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## Guild fights back on Comp Review

**THE** Pharmacy Guild's submission on the Competition Policy Review draft report features a three pronged analysis which the organisation says shows a reduction in consumer welfare should location and ownership rules be removed, as suggested by the report.

The Guild said it engaged consultants to undertake a geospatial analysis, a survey of consumer preferences for pharmacy relative to other models of service delivery and a 'willingness to pay' valuation of pharmacy relative to other models.

An overarching Cost Benefit Appraisal of dismantling the pharmacy model, using these three sets of analyses, showed a "significant reduction" in consumer welfare, measured by factors such as loss of trust or increased travel time, under a range of scenarios where pharmacy rules were removed, the Guild said.

Analysis found pharmacies were more accessible than services, banking and medical centres, with 87% of Australians living within 2.5km of at least one pharmacy, the Guild said.

Sixty four per cent of consumers supported the principle of healthcare professionals owning the business they worked in, the Guild said.

Its submission also showed ownership rules meant major supermarket chains were prevented from securing market dominance.

**CLICK HERE** to read more.

## 30% AM scripts inappropriate

**ABOUT** 30% of hospital antimicrobial prescriptions were deemed inappropriate, according to the National Antimicrobial Prescribing Survey 2013.

The Australian Commission on Safety and Quality in Health Care report, released today, looked at 151 hospitals across the country, resulting in about 12,800 prescriptions for 7,700 patients.

It found the appropriateness of the top five most commonly prescribed medications was between 60% and 76%.

The most common indications included surgical prophylaxis, community-acquired pneumonia, urinary tract infections and Chronic Obstructive Pulmonary Disease

## GSK retains top spot

**GLAXOSMITHKLINE** (GSK) has topped the Access to Medicine Index for the fourth year in a row.

The 2014 index ranking was released yesterday with Novo Nordisk A/S, Johnson & Johnson, Novartis AG and Gilead Sciences Inc. taking out the next four spots.

The Access to Medicine Index is an independent initiative ranking global pharmaceutical companies according to what they are doing for the millions of people in developing countries who do not have reliable access to medicine.

Seven parameters are scored to generate the final score including general access to medicine management, public policy, and manufacturing and distribution.

**CLICK HERE** for the report.

(COPD).

Inappropriate prescribing was particularly high for treatment of acute exacerbations of COPD at 46%, the report said, and overall, inappropriate use was mainly related to unnecessary use of broad spectrum antimicrobials and incorrect duration of treatment.

About 60% of prescriptions were compliant with guidelines overall.

A reason was documented for 71% of antibiotic prescriptions, which fell below the best practice of 95%, the report said.

The Society of Hospital Pharmacists of Australia (SHPA) ceo Helen Dowling said while more than 75% of prescriptions were appropriate, one in four were deemed inappropriate with respect to indication for use.

"While this result is not ideal, SHPA is grateful that this evidence has come to light so that the Commission, along with other stakeholders, can work on addressing this issue via antimicrobial stewardship program (AMS)."

The results would be useful for pharmacists, who played a key role in the success of AMS programs, to optimise use by intervening when needed to ensure safe use of antimicrobials, Dowling said.

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Find contact details on **page four**.

## 57% GPs prescribe to meet expectations

**NPS** MedicineWise has released a survey showing 57% of GPs reported they would prescribe antibiotics for an upper respiratory tract infection to meet patient expectations, while 20% of consumers reported they would expect the doctor to prescribe antibiotics for a cold or flu.

The research, released for Antibiotic Awareness Day this week, involved 625 GPs, 332 consumers, and was conducted in September.

It found 17% of surveyed consumers would ask a doctor to prescribe antibiotics.

Ceo Dr Lynn Weekes said doctors felt pressure to meet patient expectations and, combined with other factors such as time constraints, this meant they might prescribe antibiotics when it was not appropriate.

Australians needed to understand that antibiotics would not work for colds and flu, Weekes said.

## The next big thing in pharmacy

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[www.p2precruitment.com.au](http://www.p2precruitment.com.au)

## WIN with Airssential

This week **Pharmacy Daily** and **Airssential** are giving five readers the chance to win a Vitalic Perio-TENS Pain Management device (RRP \$34.95).

Transcutaneous (through the skin) Electrical Nerve Stimulation, known as TENS, is a non-invasive therapy used to relieve pain. The Perio-TENS device can relieve a variety of painful complaints including sciatica, period pain, migraine, nocturnal leg cramps, muscular pain and stiffness due to sport or daily activities, Airssential says. The Perio-TENS is a powerful but miniature device which discreetly affixes to the skin at the site of pain, ensuring it can be used under clothing without attracting unwanted attention.

To win, be the first from **WA** to send the correct answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What type of pain relief is the Vitalic Perio-tens recommended for?

Hint: [www.airssential.com.au](http://www.airssential.com.au)

Congratulations to yesterday's winner, **Wei Jiang** from the **Sunnybank Hills Medical Centre Pharmacy**.

Up to \$70,000 worth of incentives!

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## Phcy grad standards

**LEARNING** outcomes for graduates of pharmacist training programs in Australia have been developed through a collaborative process including harmonisation of the various expectations and regulatory requirements for pharmacy education programs, said the authors of a paper published in the *International Journal of Pharmacy Practice*.

**CLICK HERE** for the abstract.

## Pharmacy Movember

**MOVEMBER** fundraising drive for men's health issues, specifically prostate and testicular cancer and mental health, has partnered with Blue Stratos to promote awareness.

Many pharmacists and staff are growing the moustache to raise money and 27 pharmacies have joined the MoStratos Pharmacy Network, which aims to raise \$100,000, when Movember will recognise the pharmacy industry as part of the challenge next year.

**CLICK HERE** for more.

## Future of pharmacy

**PHARMACY** leaders gave their thoughts about the future of the sector at yesterday's Australian Self Medication Industry (ASMI) conference.

Pharmaceutical Society of Australia (PSA) national president Grant Kardachi said the PSA's model of pharmacists working in GP clinics had had impressive results and the PSA and Australian Medical Association would put in a submission to the next Budget for this model.

Kardachi said the future of aged care was taking services into homes, with community care packages and pharmacy needed to be a part of this, be it by applying for funding in various programs available or by developing more services into the home.

Not all pharmacists were comfortable being out the front of shop, and pharmacy needed to address this through training and managing which pharmacists had front of shop skills, Kardachi said.

Macquarie University Professor of Marketing Scott Koslow said consumers did not want to be treated like fools, and that large areas of medication labels did not get read, wasting space.

ASMI executive director Dr Deon Schoombie said while there was a lot of talk about patient-centred care, he was not sure the industry had achieved this.

## Tribute to Ian Craig

**PHARMACY** Cricket has advised that patron and pharmacist Ian Craig has died.

Pharmacy Cricket president Greg Hodgson said Craig was the youngest man to captain Australia in test cricket.

He commenced pharmacy as an apprentice in a Mossman pharmacy and later became md of the Boots Company in Australia.

Hodgson said his softly spoken words and delightful personality would be missed.

## CW savings allegation

**PHARMACY** Guild Victorian branch president Anthony Tassone said he had written to the Australian Consumer and Competition Commission (ACCC) regarding concerns about accurate representation of savings made by Chemist Warehouse (*PD* 18 Nov).

Tassone told *PD* it was not clear what the savings on the receipts for Chemist Warehouse purchases were based on, whether a reference to an RRP or "normal price charged at other pharmacy retailers".

"Without a reference to a recommended retail price, I do not believe there is a set and consistent benchmark that non-Chemist Warehouse pharmacies would sell medicinal products for."

The ACCC said it did not comment on possible investigations.

Its website said comparative advertising could be used to promote superiority of products or services over competitors as long as it is accurate, where superiority could relate to price.

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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](mailto:newproducts@pharmacydaily.com.au)

### Preparing your body for pregnancy with Fabfol supplement

Unlike other pregnancy supplements, **Fabfol** is based on an Australian diet and provides the correct level of vitamins and minerals for both mother and baby, Care Pharmaceuticals says. Fabfol is designed so that each tablet has an appropriate amount, allowing for a healthy mother, healthy pregnancy and healthy baby. Fabfol is also both kosher and halal approved, is suitable for vegetarians and has all your nutritional needs covered pre, during and post pregnancy, the company says.

Stockists: 02 9300 1900

RRP: \$24.95 for 56 tabs

Website: [www.fabfol.com.au](http://www.fabfol.com.au)



### Seven Wonders launches first organic Moroccan Argan Oil Dry Shampoo



Seven Wonders is an all-natural hair care brand offering a range of salon-grade hair products, infused with organic ingredients. The luxurious **Seven Wonders Moroccan Argan Oil** range includes the new **Dry Shampoo**, Treatment Oil, Shampoo and Conditioner, Treatment Spray, Volumising Spray and an innovative Moroccan Argan Oil Skin Serum. The Dry Shampoo works by cleaning and removing any excess grime that has built up in the hair, while simultaneously coating the hair with a protective layer of Argan Oil, the company says. This magical dry shampoo can be used anywhere and on the run.

Stockists: 08 9240 2088

RRP: \$12.95 for 150 ml

Website: [www.sevenwonders.com.au](http://www.sevenwonders.com.au)

### St.Tropez Prep & Maintain Tan Enhancing Body Polish

For perfect results and a tan that lasts longer and fades more evenly, **St.Tropez Prep & Maintain Tan Enhancing Body Polish** is the ideal treatment to achieve a flawless, golden glow. Many scrubs contain ingredients that can degrade or break down the tan, but this polish is specially formulated to work with your tan. Containing spherical beads to exfoliate without scratching or damaging the skin, Prep & Maintain Polish ensures your color will be completely even and streak-free, the company says.

Stockists: 1300 819 331

RRP: \$19.95

Website: [www.sttropeztan.com.au](http://www.sttropeztan.com.au)



### A new alternative for OA pain relief - Nagestic Osteo

New **Nagestic Osteo** provides a simple, more natural approach to OA symptom relief and may be an effective solution where paracetamol and NSAIDs are contraindicated or inappropriate, or where patients are concerned with the long term effects of using these medications, BioRevive says. Nagestic Osteo contains total curcumin 6.074mg. **Nagestic Osteo Acute** contains total curcumin 12.148mg. Use only as directed. If symptoms persist, consult your healthcare professional. Pharmacy only products.

Stockists: 1300 790 978

RRP: \$29.95 for 30 tabs; Acute: \$24.95 for 20 tabs

Website: [www.nagesticosteo.com.au](http://www.nagesticosteo.com.au)



### DISPENSARY CORNER

**SPLENDIFEROUS**, my good humanoid!

If you're feeling particularly wordy this week, you could try some of the sneaky Scrabble words on your pharmacy customers that the *Telegraph* has compiled in honour of the World Scrabble Champion tournament held this week in the UK.

For instance, did you know that **Aa** is actually a word? Apparently it's a type of rough volcanic rock.

Probably to the dismay of the grammar purists everywhere, 'Grrl' is an allowed slang word for girl.

Likewise, 'nang', the youth slang for excellent, is also allowed, apparently.

For the full list of sneakers, **CLICK HERE**.

**AND** a pack of broccoli please.

You may stock vitamin supplements but at one point, you could have been stocking bubble-gum flavoured broccoli to help people get their vitamins.

That is, if the ceo of McDonald's had followed through on implementing the recipe the fast food chain developed to encourage healthy eating, the *Telegraph* reported.

Apparently, Don Thompson said the dish never made it onto menus because children were understandably confused by the Vegetable of A Thousand Tastes, All of Them Bland suddenly having flavour, the publication reported.

**THE** family that eats together ...

A balanced diet may be one of the healthiest medicines but one Australian couple took it to extremes.

Police in Queenstown, New Zealand were forced to arrest the honeymooners, who were having a massive food fight in their motel.

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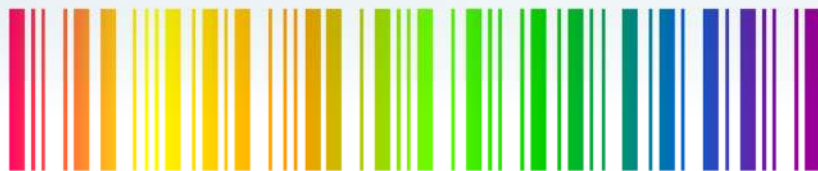
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