

Pharmacy DAILY

Wednesday 26 Aug 2015

PHARMACYDAILY.COM.AU

IMS updates Nexxus

IMS Health has announced the availability of Nexxus Mobile Intelligence 11, the latest version of its cloud-based CRM solution for the life sciences industry, allowing users to simplify their IT architecture and give flexibility to field users.

EBOS profit up 20% to \$150m

EBOS is continuing to reap the benefits of its expansion into Australia including the Symbion acquisition (PD 29 May 13), today reporting strong earnings growth for 2015.

CEO Patrick Davies said the result reflected the strength of the group's trans-Tasman approach to healthcare and animal care.

He said the EBOS health businesses were benefiting from "sound underlying economic fundamentals," with solid increases in demand for services across the sector.

Revenues for the year exceeded NZ\$6 billion for the first time, up 5.4%, with pre-tax profit rising 19.8% and net profit after tax increasing to NZ\$105.9 million.

The Australian healthcare business saw a 5.1% lift in revenue, with performance enhanced by income from the group's 25% investment in Good Price Pharmacy Warehouse (PD 26 Aug 2014).

Davies said GPPW was "complementary to our market-leading Chemmart Pharmacy offering, which continued to perform well with 39 new stores opening throughout the year and an additional 33 stores signing up to join the Chemmart brand".

Other key milestones during the year included the opening of the group's new \$31 million pharmacy distribution facility in Melbourne last Nov; the launch of the new Healthsave banner brand for community pharmacy which currently boasts 25 members; and strong consumer products sales

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

Menopause and Hot Flush Fix

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.



May be used for the relief of menopausal symptoms:

- Hot Flashes
- Night Sweats
- Disturbed Sleep and Insomnia

PBAC extends review

THE public consultation period for the Pharmaceutical Benefits Advisory Committee Guidelines Review (PD 18 Aug) has been extended, with submissions from interested stakeholders now accepted up to 5pm on 14 Sep.

Early Bird Special
Save 5%**

6 DAYS TO GO

Ends Monday 31 August

Subscription Offer

GuildCare now includes MemoCare at NO CHARGE*
Value \$600

Subscribe Today!

*SMS usage fees apply
**Excludes GuildSmart

 **guildcare**

NPS MEDICINEWISE
PROFESSIONAL

TIME IS RUNNING OUT



TO CLOCK UP YOUR 40 CPD CREDITS

VIEW OUR RANGE OF FREE ACTIVITIES ▶

Melb symposium

THE second annual Blackmores Institute Symposium will take place at Melbourne's Pullman Albert Park hotel on 23-24 Oct, with a diverse line-up of researchers and clinicians speaking on the latest research on complementary and integrative medicine.

The keynote speaker is Boston-based Dr Katherin Gergen Barnett who will speak on chronic pain, while the event will also include a pharmacist stream designed to translate findings into pharmacy practice and support pharmacists in patient care.

Blackmores Institute confirmed it would be seeking CPD accreditation for the Symposium - for more information or to register see blackmoresinstitute.org.

Nexcare The brand that cares

WIN \$1,000 + \$1,000 for your nominated charity¹

5 packages to be won²

Until 30 September 2015 Nexcare™ Brand is offering your customers who purchase any Nexcare product from your pharmacy the chance to win **1 of 5 prize packages worth \$2,000**. Each package includes \$1,000 for the winner, and \$1,000 for their nominated charity.

Full Terms & Conditions: <http://go.3M.com/NexcareAU>

Drive purchase in YOUR Pharmacy! Call Havenhall for further information: Ph 1300 768 868

3M Australia Pty Limited, Building A, 1 Rivett Road, North Ryde, NSW 2113.
3M and Nexcare are trademarks of 3M Company. Always read the label and use strictly as directed.

3M



Guild Pharmacy Academy

myCPD

Click here to register for the **Excellence in Allergic Rhinitis** CPD seminar and webinar

Tuesday 22 September - 7pm-9pm
The Arena, NAB Docklands, Melbourne and online at www.myCPD.org.au

CLINICAL + BUSINESS

Chemmart catalogues honoured



ABOVE: Chemmart's Mary Di Carlo, Nicole Gauci, Darren Gunton, Ahlea Lancaster and Samantha Mitzi took to the podium at the recent 2015 Australian Catalogue Awards, where Chemmart took out the General Pharmacy category for its *Peel & Save Winter Guide*.

The prestigious accolade recognised Chemmart's innovation, with the brand's catalogues incorporating a wide range of features such as scented pages, flip outs and tabs, varying sizes and even sealed sections!

"Catalogues are extremely important to our marketing strategy and play a huge role in driving customers in-store," said Chemmart marketing manager Darren Gunton.

"To be recognised for our efforts is extremely satisfying," he said.

Chemmart currently produces 20 catalogues every year, and the company strives to "make each one

better than the last, pushing the boundaries and creating something new and different that engages consumers," Gunton added.

The award-winning Peel & Save promotion targeted both in-store and online sales, requiring shoppers to go online to reveal a 15%, 25% or 50% discount which they could then apply to their purchase.

Gunton said Chemmart's marketing materials are designed to encourage Australians to look after themselves better.

"At Chemmart we believe in the pharmacist being front and centre offering professional advice and complete solutions - an ethos which naturally extends to our marketing strategy," he said.

Chemmart was also a finalist in the Catalogue Retailer of the Year category of the awards which took place last Fri at the Crown Palladium in Melbourne.

Win with Aromababy

This week *Pharmacy Daily* and *Aromababy* are giving readers the chance to win an Aromababy prize pack worth \$39.95.

Celebrating 20 years, Aromababy is well known as an affordable, pharmacy-focused alternative to mass produced baby care. Aromababy was Australia's very first, natural baby skincare brand to combine research with the use of organic ingredients. Aromababy is used in select hospitals and may be used on sensitive skin.



To win, be the first person from WA to send the correct answer to the following question to comp@pharmacydaily.com.au

How many years has Aromababy been in business?

[CLICK HERE](#) for a hint

Congratulations to yesterday's winner, Alecia Lennon from Symbion.

SORT YOUR CLAIM IN THE CLOUD



FREE
for eRx Express
pharmacies

- Sort claims automatically
- Respond to audits instantly

eRx EXPRESS eRx.com.au/paperless

Blackmores profit soars 83%

BLACKMORES yesterday celebrated its 30th year in operation by reporting a record for sales and profits for the 12 months to 30 Jun, with surging demand for the company's products across all of its operating regions.

Total sales were \$471.6 million for the year, up 36%, with ceo Christine Holgate saying demand had accelerated in the second half of the year when sales lifted 50%.

Double digit underlying growth was achieved across all sales channels in Australia, including community pharmacy.

"The higher sales were the culmination of a number of programs we had put in place over recent years, including reinvigorating our Australian business, establishing an enterprise in China, investing in our quality and research programs and identifying a strong brand proposition that is supported by a higher level of marketing across the Group," she said.

Holgate said the strong demand had brought challenges, with the company's "principal concern" having been addressing the needs of loyal Australian consumers.

"We have increased our supply and capacity significantly, whilst remaining focused on maintaining

our unrivalled quality and commitment to efficacy and sustainability," she said.

Supply constraints were experienced in key raw materials, some of which are only grown and harvested once a year.

A particular phenomenon has been a growing number of "Chinese shoppers and entrepreneurs purchasing our products through Australian retailers," Holgate said - in accordance with anecdotal evidence from several pharmacists who have told *PD* about strong demand from Chinese customers who in some case are believed to be on-selling the products purchased from Australian retail shelves to customers in China.

Holgate said Blackmores believes the contribution from these customers alongside revenues from Asia indicates that the value of the region to group sales is worth approximately \$150 million.

"This demonstrates the growing demand for our brand outside Australia and highlights the importance of our Asia growth strategy," she said.

Bioceuticals, which Blackmores acquired in 2012, performed ahead of target with \$55.5 million in sales and pre-tax earnings of \$8.7 million.

The Group's overall net profit after tax was \$46.6 million, up 83% on the previous year, with most of the company's 900 staff to receive a bonus equivalent to six week's pay as part of a profit-sharing scheme.

Pharmacists & ADEs

A NATION-WIDE large-scale survey conducted in Japan to identify causal medications of adverse drug events (ADEs) that are caused by potentially inappropriate medications (PIMs) given to homebound elderly patients has demonstrated that measures taken by pharmacists can reduce ADEs.

Published in the *BMJ Open*, the authors said that almost half (48.4%) of 4,243 patients had PIMs prescribed for them and PIM-induced ADEs were found in 8% of these patients by pharmacists during home visits.

The top ADE-inducing medications were strong anticholinergic antihistamines, benzodiazepines, sulpiride and digoxin, the study said.

[CLICK HERE](#) for the paper.

Call to screen elderly for alcohol abuse

DESCRIBED as society's "invisible addicts" because more of them drink at home, those over 65 years should be screened for drug abuse and advised to drink no more than 1.5 standard drinks per day, according to the UK Royal College of Psychiatrists.

A third of people with alcohol problems are elderly, often as a result of big changes like retirement, bereavement or feelings of boredom, loneliness and depression, reports the *BBC*.



Health, Beauty and New Products

Welcome to our weekly promoted 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



DISPENSARY CORNER

SO-CALLED "small man syndrome" is a real thing, according to US researchers, who have concluded that men whose masculinity is threatened are three times more likely to become violent than those who are comfortable in their skin.

Also known as Napoleon Complex, the condition was investigated by scientists from the Centers for Disease Control in Atlanta, Georgia.

They analysed responses from 600 males aged 18-50, asking them about their perception of male gender, their own self-image and their behaviour in terms of drug-taking, crime and violence.

The outcome was published in the *Injury Prevention* journal, concluding that "efforts to reduce men's risk of behaviour likely to result in injury should, in part, focus on the means by which masculine socialisation and acceptance of gender norms may induce stress in boys and men".

The UK *Daily Mail* reported on the study, adding that despite popular misconceptions Napoleon was actually 5ft 7 inches tall, which was average for his day.

Hitler, another villain often depicted as being short, was 5ft 9 inches tall - however Russian despot Stalin did fit the mould at 5ft 4 inches in height.

MEANWHILE the world's oldest man has just been formally recognised by the Guinness Book of World Records.

112-year-old Yasutaro Koide from Nagoya, Japan, who was born on 13 Mar 1903, was given an official certificate last Fri.

He said the secret to his long life is 'everything in moderation', and to not drink or smoke, with the lucky centenarian still able to read the newspaper without spectacles.

Extend A Lash by Designer Brands (DB)



A first in mascara innovation is this power duo that combines a fibre formula that adds 8mm in lash length, with a high-tech tubing mascara that coats and sets each lash within a tube. **Extend A Lash** combines a unique 3 step system, starting with the tubing mascara, followed with the hi-tech fibre formula which will adhere to your own lashes to build volume and length, then sealing lashes with a final coat of tubing mascara, ensuring 24-hour wear.

Stockist: 1300 765 332

RRP: \$19.99

Website: www.dbcosmetics.com.au

1000 Hour: Self Tan Applicator Mitt

1000 Hour **Self Tan Applicator Mitt** is a tanning mitt that has been designed for simple, streak-free tanning application. The mitt is made of a soft-touch material that spreads any type of tanning lotion, mousse or cream onto the skin, blending the product effortlessly. It also has a stretch polyester backing, allowing for easy application as the hand is placed securely into the mitt to maintain control.

Stockist: 02 9526 0777

RRP: \$7.95

Website: www.thebeautyoffice.com.au



Browz It by Australis Cosmetics

Australis **Browz It** is an eyebrow kit containing products to define and enhance the shape of brows. The kit includes two shades of brow powder, a brow wax, a double-ended application brush and tweezers. The angled edge of the brush can be used with the brow wax to smooth, shape and define brows, while the rounded edge of the brush can be used to apply the powder.

Stockist: 1300 650 981

RRP: \$12.95

Website: www.australiscosmetics.com.au

Fudge Urban: Hair Chalk

Fudge Urban **Hair Chalk** creates vibrant, coloured hair instantly without permanent commitment to something you might get sick of in a few days. It can be applied to ends, all over the hair or streaked throughout the hair. It leaves a bold, natural finish and is easily applied and washed out. This hair chalk is full of exciting possibilities and is now available in: Red Hot Pepper, Festival Pink, Elektrik Blue, Iced White, and Pumped-Up Purple.

Stockist: 1300 764 437

RRP: \$9.95

Website: www.fudge.com/urban



Pharmacy Daily is Australia's favourite pharmacy industry publication.

Sign up free at www.pharmacydaily.com.au.

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Advertising and Marketing: Magda Herdzyk advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily

CRUISE
WEEKLY

travelBulletin

business events news

Pharmacy
DAILY

Travel
Daily TV