

### iNova photo page

**THE** iNova Partner Programme Grand Slam 2014 was held from 28 Feb to 01 Mar.  
See **page three** for more.

### PSA on homeopathy

**THE** Pharmaceutical Society of Australia (PSA) has said a recent headline reading 'pharmacists reluctant to give up homeopathy' misrepresented its position.

National president Grant Kardachi said the PSA had concurred with the National Health and Medical Research Council (NHMRC) view (**PD** 12 Mar) that consumers might put their health at risk if they rejected or delayed treatments for which there was good evidence of effectiveness.

Kardachi said he was confident pharmacies stocking homeopathic products would reassess their position following the release of the report.

"PSA is not a regulatory body and cannot force pharmacists to remove products from sale however the NHMRC report provides unequivocal evidence that when dealing with homeopathy products pharmacists must consider not only their interaction with patients but also what stock is to be held within the pharmacy."

**CLICK HERE** to view a video of Kardachi on the report (**PD** 13 Mar).

### PBAC consumer input

**THE** Pharmaceutical Benefits Advisory Committee (PBAC) said it held its first consumer hearings last week.

Consumer groups for hepatitis C, chronic lymphoma and inflammatory bowel disease presented to the Committee, with insights to be discussed at the upcoming March meeting, the PBAC said.

"Important information from these groups, in addition to considerations of equity, rapid access, high out of pocket cost and potential impact on quality of life, will be considered by the PBAC as part of the evidence it considers in making recommendations to the Minister."

## Phmcy satisfaction case study

**ROY** Morgan Research has said the "consistently high" levels of customer satisfaction when it comes to pharmacy is noteworthy, given that 10m Australians made at least one purchase from a pharmacy in any given four weeks in 2014.

The organisation took a closer

look at chemist satisfaction, including the Chemist/Pharmacy of the Year awards, taken out by Guardian Pharmacy for the third year in a row, with an overall customer satisfaction rating of 92%.

This was followed by Chemmart at just over 91% and Chemist Warehouse and Soul Pattinson at just under 91%, it said.

While female Guardian customers outnumbered male shoppers two to one, 94% of men were satisfied with service received versus 91% of women, the company said.

Group account director Angela Smith said Chemist Warehouse was attracting more customers than ever, up from 2.81m to 4.89m shoppers per average four weeks from 2010 to 2014, while still maintaining satisfaction.

Priceline's wide range of cosmetics, skincare and haircare products, as well as in-store beauty advisors, had built its beauty reputation, Smith said.

"This is undoubtedly the reason for the chain's particularly high satisfaction levels among its female shoppers.

"On the other hand, its sister brand Soul Pattinson has higher satisfaction among its male patrons.

"In this incredibly competitive market, it's vital for chemists/pharmacies to know exactly who their customers are, and how to cater for their specific expectations, attitudes and preferences, or their satisfaction levels may suffer."

**CLICK HERE** to read the case study.

## One-stop-shop health centres for the West

**NSW** Health Minister Jillian Skinner has announced the Baird Government will establish integrated community health centres, described as one-stop-shops, in the growth areas of Jordan Springs and Glenmore Park in Western Sydney.

An estimated \$100m will be invested in the 20 centres as part of the Baird Government \$20b infrastructure plan.

Services to be located within the centres may include child and family health, dental health care, allied health and mental health.

**MEANWHILE** the NSW government has committed to investing a further \$159m over four years in medical research if re-elected.

This would see it break \$1b in research over its entire time in government, Skinner's office said.

The additional funding would include \$10m for scholarships, including up to 55 PhDs, as well as an extra \$70m in grants for medical research infrastructure, the Minister's office said.

## TPPA 'fear mongering' - MA

**MEDICINES** Australia (MA), in partnership with AusBiotech and Research Australia, has written an open letter to Parliament calling on policy makers to ignore claims that the Trans Pacific Partnership Agreement (TPPA) will hike the cost of medicines.

Calling such claims "fear mongering", it said the TPPA was a "trade agreement for the 21st century" which would improve market access and establish "high regional standards" for IP.

A report by Australian researchers said the TPPA risked increasing the cost of medicines and so, expenses for the PBS (**PD** 04 Mar) while a group of 27 health practitioners called for release of the full draft text (**PD** 16 Feb).

**CLICK HERE** to read more.



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## RGH E-Bulletin

**URINARY** tract infection in males is the topic of this week's RGH Pharmacy E-Bulletin, with a focus on the correct duration of antibiotic therapy for this patient group.

**CLICK HERE** to access the E-Bulletin.

## Guild Update

### 2015 Pharmacy Rental Report

**THE** Pharmacy Guild launched its 2015 Pharmacy Rental Report to assist community pharmacy owners and landlords to better understand some of the economic realities facing our industry.

Community pharmacies and landlords have a very reliant relationship: they need each other, and they need to understand each other.

The 2015 Pharmacy Rental Report is a resource to encourage a deeper understanding of the trends and pressures affecting the viability of Australia's 5,450 community pharmacies.

Pharmacies are good tenants, and should insist on fair and mutually beneficial retail lease terms, including rent.

This year's report contains a number of new sections:

- Movement of Rent over time - analysis for the past decade
- Rent paid per square metre comparisons, with attention to viability benchmarks and the overall decline in pharmacy gross profits as a result of Simplified Price Disclosure
- What is the space worth – with actual rent paid per square metre by location, by state, by metropolitan and non-metropolitan locations
- Commentary on assessing rent affordability
- Advice and guidance on influencing the landlords' perspective and retail lease negotiations – best practice

The 2015 Pharmacy Rental Report is available to Members only as a PDF in the Members' Only section of the Guild website.

## GMiA launches biosimilars guide

**THE** Generic Medicines Industry Association (GMiA) is set to launch a guide to biosimilars at a parliamentary Friends of Medicine event at Parliament House.

The 'GMiA Guide to Biosimilars' aimed to provide a concise explanation and reference for the medicines, the organisation said.

Biosimilars were a subclass of biological medicines that offered therapeutically equivalent and more cost effective alternatives to existing biological medicines, the GMiA said.

Ceo Belinda Wood said the guide would help pharmacists, policy makers and patients understand biosimilars' role in improving patient access to new treatments, while managing Pharmaceutical Benefits costs.

Biologics were very costly to the Scheme, which could limit their availability to some patients, the GMiA said.

Chair Mark Crotty called for a clear regulatory pathway to boost uptake of biosimilars at APP last week, while Wood said the organisation was in discussions with government about a range of mechanisms to support uptake of the medicines (**PD** 13 Mar).

**CLICK HERE** to access the guide.

## PRAC restricts codeine in children

**THE** Pharmacovigilance Risk Assessment Committee (PRAC) has reviewed codeine-containing medicines when used for cough and cold in children and imposed restrictions to manage the risk of serious side effects when used for pain relief.

PRAC has also made recommendations to minimise the risk of osteonecrosis of the jaw associated with bisphosphonate medicine, following a periodic review.

**CLICK HERE** for details of both.

## Colon cancer and vit D

**MOLECULAR** evidence now exists to support the epidemiologically observed importance of the role of both vitamin D and calcium for protection against malignant transformation of the colon according to a new study published in the *Journal of Steroid Biochemistry and Molecular Biology*.

The authors said that during tumorigenesis, the colonic calcium-sensing receptor (CaSR) is downregulated which could influence the anti-tumorigenic effects of calcium and vitamin D.

**CLICK HERE** to read the study.



## DISPENSARY CORNER

**NAKED** change.

**PD** doesn't endorse this as a way of changing your pharmacy business name, but it apparently had the desired effect of generating free publicity.

New York design company Viceroy Creative wanted a dramatic and media friendly way to announce its brand name change from Mode Design Group, according to *Orange News*.

While the CFO of the business chose to remain fully dressed in suit and tie, the president, creative director and account manager stripped for the publicity shoot - in the middle of the office during the working day, the report said.

**GOOD** neighbour.

Speaking of nakedness, if you own the pharmacy, are you legally allowed to run it naked?

We ask because a man in Charlotte, USA, is upsetting his neighbours by standing at his front door naked, but according to police, he's not actually committing a crime, *AP* reports.

Apparently the too-friendly-neighbour has sparked four complaints this year for his habit, formed over several years, of standing naked at the door "several times a week", which has prompted complaints, and photos, the publication reported.

**JAPANESE** ramp up birth rate.

Don't expect a raft of new contraceptives to sell out of Japanese pharmaceutical companies.

The Japanese government is actually sponsoring a range of measures to get young people together to increase the dwindling record low birthrate which threatens the future of the country, *BBC News* reports.

Apparently the government has promised to support fertility clinics, matchmaking enterprises such as speed dating and the subsequent need for nursery care and paternity leave.

## WIN A LIFETEMP RADIANT THERMOMETER



This week *Pharmacy Daily* and *Airssential Home Health Care Solutions* are giving away five LifeTemp Radiant Non-Contact Thermometers (RRP \$79.95).

The new LifeTemp Radiant Thermometer integrates simplicity of use, advanced infrared technology and ergonomic design, the company says. According to Airssential, the LifeTemp Radiant Thermometer has been clinically validated for accuracy and provides precise temperature readings instantly: it is perfect for professional use or for domestic use at home, with no need to replace probe covers, which means no ongoing costs. The company suggests that LifeTemp Radiant can also measure room temperature, and other surfaces including bath water or even the temperature of babies' milk. Learn more at [Airssential.com.au](http://Airssential.com.au).

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

**Can you take the temperature of a sleeping baby without waking it up?**

Need a hint? [Click here.](#)

Congratulations to yesterday's winner Natalia Webster, from the Pharmacy Guild of Australia.

## iNova Partner Programme Grand Slam 2014 VIP Weekend

The iNova Partner Programme Grand Slam 2014 came to a close on the weekend of 28 Feb - 01 Mar with a VIP Weekend held in Sydney for fifty lucky pharmacies. Two members from each winning pharmacy were flown to Sydney to enjoy a weekend of activities and a VIP dinner where one pharmacy had the chance to win \$1m!

The drawn winner, Newmarket Discount Drug Store from Brisbane, didn't take home \$1m but a healthy \$5,000 instead.

The event was held at the stunning Sculpture Terrace at the Museum of Contemporary Arts in Sydney's 'The Rocks' (pictured below).



**ABOVE:** Rebecca Lever from Newmarket Discount Drug Store QLD was presented with a cheque for \$5,000 by Australian comedian Ben Price



**RIGHT:** Suzie Mercouri & Andrew Smith of Centennial Plaza, NSW



**ABOVE:** Sam & Mimi Megalli of Cincotta Chemist, Newtown, NSW



**ABOVE and LEFT:** Guests celebrating the special occasion



**ABOVE:** Guests danced the night away on the tennis themed Sculpture Terrace



**RIGHT:** The ladies from iNova's Consumer Healthcare Team



**LEFT:** Lisa & Danien Jee, Blooms Burwood, Michael McClintock, iNova's Consumer Healthcare's Business Unit Director, Michael Perkina and Dani Jones, Blooms the Chemist Kingsford



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