



STOCK UP TODAY
for Cartia's national
TV campaign!

OFFER ENDS
THURSDAY 31st JULY 2014



THE OFFER

48 to 95 assorted units = 5% Discount

96 to 143 assorted units = 7.5% Discount

144+ assorted units = 10% Discount

Product Description	API	Sigma	Symbion	RRP [^] (Incl GST)	Order Quantity
Cartia 28's	571571	084145	426687	\$4.69	
Cartia 84's	648361	081430	143529	\$11.00	
Cartia 168's	766704	057513	355860	\$18.69	

PDE or FAX to your preferred wholesaler before 5pm Thursday 31st July 2014

ORDER FORM

Contact Name: _____ Pharmacy Name: _____

Pharmacy Address: _____

Pharmacy Phone No: _____ Wholesaler Name: _____

Wholesaler Account No: _____

Offer period: Thursday 24/7/2014 to 5pm Thursday 31/7/2014 or whilst stocks last.

Always read the label. Use only as directed. If symptoms persist, see your healthcare professional.

[^]RRP=Recommended Retail Price. The recommended retail price(s) referred to in this document are recommended only and there is no obligation on the retailer to comply with these recommendations. Cartia® is a registered trade mark of Aspen Global Incorporated. Marketed and distributed by Pharmacare Australia Pty Ltd. 34-36 Chandos Street, St Leonards NSW 2065. Customer Service Enquiries: Ph: 1300 659 646.



National Pain Week

THIS week until 27 Jul is National Pain Week, an initiative of Chronic Pain Australia.

The Australian Self Medication Industry (ASMI) said that the week spotlighted arthritis, a major cause of disability and pain for one in five working age Australians.

"As osteoarthritis progresses, the capacity to participate fully in the workforce declines, with many people being forced to retire early," said ASMI director of regulatory and scientific affairs Steve Scarff.

"Complementary medicines have a role to play in the management of osteoarthritic pain.

"There is good evidence to support the use of glucosamine and chondroitin for managing arthritic joints."

MEANWHILE NPS MedicineWise is advising people living with pain to know how to use pain relieving medicines safely, and to have a conversation with a healthcare professional about the type and dose of pain relief that would be right and any other medicines being taken.

Clinical adviser Dr Andrew Boyden said all pain relieving medicines, including non-prescription varieties, had possible risks as well as benefits.

He highlighted research from the University of Sydney that showed many older Australians were taking non-steroidal anti-inflammatory drugs (NSAIDs) longer than recommended (**PD** 08 Jul) and from University of Wollongong showing the dangers of people taking common pain relievers without thinking about potential risks.

Guild reassures on Review

THE Pharmacy Guild of Australia has moved to reassure members concerned about Competition Policy Review submissions that called for deregulation of pharmacy ownership and location rules (**PD** 10 Jul), including a reader who contacted **PD** about their concerns.

Writing in *forefront*, Guild executive director David Quilty said the Guild would remain vigilant in ensuring the community pharmacy model was not tinkered with.

He said it had made its position clear in its own submission (**PD** 02 Jul) and while the Coalition Government had established the Review, it had also made its position clear, with the Prime Minister stating that the Government supported the model of pharmacy ownership, the Minister for Health confirming that supermarkets would not be allowed

Health CPI June rises

THE Consumer Price Index (CPI) for the months from March to June rose 2.9%; in seasonally adjusted terms, it rose 1.4% and for the year to June, it rose 4.9%

The main contributor to this was medical and hospital services, up 4.6%, largely due to increases in private health fund premiums of 01 Apr, the Australian Bureau of Statistics (ABS) said.

This rise was partially offset by a 1.9% fall in pharmaceutical products, largely due to a greater proportion of consumers exceeding the PBS safety net compared with the March quarter, ABS said.

Pharmacy "Essential Financial Skills"

Brisbane 19-20th August
Last Workshop for 2014

[Click here for detailed brochure](#)

"With the PBS changes, this workshop has empowered me to analyse my business and put strategies in place to reduce the impact. Geoff is a vibrant presenter."

Fiona Mann, Mannum Chemplus



Pharmacy Accredited A1403FMRC1 This course has been accredited for 28 group 2 CPD credits and 10 group 1 CPD credits for inclusion on a pharmacist's CPD Record. Participants can convert the 10 group 1 CPD credits into 20 group 2 CPD credits by completing an optional assessment within 3 months.

Cartia campaign

ASPEN is advising pharmacists to stock up on Cartia before its national television campaign in August with an offer that ends on 31 Jul - see **page one** for more details.

Benlysta tick for SLE

GLAXOSMITHKLINE has announced that Benlysta (belimumab) has now been approved for marketing in Australia as an add-on therapy in adult patients with active, autoantibody-positive systemic lupus erythematosus (SLE) with a high degree of disease activity despite standard therapy.

CLICK HERE for more information on the approval.

180k clinical trials

THOMSON Reuters has announced the achievement of an industry first milestone upon reaching 180,000 clinical trials on Cortellis Clinical Trials Intelligence, its global clinical drug trial intelligence database.

The database covered research associated with drugs, biologics and more and accelerated clinical trial development decisions, the company said-**CLICK HERE** to access.

Corruption in India

INDIAN Health Minister Harsh Vardhan has said drug regulator the Central Drugs Standard Council was a "snake pit of vested interests" and the Medical Council was corrupt.

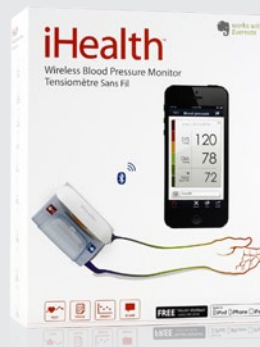
The report comes from the *BMJ*, which said Vardhan was responding to questions asked after an article by a GP in India detailed experiences working in a corrupt system, highlighting the practice of diagnostic referral payments.

Medical Council VP CV Bhirmannandam said the Council could not police better standards.

CLICK HERE for more.

Connecting you to new business opportunities.

Introducing a new mobile health range for pharmacy.
CLICK HERE for an appointment or call 1300 367 611.



APC Accreditation Colloquium

19 August 2014, Brisbane

Mysteries of Time and Space:
Preparing future practitioners for patient centred care

Registrations Open

ASMI conf sponsorship

THE Australian Self Medication Industry (ASMI) is offering a selection of new sponsorship packages this year for the ASMI Annual Conference and ASMI Diamond Awards Dinner.

ASMI executive director Deon Schoombie said that sponsoring the industry's premier events gave sponsors high visibility amongst 350 of Australia's decision makers from the non-prescription medicines industry and related organisations such as pharmacy, government and consumer groups.

CLICK HERE to source the sponsorship package or contact Claire@asmi.com.au.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

Early birders to Broome catch a 'Pearl' of a deal
Broome's boutique **Pinctada Cable Beach Resort** is offering a special Advance Purchase discount covering accommodation, transfers and spa treatments.

The Advance Purchase discounts also apply to the Honjin Courtyard Suites and Honjin Family Villas.

In addition, travellers can receive 10% discount when they pre-book transfers and spa treatments at the Pinctada Spa, including the Kodo Massage, which is inspired by traditional Aboriginal techniques.

The luxurious multi-award winning 72 room and suite Pinctada Cable Beach Resort and Spa is Broome's newest boutique resort, just a short walk from Cable Beach and its 22 km of white sand, kissed by warm, crystal waters and justifiably renowned as one of the world's most attractive sunset beaches.

Guests can exercise in the gym or the 25m lap pool, or lounge on the sun beds. Bookings: call +61 8 9193 8340 or 1800 746 282

Govt considers alt to co-pay

AUSTRALIAN Medical Association (AMA) president Associate Professor Brian Owler has said the Government has agreed to consider an alternative approach to the GP co-payment proposed in the 2014-15 Budget and due to be introduced in July next year.

"The Government has listened to our concerns and has agreed to consider an alternative and fairer approach, which the AMA is currently developing."

Owler said the AMA recognised that it was reasonable for people with appropriate means to make a contribution towards seeing a doctor but it could not support the GP, pathology and radiology policies that disadvantaged the poor, elderly, chronically ill and Indigenous Australians, which the Government model had the potential to do.

He said he had told this in person to the Prime Minister, the Treasurer, and the Health Minister.

"We have seen some acknowledgement from the Government that it is willing to look at aspects of its co-payment model, starting with the impact on people in aged care."

"We hope to be able to present the Government with a fair and workable alternative policy in a matter of weeks."

Pharmaceutical Society of Australia (PSA) national president Grant Kardachi said the organisation had expressed

concern at the Pharmaceutical Benefits Scheme co-payment, saying increasing it could result in more Australians needing closer monitoring to ensure they were compliant with their medicines regime, due to an increase putting added pressure on people's ability to continue taking their medicines.

The PSA would continue to monitor the situation, he said.

Schizophrenia insight

AS PART of a multinational collaborative research project, over 100 locations in the human genome associated with the risk of developing schizophrenia have been identified in the largest genomic mapping exercise on any psychiatric disorder yet.

Despite the pressing need for treatment, medications currently on the market treat only one of the symptoms of psychosis and do not address the debilitating cognitive symptoms of schizophrenia, said the researchers.

Schizophrenia affects approximately one out of every 100 people worldwide and is characterised by hallucinations, paranoia, and a breakdown of thought processes, often emerging in the teens and early 20s.

About 80,000 samples were used in this study with similar studies on autism and bipolar disorder to follow.

CLICK HERE to access the study.

DISPENSARY CORNER

RHYME all the time.

The judge was a poet but didn't know it - if you suffer cantankerous patients in the pharmacy a rhyming word could turn away their wrath.

A judge in Oregon City sentenced a man convicted of stealing an English bulldog puppy at gunpoint by summarising the case in rhyming verse.

The Oregonian reported her summary as, "You lied and lied; I can't put that aside."

"It was your car; you went too far."

"You hid the pup; the jig was up."

"You got rid of the gun; your game is done."

The bulldog burglar will be sentenced 01 Aug.

BLACK and white stripe is the new black.

Probably not an option for pharmacy staff, but when a county jail sheriff found that the new US women's prison drama TV series *Orange is the New Black* popularised the orange jumpsuits to become a fashion statement, he thought it was time to act.

The sheriff of Saginaw County gaol in Michigan changed inmates' outfits to horizontal black and white, so that when out doing community service the inmates would not be confused with citizens and tourists hitting the heights of orange fashion.

DOWNLOAD the FREE *Pharmacy Daily* iOS App, **CLICK BELOW**.



Win a bottle of RosehipPLUS Rosehip Oil

This week *Pharmacy Daily* is giving five readers the chance to win a 50mL **RosehipPLUS Rosehip Oil**.

RosehipPLUS™ Rosehip Oil is a 100% pure & natural Australian Certified cold-pressed organic skincare product. It is rich in vitamins, antioxidants & fatty acids. It will assist with reducing stretchmarks, scars, skin hydration, dry and sensitive skin, fine lines and wrinkles, and promotes skin elasticity and texture.

Visit: www.rosehipplus.com.au

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



What three skin conditions can Rosehip oil be used for?

Congratulations to yesterday's winner, **Dale Luong** from API.