to us rather than have scripts dispensed elsewhere”

Steve Speirs – Exhibition Pharmacy

Novartis job losses

NOVARTIS Australia has confirmed 45 job losses.

Managing Director Jason Smith told **PD** the company was undergoing “organisational change” and that it needed to ensure the business was focussed on patients as well as being more agile and efficient.

“To do that, we have made the tough decision that impacts 45 positions in our head office operations.

“Novartis continues to invest in bringing new innovative therapies to the Australian market, and these changes will ensure that we can continue this focus on new medicines.”

Novartis did not comment on whether more losses were expected.

A Swiss paper reported that the parent company intended to cut or transfer up to 4000 jobs, according to *Reuters*.

WIN A derma e PACK

Every day this week **PD** is giving one lucky reader the chance to win a **derma e** pack, valued at \$43.90 each. **derma e** uses high quality Vitamin E in its Vitamin E Moisturising Crème and Skin Oil, which is fantastic for scars, stretch marks and ageing skin.

To win, be the first person to send through the correct answer to the question below:

comp@pharmacydaily.com.au.

Fill in the blank:
Vitamin E is known as the ____ Vitamin.

Congratulations to yesterday's winner, **Rebecca Segrott** from **The Pharmacy Guild of Australia**.



TGA to review Protos

THE Therapeutic Goods Administration (TGA) has said it is undertaking a review of osteoporosis therapy strontium ranelate (Protos) to assess the risk of adverse events including cardiovascular events.

The TGA said the review came as other regulators, such as the European Medicines Agency (EMA), also reassessed strontium ranelate's benefit-risk profile.

A TGA spokesperson told **PD** it was aware of the EMA announcement regarding the suspension of use of the drug.

This was recommended by the EMA's Pharmacovigilance Risk Assessment Committee.

The recommendation was sent to the Committee for Medicinal Products for Human Use (CHMP), which requested additional information to inform its decision making, with a final opinion to be made at its 17 to 20 Feb meeting.

The TGA said while the review was underway, health professionals

were reminded of the current contraindications and precautions detailed in the product information (PI) for Protos.

The spokesperson said it was reviewing available information to determine whether any action was required in Australia.

According to the Protos PI, the drug is sponsored by Servier Labs, who had not responded to request for comment at time of publication.

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

106 pharms overpaid

THE Department of Human Services has requested an explanation of claims from 106 pharmacies to determine if payments are incorrect.

The department will recover payments to pharmacies who made multiple claims for supplying a PBS medicine (**PD** yesterday).

Some pharmacists had already been contacted and asked to repay incorrect payments, a department spokesperson said.

Recovery involved being asked to review prescriptions which appeared to have been paid incorrectly and where incorrect, being asked to repay the money.

It was not possible to estimate a total cost, but it was not uncommon for a pharmacy to appear to have made a claim on multiple occasions, they said.

However upon further analysis this could be due to a number of factors including data inaccuracies and accidental claiming, the spokesperson said.

TGA cancels meetings

THE Therapeutic Goods Administration (TGA) has cancelled the 20 Mar meeting of the Advisory Committee on Biologicals, as well as the 14 Mar meeting of the Advisory Committee on Medical Devices.

Adherence assistance

DISCOUNT Drug Stores (DDS) is starting a free medication management program designed for the 41% of Australians who stop taking their medication before they're meant to, which can result in avoidable hospital admissions.

The service was an enhanced version of an SMS reminder program already in place, where customers kept scripts on file at their local pharmacy and received SMS, voicemail or email reminders when it was time to refill, DDS said.



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PSA leadership in 2014

PHARMACEUTICAL Society of Australia (PSA) ceo Liesel Wett has highlighted the leadership role of the organisation especially around the Queensland vaccination pilot program in a *Message from the CEO*.

Wett tempered her positive comments saying that with relation to the budget, “we should brace ourselves for a tough one.”

To read the message, **CLICK HERE**.

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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

Blooms Curcumin 600 Plus: a refined curcumin now in bulk pack

Blooms Curcumin 600 Plus is a refined curcumin powder that contains BioP for improved absorption and provides a high dose of active curcuminoids that can help reduce pain, joint stiffness and swelling, relieve the symptoms of dyspepsia and improve the symptoms of psoriasis and dermatitis. Due to greater than anticipated market demand, Blooms Health Products have now released a bulk pack, still bearing all the quality control and reliability customers have grown to expect from the Blooms Health Products range.

Stockists: 1800 181 323

RRP: \$69.95

Website: www.bloomshealth.com.au



Caroline's Lip Balm for dry, cracked and split lips

Caroline's Lip Balm is a specifically formulated balm used by those who typically suffer from extremely dry skin or compromised skin barrier health, for example in conditions such as dry, irritated, flaky or cracked skin. It helps to soothe and protect lips affected by cold sores, chapping and dryness. It is 100% pure and natural and completely fragrance free. It has a pleasant taste and contains an unusually high concentration of herbal extracts and oils, every one individually effective and even more powerful when combined.

Stockist: 1800 369 273

RRP: \$11.50

Website: www.carolineskincare.com



White Plus Total Luminescent caring for skin morning to night

Clarins introduces two new products to its comprehensive White Plus Total Luminescent range: **White Plus Brightening Hydrating Emulsion SPF20** and **White Plus Smoothing Brightening Night Cream**. Using its breakthrough trans-luminescent complex technology, the products revive the skin micromirrors in every layer. Based on the best of plant extracts, it combines the most effective ingredients to act on all the skin's micro-mirror structures and helps revive the skin's luminescence, layer by layer. Skin looks fairer, more translucent, with an even and rosy glow. On counter 10 Feb 2014.

Stockist: 02 9663 4277

RRP: \$80-\$90

Website: www.clarins.com



AZZARO Club - a brand new fragrance duo - 75ml

A fruity, suave and sensual fragrance with a luminous and sparkling aura, **AZZARO CLUB Women** is like the thousand and one flashes of light from a multi-faceted disco ball; a composition in two stages or facets, to be enjoyed until the early hours of morning. An explosive composition that is simultaneously tonic, aromatic and sensual, **AZZARO CLUB Men** also unravels in two stages; spray endlessly to keep up the pace all night long. Both AZZARO Club fragrances present beautifully in striking intense black bottles with distinctive tops. On counter 16 Feb 2014.

Stockists: 02 9663 4277

RRP: \$39.00

Website: www.azzaroparis.com



DISPENSARY CORNER

SUPER d'oh.

Building your brand is one thing but you've got to be careful with store promotions.

Jim "Mattress Mack" McIngvale ran the "Pigskin Promotion" in Texas offering Gallery Furniture customers who spent at least US\$6000 in the store the fortnight before the Super Bowl and had their items delivered by Sunday 5pm, a full refund if the Seattle Seahawks won the game, *KRIV Fox 26 News* reported.

More than 1000 customers received the refund, with McIngvale losing US\$7 million.

McIngvale, though, didn't seem fazed, telling the news station that he got a kick out of it.

STOP in the name of health.

Talk about healthy living - a police sergeant in Osaka, Japan has resigned after reportedly forcing subordinates to eat 15 hamburgers at a time, in order to "toughen them up."

The traffic sergeant was reprimanded after ordering four younger officers to eat bulk meals in one sitting, such as 15 hamburgers, 15 donuts, four large-sized cups of noodles or three to four litres of coffee-flavoured milk over a period of 10 times, after finding they weren't working hard enough, *AFP* reported.

NEK minnit, world peace.

You may have seen the latest YouTube sensation - NekNomination, where people down an alcoholic drink and then challenge friends to the same.

A South African man, however, has turned the craze to good cause, in a YouTube video with more than 225,000 views.

As facts about South African poverty appear onscreen, Brent Lindeque drives around and hands out a sandwich, banana and Coke to a homeless man, and challenges his friends to do the same.