



PAC14 kicks off

THE Pharmacy Australia Congress 14 has kicked off in Canberra today, hosted by the Pharmaceutical Society of Australia and set to continue over three days.

CLICK HERE for the program.

Misplaced priorities

ALMOST half (47%) of 3,300 Australian female respondents to a Newpoll survey admitted they put more thought into their last holiday destination and almost a third (31%) gave more consideration to their last fashion purchase than the attention they gave to their contraception.

With an estimated 2.6m Australian women using some form of contraception, an online survey highlighted that 51% of women of reproductive age may have experienced an unintended pregnancy.

Marie Stopes International Australia group medical director Dr Philip Goldstone said the survey findings suggested women could be missing out on contraceptive solution best suited to them.

World Contraception Day should act as a prompt for Australian women to discuss all the options with their GP, Goldstone said.

Pfizer states its case

PFIZER'S opening statement was set to wrap up yesterday at the hearing for the Australian Competition and Consumer Commission's (ACCC) case against the pharmaceutical company alleged misuse of market power and exclusive dealing in relation to its supply of atorvastatin to pharmacies (**PD** 08 Oct).

Pfizer's defence, filed with the court in September, said the company denied that an atorvastatin market existed, and that if such a market did exist, the company denied that it had a "substantial degree" of market power in this market.

Pfizer said some manufacturers or importers promoted their generic atorvastatin before 19 May 2012, with the patent for the pharmaceutical expiring on 18 May 2012, and that Ranbaxy Australia promoted its Trovas product prior to 18 Feb 2012.

In its defence, Pfizer agreed with the ACCC statement that by 24 Feb 2012, 2,346 pharmacies had accepted its offers.

The company said it denied that it had the purpose of deterring or preventing other suppliers of generic atorvastatin from engaging

in competitive conduct in the atorvastatin market, including that it did not seek to take up community pharmacy shelf space to limit the ability of other generic suppliers to sell the product, by the condition of the offers to accept shipments of atorvastatin Pfizer before 30 Apr 2012.

It said in supplying atorvastatin Pfizer to a pharmacy through its offers, it had granted that pharmacy a licence of the patent and if it offered the discounts and rebates alleged by ACCC, this was a condition of this sub-licence.

Griffith becomes MHIQ

GRIFFITH University's Health Institute based at its Gold Coast Campus will be renamed the Menzies Health Institute Queensland (MHIQ) in a new collaborative arrangement.

The move would see the University receive financial support for the establishment of a Menzies Foundation Professor of Allied Health Research, it said.

The change was expected to leverage research and funding opportunities to enhance research, the University said.

Campaign against drs meeting pharma

A GROUP of doctors is launching a campaign to put an end to doctors meeting pharmaceutical company representatives tomorrow.

Called No Advertising Please, the campaign will see the more than 50 doctors pledge to ban pharmaceutical representatives from "educational" visits.

The campaign cites research that doctors receiving information from pharmaceutical companies was associated with increases in prescriptions of promoted drugs, decreased quality of prescribing and increased costs.

Spokesperson Dr Justin Coleman said the campaign did not seek to demonise pharmaceutical companies but to discourage routine acceptance of drug promotion in this way.

Medicines Australia chairman Dr Martin Cross said the campaign was misguided and potentially dangerous, likening the pledge to having open heart surgery knowing the surgeon hadn't been taught to use the equipment.

A company rep needed to understand and respond to a GP's needs, including journal articles and receiving feedback about use of medicines, he said.



Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829

Email: info@ravensrecruitment.com.au

Web: www.ravensrecruitment.com.au

Jobs of the Week

- **Newly registered Pharmacist** - Far Nth QLD (Job# 2010881)
Stand-out pharmacy owner looking to mentor a newly registered Pciist.
- **Hospital Pharmacist Manager**- Launceston, TAS (Job# 2010875)
Oversee general operations of this pharmacy facility; 38hrs Mon-Fri; \$\$\$\$.
- **Relief Pharmacist** - New England, NSW (Job# 2010845)
Genuine full-time opportunity to experience different environments.

Looking for a different direction for your career? We can help!

Pharmacists are one of the most
Trusted Professions

Add another layer of care and detection...

Join Our Trial!

DermaCHEMIST

www.dermachemist.com.au



HELP YOUR CUSTOMERS BREAK FREE FROM THE SYMPTOMS OF MEDICALLY DIAGNOSED IBS

Ethical Nutrients IBS Support contains the extensively researched and exclusive probiotic strain, *Lactobacillus plantarum* (299v) which may help reduce the symptoms of IBS including:

- Pain
- Constipation
- Diarrhoea
- Bloating
- Gas

Always read the label. Use only as directed.

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES



Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

10-12 Oct: Pharmacy Australia Congress 2014; Canberra; more at: www.psa.org.au/pac

15 Oct: Better Living with Lung Cancer Forum; Brisbane; for more details see: www.lungfoundation.com.au

16-18 Oct: Pharmacy Assistant Conference 2014; Gold Coast; see: www.pharmacyassistants.com/

18-19 Oct: Medication Management Review Stage 1 Workshop; Subiaco; visit: www.psa.org.au

21 Oct: Keeping It Going QCPP Maintenance; Sydney; for more details see: www.guild.org.au

22 Oct: Diabetes and NDSS Information Night; Subiaco; go to: www.psa.org.au

24 Oct: Lung Health Education Day; Melbourne; for more details see: www.lungfoundation.com.au

25 Oct: Mental Health First Aid Workshop; Newcastle; details at: www.guild.org.au

25 Oct: Lung Health Education Day; Campbell Town, Tasmania; for more details see: www.lungfoundation.com.au

26 Oct: Managing the side effects of chemotherapy and cancer treatments in the community; James Cook University, Townsville; www.psa.org.au

GP 'Super Clinic' plan

THE Department of Health (DoH) is calling for tenders to supply financial and corporate governance advice for the plan to build more than 60 GP Super Clinics around Australia and provide primary care infrastructure grants to upgrade and extend around 425 existing general practices, primary care and community health services.

The \$650m concept aimed to deliver a multi-disciplinary model of care, said the DoH, with GPs, practice nurses and allied health professionals.

The DoH said "ideally" patients would have ready access to pharmacy services.

Co-located diagnostic services and linkages with local hospitals, dental services and more are also planned.

CLICK HERE for more information.

APC 3-year eligibility

THE Australian Pharmacy council (APC) has advised that effective 01 Nov, the initial eligibility assessment will have a validity period of three years for both Stream A and B candidates, from the date on the eligibility assessment letter.

The APC will archive candidates' files after that period if no progress is made through the APC process in that period, it said - **CLICK HERE**.

TGA globalising

THE TGA says that with therapeutic goods regulation becoming increasingly globalised, it has established the 'TGA International Engagement Strategy 2013-2015'.

CLICK HERE to see details.



DISPENSARY CORNER

KILLER Python shrinkage.

Your pharmacy may need to stick with the classic jelly beans for the diabetic in need as the Killer Python may not cut it.

Nestlé is responding to widely expressed medical concerns around childhood obesity and sugar intake by cutting their famous Killer Python snake sweets almost in half, reports the *Australian Financial Review*.

The global decision to reduce the sugar content of the company's products is driven by a determination to get the sugar intake "per serving" down from 20% to 10% of a child's daily intake.

Other products soon to take the cut are Nestlé's Kit Kats, Minties, Life Savers and Wonka Bars.

Australian gm Martin Brown said sales would suffer because the price would also halve.

NO PHARMACIES here, but you could sell sunscreen by the bucketload.

Google has gone one or two steps beyond its street view in Google Earth.

The ubiquitous digital company has equipped a camel with its scanning devices to capture panoramic images of the desert around the Liwa Oasis in Abu Dhabi, reports *Orange News*.

As opposed to noisy disruptive four-wheel-drive monsters churning up the sand in the peaceful location, it was decided that the camel-view would be the most authentic and "least damaging" way to gather the data.

Street Views are available from the remote Egypt deserts to your pharmacy front door in Australia.

WIN AN IN ESSENCE VAPORISER

Every day this week **PD** is giving one reader the chance to win an **In Essence** vaporiser pack, valued at \$92.90.

The In Essence Ultra Sonic Vaporiser is a safe, effective and pleasant way to use pure essential oils both therapeutically and for creating ambience.

It has been designed with ultra sonic wave technology, which works on the vibration of water. Pure essential oil molecules are dispersed into the air, enhancing the effect of Aromatherapy. The unit stays cool to touch, so it is safe for all the family.

In Essence Motivation Oil is a stimulating, empowering blend for inspiration and direction. A synergy of spicy oils that brings clarity and warmth, generating optimism through courage and motivation.

For more info visit: www.inessence.com.au

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



There are two other types of vaporisers available from In Essence, what are they?

Congratulations to yesterday's winner, Abbey Butler from Flinders Medical Centre.

BRING A LITTLE COLOUR INTO YOUR STORE

Premium natural, herbal and nutritional products formulated for you by specialists.



NEW & EXCLUSIVE TO PHARMACY

1800 853 333
vitascience.com.au

VITA SCIENCE
THE SCIENCE OF HEALTHY LIVING