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Friday's Comp winner

FRIDAY'S winner of the In Essence Ultra Sonic vaporiser was **Jacque Baker** from Cipla Australia.

This week **Pharmacy Daily** is giving five readers the chance to win a **Bio-Oil Fit & Fab** pack starting today with NSW/ACT readers.

See **page two** for details.

Council grants open

THE Pharmacy Council of NSW has said the second round of the Education and Research Grants program is now open.

Two grants are available, totalling \$12,500 in funding.

Students studying in NSW and registered pharmacists practicing in NSW could apply until 01 Nov, the Council said.

50 year pharmacy reunion

A 50 year pharmacy reunion for staff, students and their partners who were at the Pharmacy School, Sydney University in 1964, is being held at the refectory in the old Union Building, Science Road, Sydney University on 16 Nov.

The event costs \$95 per person.

Contact Geoff Pritchard on 02 9922 4249.

PSA 6CPA signatory call

THE Pharmaceutical Society of Australia (PSA) has called for its inclusion as a signatory for the Sixth Community Pharmacy Agreement (6CPA) at the PAC14 congress held this weekend.

This follows a similar call by Professional Pharmacists Australia (PPA) (**PD** 30 Sep) for others to be included in the negotiations with government about the next agreement.

PSA national president Grant Kardachi said despite its role as the "peak pharmacy body", the PSA had only been acknowledged as an active participant in areas related to professional practice since 3CPA.

If the PSA's advice and input

were sought to design professional programs in the 6CPA, it was fair that it should be a joint signatory of parts of the Agreement involving professional programs and services, Kardachi said.

"Signatory status would of course need to be contingent on PSA being involved in all discussions that relate to the proposed professional programs and services in 6CPA."

The Pharmacy Guild said it was continuing to work "closely and constructively" with the PSA as a key stakeholder, which shared its objective of ensuring the 6CPA maintained a strong and viable pharmacy sector.

PPA ceo Chris Walton backed the call but said all pharmacy stakeholders, including employee pharmacists, hospital pharmacists, and consumers should be represented and involved in the upcoming negotiations.

MEANWHILE Minister for Health Peter Dutton said at PAC14 that the skills and expertise of pharmacists needed to be better utilised, echoing a PSA call for enhanced roles in healthcare.

Kardachi said the 6CPA needed a focus on evidence based services focussed on meeting patient needs.

Snoreben deal

A **QUIET** comfortable night's sleep is on offer through a cracking Symbion deal on Snoreben.

See **page three** for details and a faxable order form.

World thrombosis day

BLOOD clots, or thromboses, kill more than 40 Australians per day via deep vein thrombosis, pulmonary embolism or stroke and are also the cause of the top three cardiovascular killers: heart attack, stroke and venous thromboembolism, organisers of World Thrombosis Day say.

The day is intended to raise awareness of blood clots and encourage Australians to be vigilant of risk factors, and their signs and symptoms - **CLICK HERE**.

PPI hypo-Mg++ link

PROTON pump inhibitors (PPIs) are associated with a small increased risk of hospitalisation due to hypomagnesaemia among patients over the age of 65 years also receiving diuretics, according to new research out of Canada and published in *PLOS Medicine*.

CLICK HERE to read.



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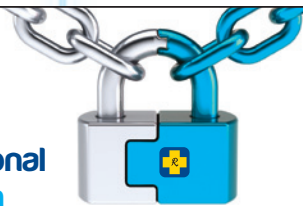
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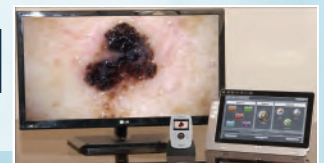
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Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **John Koot, Managing Director - Willach Australia**



Customer interaction, the future of pharmacy

WE'RE all quite aware pharmacy is facing some of its most significant challenges, including changing remuneration structures, increased competition and significant margin cuts.

Although tough times are upon us, opportunities for growth do remain.

The question is, how do you go about building a business that can meet the changing demands of the industry? Where do you start?

Begin by looking at each time a customer enters your pharmacy as a privilege. This privilege – their time – is your opportunity as a pharmacist to provide them with an exceptional experience.

It is your chance to impress them, win their loyalty and build a relationship – all of which will result in repeat visits, positive word of mouth and, ultimately, benefits to the business.

But how can we deliver an exceptional experience for the customer with the pharmacist if the pharmacist is separated from the customer both physically and metaphorically?

We must remove the physical and operational barriers in the dispensary to make an exceptional experience possible – an approach I like to refer to as separating the 'logistics' from the 'value add'.

Free up the pharmacist by delegating the logistical part of dispensing at the back of house and allow the pharmacist to interact with the customer at the front.

It's possible, it's viable and it will yield positive results for your business.

PSA Excellence awards

ANNOUNCED at the Pharmacy Australia Congress in Canberra (PAC 14) last week were the Pharmaceutical Society of Australia (PSA) Excellence awards (**PD** Breaking News 10 Oct).

PSA Pharmacist of the Year for 2014 went to NSW pharmacist Lindy Swain for her work in rural areas, and in particular in improving the health outcomes of indigenous Australians.

PSA national president Grant Kardachi said Lifetime Achievement Award winner Associate Professor Louis Roller's passion for the profession and his love of teaching had had a positive and long-lasting influence over the thousands of

pharmacy graduates he had taught.

For her work as a community pharmacist and innovator in pharmacy practice, NSW rural pharmacist Taren Gill was named the PSA Young Pharmacist of the Year for 2014.

Charles Sturt University student Jamie Pisani won Pharmacy Student of the Year, as well as audience choice award for PAC 14, with Kardachi saying he was a "standout".

MEANWHILE Kardachi announced a new award recognising a role model among young pharmacists undertaking the PSA's Intern Training Program, the National Intern Pharmacist of the Year award.

The award is sponsored jointly by PSA and MIMS.

NZ CPSA extended

NEW Zealand's Community Pharmacy Services Agreement (CPSA) may be extended by 12 months beyond the current Agreement end date of June 2015, if District Health Board ceos accept a recommendation proposed by the Pharmacy Guild of New Zealand.

The pharmacy sector would be asked to put forward proposed amendments in an informal engagement process beginning in November and completed early next year, said the Guild.

For more information, **CLICK HERE**.

Tambassis re-elected

VICTORIAN community pharmacist George Tambassis has been re-elected national president of the Pharmacy Guild of Australia for a three year term.

With 25 years in community pharmacy in Melbourne and nine years in the Guild Victorian branch committee, including two years as state president, Tambassis was elected unopposed as national president in October last year.



DISPENSARY CORNER

PROSTHETIC perceptions.

Knowledge of robotics might be required in your future pharmacy career, if your patients use prosthetics.

A Swedish surgical team has created a sense of touch in a prosthetic arm and hand, enabling sensitive manipulation of objects, according to *BBC Health News*.

Sensors on the new prosthetics deliver electronic impulses directly to the nerves and new techniques have anchored the prosthesis directly to the bone, improving control.

Whereas prior to the new fitting, the patient had to watch what his hand was doing to assess grip force between fingers, there was now direct feedback to give a sense of pressure, the publication reported.

PLEASE, unpost!

If you, like we at **PD**, try to avoid human interaction early in the morning (difficult for pharmacists, we know!), the newest celebrity charity craze may make you wince, and then smile.

Celebrities are posting pictures of themselves just after they wake up, on Twitter and donating to Unicef's fund to help Syrian children, to support the Unicef campaign #wakeupcall, aimed at waking people up to the plight of Syrian children.

Those who have taken part include Tom Hiddleston, Stephen Fry and Naomi Campbell, with most celebrities looking irritatingly beautiful.

Just to do our bit, **PD** has donated to the cause, and posted this picture this morning, which we feel accurately reflects our feelings upon waking up:



CLICK HERE to learn more.

WIN A BIO-OIL PACK

This week **Pharmacy Daily** and **Bio-Oil** are giving five readers the chance to win a Bio-Oil Fit & Fab pack.

Spring is the perfect time to get fit outdoors. But don't let your skin suffer as a result of exposure to the sun or wind. With Bio-Oil, it's easy to ensure your skin gets the TLC it needs. Bio-Oil includes a range of skin-loving oils such as chamomile, rosemary, lavender and calendula for outstanding results. Valued at \$109.90, the Bio-Oil Fit & Fab prize pack includes Bio-Oil in 60ml and 125ml, a sports watch, water bottle and a sports towel. Visit: <https://www.bio-oil.com/en-us/>



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