



**IF YOUR CUSTOMERS  
ARE TAKING A COURSE  
OF ANTIBIOTICS**

a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

**INNER HEALTH PLUS**  
Always read the label. Use only as directed.

## Friday's Comp winner

**FRIDAY'S** winner of the Bio Oil Fit & Fab pack was Samantha Carroll from Symbion.

This week **Pharmacy Daily** and **Plunketts** are giving five readers the chance to win an NS-8 Natural Footcare pack, starting today with NSW and ACT readers.

See **page two** for details.

## OTC sildenafil in NZ

**SPECIALLY** trained New Zealand pharmacists can now prescribe and fill sildenafil, thanks to a reclassification by Medsafe.

As detailed in the Department of Internal Affairs' *New Zealand Gazette*, the medication was classified as a prescription medicine for treatment of erectile dysfunction in males aged 35 to 70 years old by registered pharmacists who had completed a training program endorsed by the Pharmaceutical Society of NZ.

After an on-site consultation with a specially-trained pharmacist, those who qualify would be sold the medication in either 25mg, 50mg or 100mg dosing and if the patient agreed, their GP would be advised, generic Silvesta manufacturer Douglas Pharmaceuticals said.

The product was expected to be available progressively from last Friday, the company said.

Medical marketing manager Mike Siermans said the company believed the medication was safe and pharmacists were well qualified to screen people.

**CLICK HERE** for more information.

## All pharma pay reported

**THE** Australian Competition and Consumer Commission (ACCC) has said it proposes to grant authorisation to Medicines Australia's 18th Code of Conduct, subject to a change to the submitted transfers of value reporting.

The change was a condition ensuring all relevant transfers of value by pharmaceutical companies to individual healthcare professionals were reported, it said.

Medicines Australia's submitted Code proposed that information relating to healthcare professionals who did not consent to have their details published would be reported in aggregate form.

ACCC commissioner Sarah Court said if a patient did not know what payments made to doctors by drug companies had and had not been reported, it would be difficult to use or rely upon the reporting, resulting in incomplete information, and could undermine the potential

## Million \$ funding

**MULTIPLE** grants across many disciplines are to be managed by the National Health and Medical Research Council.

Research around cancer is funded with 156 grants adding up to \$98m, \$82m to cardiovascular research, \$18m for dementia work, \$54m for diabetes studies, \$12m on obesity research, \$12.5m for 18 asthma grants, \$26m for injury research, \$38.5m on mental health issues and \$12m focusing on arthritis.

**CLICK HERE** for full details.

benefits of individual disclosure.

The ACCC's draft determination stated that the Code be changed to require all relevant transfers were reported, meaning member companies must confirm that a healthcare professional had agreed to have their details reported or was reasonably aware they would be.

Otherwise, companies must not make a transfer of value.

The ACCC also said while it supported a cap for hospitality, it had not decided whether \$120 per meal was appropriate, and it was considering imposing a condition requiring some form of continuing transparency around hospitality provision.

Options included reducing the cap to a level of less concern to the community, such as \$70, the determination said.

Court told **PD** this was a draft, and not a final decision, and feedback was sought by the ACCC.

Should Medicines Australia not agree with the ACCC's final decision, it could challenge the decision in the Australian Competition tribunal, she said.

Medicines Australia chairman Dr Martin Cross said the organisation would consider the determination in detail, in consultation with the board and member companies, before making its response.

**CLICK HERE** for more.

## Medical devices 'level playing field'

**FOLLOWING** the Prime Minister's commitment to adoption of the principle of not imposing additional regulatory layers above those already applied to manufacturers of medical devices by trusted international regulation (**PD** 15 Oct), Assistant Minister for Health Fiona Nash has now confirmed that Australian manufacturers may obtain marketing approval for most devices by conforming to European notified bodies.

This meant manufacturers could choose either TGA or an alternative assessment regulatory body to reach conformity, Nash said.

## Guild campaign starts

**THE** Pharmacy Guild's 'Discover more. Ask your pharmacist' campaign kicked off last night, with an animated TV commercial set to continue airing for six weeks, repeating early next year until the end of February.

National president George Tambassis told members in a newsletter on Friday that online and pay TV advertisements would also start this week.

**CLICK HERE** to view the commercial.

## Sedrak decision

**THE** NSW Civil and Administrative Tribunal has ruled that three complaints against pharmacist Maged Sedrak are proven, including professional misconduct.

Sedrak supplied supplements to sports scientist Stephen Dank during his tenure with the Cronulla Sharks, *ABC News* reported.

The tribunal's findings included dispensing drugs in excessive quantities, without lawful scripts and a failure to record returned drugs.

The complaints involved, among other conduct, Sedrak's relationship with a Dr Wilcox, who had previously been subject to a medical inquiry about the purchase of large quantities of steroids.

Sedrak told the tribunal Wilcox would itemise drugs to be dispensed on a card, when Wilcox was not permitted to prescribe steroids, and that more than 95% of his pharmacy practice included dispensing different steroids.

Sedrak's pharmacy was raided in 2011 by the NSW police, who found "large amounts of metformin and zolpidem", the tribunal said.

**CLICK HERE** for the decision.

## Osteo on ASMI report

**OSTEOPOROSIS** Australia has said it was not surprising that the ASMI report (**PD** 15 Oct) showed reduced health costs and outcomes for patients from use of complementary medicines.

Calcium supplements and vitamin D were important for people suffering from osteoporosis and low bone density, ceo Gail Morgan said.



**HOW DO YOU CHOOSE WHICH  
MEDICINE TO RECOMMEND TO  
YOUR CUSTOMERS?**

The University of Newcastle is seeking your opinions about using evidence when selecting over-the-counter and complementary medicines. The survey is open to pharmacists and pharmacy assistants. If you are interested in helping please complete the questionnaire at

**[https://www.surveymonkey.com/s/EBP\\_PD](https://www.surveymonkey.com/s/EBP_PD)**

By completing the questionnaire you will have the option to go into the draw to win an Apple iPad.

## Weekly Comment

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



### The time for change is now

**WHEN** times are tough and the bottom line has taken a beating, the knee jerk reaction to protect profits is to cut down on staff hours or pour all your energy into increasing sales.

I, however, propose something entirely different.

As the pharmacy industry grows and expectations change, the one crucial constant that remains is the relationship between the pharmacist and the consumer.

In order to stay afloat, turn your attention to improving the workflow in the dispensary and increasing pharmacist-customer engagement.

We cannot have the dispensary operate as it has done historically and expect the pharmacist to have the time to deliver on customer engagement.

Poor workplace design and systems impact on time, efficiency, work stress, the impression your pharmacy gives the customer and your pharmacy's ability to deliver an exceptional experience.

It impacts the amount of time staff have to entertain and delight the customer and win that customer's trust, loyalty and, ultimately, their dollar.

The most successful businesses recognise the timing and need for change when they are at the top of their game.

Pharmacy's time for change is now. Wait and you risk being dragged down by changes that force you to be reactive, out of control and scrambling to survive with diminishing resources and capabilities.

## Senior academic wins 'Man of the Match'



**PHARMACY** Faculty of Sydney University senior lecturer Professor Andrew McLachlan took out the 'Man of the Match' award at the first of the season's Pharmacy Cricket matches last week, after a strong display of bowling and undefeated batting.

He was playing in the 'Wilkinson Cup' for the Blues, who defeated the Golds off the second to last ball of the innings.

The Cup was first contested in 2000, Pharmacy Cricket said.

McLachlan presented the lecture 'Six drug myths you probably believe' last week (**PD** 30 Sep).

McLachlan is **pictured** right receiving his trophy from Pharmacy Cricket president Greg Hodgson.

## Caring for Carers

**SPONSORED** by Janssen-Cilag, new resources for carers and families of people living with schizophrenia have been launched.

CareCompass, available free to carers of people prescribed Janssen schizophrenia treatments when referred by a healthcare professional, offered regular telephone coaching support for up to two years, Janssen said.

A spokesperson said the program might be expanded to other carers and treatments once the company had evaluated "multiple areas", including price.

It was also launching a website for families and friends looking for information about schizophrenia.

**CLICK HERE** for more.

## FIPO rural pharmacist substitution call

**THE** Federation of Indian Pharmacists Organisations (FIPO) has called upon the Union health minister Dr Harsh Vardhan to appoint pharmacists in place of unavailable doctors to minimise the impact of "quackery", *pharmabiz.com* reported.

**CLICK HERE** for more.

## WIN A Natural footcare PACK

This week **Pharmacy Daily** and **Plunketts** are giving five readers the chance to win a NS-8 Natural Footcare pack.

Give your feet some love! Spring is here and it's time to make sure your feet are ready - soft, smooth and odour-free. NS-8 Natural Footcare formulations are based on carefully selected naturally active ingredients to deliver superior results. NS-8 Heel Balm is not greasy, so you don't need socks, and natural exfoliants gradually remove dry, thickened skin, so you don't need foot files. NS-8 Foot & Leg Moisturiser refreshes and moisturises hot, tired legs, softening and smoothing dry skin. NS-8 Foot and Shoe Deodoriser is a non-aerosol spray that kills odour causing bacteria on shoes and feet, and is Australian owned and made. Visit: [www.NS8.com.au](http://www.NS8.com.au)

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

In which country are NS-8 products made?



SAVE up to \$70,000\*

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Join before 30th Nov!

**PHARMACY** **LESS**  
More care, less cost

## DISPENSARY CORNER



**THINKING** outside the wheel.

Does your pharmacy workload feel like an endless treadmill at times?

You could consider the tactics of one clever little hamster, who found a way to not only spin her wheel but look relaxed at the same time, and avoid being spun around when stopping, *Orange News* reported.

On a video with more than 250,000 views at time of writing, this cunning little work-dodger simply lay on her back underneath the wheel and spun it with her legs.

Now if there was a way to make pharmacy work look that easy ... **CLICK HERE** for the video.

**DENTAL** health impacts performance.

Perhaps dental checks of pharmacy staff could be a good investment.

New research published in the *British Journal of Sports Medicine* reviewed 39 published papers investigating the oral health of elite sports people, showing that there was an unusually high level of neglect by this group, with 15-75% having moderate to severe gum disease.

Reported first by *Stuff.co.nz*, the data was consistent with previous work with 2012 London Olympic athletes, 46.5% of whom had not visited their dentist in the past 12 months, and 18% of whom admitted they had had dental problems that affected their performance.

**KEEPING** employees happy.

Investing effort in keeping employees happy may be very worthwhile if the story of a disgruntled train driver is a lesson to follow.

The 22 year old commandeered a locomotive from a Wyoming coal mine and drove some 20 km before crashing into another train, *The Gillete News Record* reported.

The driver allegedly wanted the rail line "to pay" for his plight.