

Friday's comp winner

FRIDAY'S winner of the Sukin competition in **PD** was Jolyon Hawley from Aspen Australia.

Hawley has won a pack containing Rose Hip Oil, Facial Moisturiser, Foaming Facial Cleanser and Hydrating Body Lotion.

See **page 2** for this week's comp.

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Xenophon backs pharmacy

SOUTH Australian independent senator Nick Xenophon has given a rousing endorsement to the community pharmacy sector, saying that the industry's value as a network of health professionals "is taken for granted by many."

Speaking via video link to the NSW Pharmacy Guild National Convention & Exhibition in Sydney on Fri, Xenophon showed a keen awareness of major issues in the pharmacy sector, including the fact that the "supermarket duopoly - Coles and Woolworths - sits on the sidelines jealously eyeing-off the pharmacy market."

"But we know that if pharmacy were ever deregulated, the supermarkets will poison the fruit, commodifying a service that Australians have come to trust with their lives," Xenophon said.

He warned that if pharmacy goes to supermarkets the community would "be on the receiving end of all the same abuses of market power we have seen in food, petrol and alcohol retailing."

Xenophon said he believes the role of pharmacists will become increasingly important in coming years as Australia's health system

comes under more pressure from rising costs and an ageing population.

He said pharmacists had been taken for granted by the previous Labor government which "sneakily and disgracefully" announced shorter price reduction cycles last year prior to the election.

And despite opposition from the Coalition at the time, once in government they carried them out.

"The pharmacy sector fully supports price disclosure, but accelerated price disclosure was a clear breach of the Community Pharmacy Agreement," he said.

More on paracetamol

IN RESPONSE to coverage about paracetamol (**PD** Fri), Arthritis Australia says taken as advised, it is a relatively safe medication.

However recent studies highlighted that taken in excess, there was real concern for toxicity, particularly affecting the liver, the organisation said.

"These concerns echo similar concerns raised by the main regulatory body in the US, the Food and Drug Authority (FDA), who have recommended a maximal daily dose of 3.2 grams as opposed to the 4 grams commonly recommended."

"Part of the challenge is that paracetamol is frequently in cold and flu remedies that people may take in addition to their regular analgesia and, therefore, accidental over-dosage is not unusual."

Other options for osteoarthritis pain management were available on www.myjointpain.org.au, it said.

NCE14 a great success

PHARMACISTS and pharmacy staff from across the country attended the National Conference and Exhibition hosted in Sydney by the NSW branch of the Pharmacy Guild over the weekend.

With a new convention centre now under construction at Darling Harbour the show took place at a new venue, the Australian Technology Park in Eveleigh.

Delegates attended a range of educational sessions on clinical and business topics, as well as a keynote speech from advertising guru Todd Sampson and an appearance by Senator Nick Xenophon (see main story p1).

The convention was themed "Adapt, Change and Future-Proof," and also featured a trade exhibition with scores of industry suppliers showcasing many ways in which pharmacies can innovate and develop their services to the community.

Pharmacy Daily was on the spot and took lots of pics - see **page 3**.

No pill patent appeal

THE Federal Court of Australia has dismissed an application by Generic Health Pty Ltd and Lupin Australia Pty Ltd for leave to appeal a ruling against their Isabelle generic oral contraceptive.

They were seeking to appeal orders made by a judge that the sale and supply of Isabelle infringed the patent held by Bayer for the combination of ethinylestradiol and drospirenone, and injunctions granted restraining sale or supply of the Isabelle product.

To read more, **CLICK HERE**.

Vit D - 'high relevance'

A RECENT meta-analysis published in the British Medical Journal (BMJ) investigating the association between serum vitamin D concentrations and mortality in a large consortium of cohort studies said that vitamin D is of high public health relevance.

CLICK HERE to access the paper.

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Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is **Debbie Capuano, Recruitment Consultant at Raven's Recruitment**



What Security Do You Provide To Your "People" With All The Uncertainty in Pharmacy Today?

WITH the Government putting renewed pressures on community pharmacy, I believe there would be no surprise that there are a lot of nervous community pharmacy employees out there at the moment, as pharmacy owners look for areas in which to save.

Are their hours going to be cut or will they even have a job at all in the pharmacy where perhaps they have faithfully worked for many years?

You not only need to have outstanding people working in your business, but you need them to feel secure within your team or you risk losing them to other industries or to ill health.

Living with constant insecurity within the work place can be highly stressful. Some studies suggest that living with job insecurity – "the fear of losing your job" – can be more harmful to your health than actually losing it!

An open and honest conversation with your staff could go a long way towards them being on the same page as you, rather than on the rocky ground of uncertainty. Get alongside your team, be transparent and I believe you will reap the results.

Healthcare is always going to be needed and valued by the community - and it's your "people" who will be the difference that will keep the community coming back to you!

Focus on new med access

MEDICINES Australia says the price cuts as part of the Simplified Price Disclosure amendments (**PD Fri**) means the Pharmaceutical Benefits Scheme can afford new medicines.

Outgoing ceo Brendan Shaw said the cuts showed that the PBS was sustainable and the key issue now was for access to new medicines.

"Make no mistake, these reforms have hit the industry particularly hard. PBS reforms have secured an enduring savings mechanism through price disclosure.

"The important thing now is to ensure a predictable PBS that allows companies to work with the government to bring new medicines to the Australian community."

Medicines Australia said price cuts to high cost medicines such as atorvastatin and rosuvastatin would deliver about \$1 billion in savings over the next four years.

The Pharmacy Guild of Australia said it was analysing the figures and would be advising members shortly of the ramifications of the price changes.

It would continue to press the case to government for some amelioration of the impact on pharmacy viability of such changes, a spokesperson said.

National Pharmaceutical Services Association president Patrick Davies said the ongoing impact of PBS

price reductions on pharmacy and wholesaler funding are significant, and this needs to be recognised with adjustments to pharmacy remuneration.

"Reform also needs to be more predictable in order to give wholesalers the confidence to continue to make the investment of tens of millions of dollars in technology and logistics that are required to ensure that the supply chain is secure and patients all over Australia can get their medicines when they need them," he said.

400+ SHPA abstracts

THE Society of Hospital Pharmacists of Australia (SHPA) has said it has received 427 abstracts for its 40th national conference, Medicines Management 2014.

SHPA said this illustrated how keen pharmacists, technicians, interns and students were to share their work.

About 80 contributed papers and more than 200 posters would be selected, SHPA said.

SHPA president Professor Michael Dooley said the scientific review committee would have a big job in selecting the very best papers to be presented and it was great to see such a volume submitted.

The conference will be held at the Darwin Convention Centre from 11 to 14 Sep.

DISPENSARY CORNER

SENATOR Nick Xenophon, who appeared via video at the Pharmacy Guild National Conference and Exhibition in Sydney on Fri (**see p1**) says he's definitely no stranger to pharmacy doors.

He confessed that he's possibly one of the industry's biggest customers, with workaholic tendencies which lead him to get somewhat run down and require pharmaceutical help.

"In fact, I'm such a regular customer at my cousin's pharmacy in South Australia I'm convinced he's got a new extension on his home named after me," Xenophon confessed.

MAY I go to Ze toilet please?

You may need to change the label on the pharmacy toilet door.

No more 'he', no more 'she' but only 'ze' - believe it or not, schools in Vancouver, Canada are replacing gender specific pronouns with the title 'ze'.

According to *Orange News*, the Canadian city's school board approved the new policy allowing pupils to be referred to as 'xe', 'xem' and 'xyr' instead of 'he/she', 'him/her', and 'his/hers'.

Reportedly, children will be able to choose whichever toilet they wish including the option of a legally mandated unisex toilet.

Not all parents are on board with this and according to one spokesperson, parents, psychologists and medical experts were not being listened to.

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WIN A CARMEX PACK!

This week **Pharmacy Daily** is giving 5 readers the chance to win a **Carmex®** lip balm prize pack.

Carmex® is one of the world's most loved lip balms with ingredients including Lanolin, Theobroma Cacao Seed Butter, Cera Alba and Menthol.

Best known for the famous Carmex 'tingle', the cult classic Carmex Jar has been reinvented for Winter with a Limited Edition I Heart Carmex Jar. Pop one in your handbag so your lips are prepared for anything.

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

When was the Original Flavour Jar first introduced?



Pharmacy DAILY

Monday 23 Jun 2014

PHARMACYDAILY.COM.AU

Catching up on the latest in pharmacy at NCE14

RIGHT: Spokesmodels Ross Warner and Bella Falvey from the Pharmacy Guild encouraged visitors to spin the wheel.



BELOW: Nhu Yen Nguyen of Rickard Rd Pharmacy with Webstercare's Shaye Turner.



RIGHT: Pete the Packette was a favourite with delegates visiting the MPS Packaging stand.

He's pictured with Jonathan Mayes from MPS as well as pharmacists Alice Wong and Helena Cheung.



BELOW: Dinah Graham from MIMS with Lynne Mackinnon of Simple Retail.



ABOVE: Angela Blair and Donna O'Dow from the Australian Diabetes Council.

BELOW: Maria George, Kennedy's Pharmacy with Belinda Nankivell and Sabine Hernandez of the Pharmacy Guild.



THE National Convention & Exhibition 2014 kicked off last Friday night with a cocktail function to officially open the trade exhibition after a full day of educational sessions.

The event was organised by the NSW Branch of the Pharmacy Guild, with branch president Paul Sinclair pictured right getting his daily dose of industry news from **Pharmacy Daily**.

Pharmacy Daily took these photos over the weekend, with more on our website and at facebook.com/pharmacydaily.



BELOW: The long and the short of it: Mark Douglass, Harden Pharmacy with Andrew Matthews, Pharmacy Guild.



BELOW: Tanjim Hossain of Dose Innovations (centre) with Aliian Salian, Chemist Outlet and Loretta Musumeci, Babinda Pharmacy.



BELOW: Markus Windhofer from eRx with Adrian Lee of Priceline Pharmacy Macquarie Centre.



LEFT: The lolly bar on the **Pharmacy Daily** stand was a big hit with sweet-toothed delegates.

Lots more pics at facebook.com/pharmacydaily.