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## New CMO appointed

**PROFESSOR** Chris Baggoley has announced that he will retire as Australia's Chief Medical Officer (CMO) on 15 Jul, and the department of Health has appointed Professor Brendan Murphy to step into the role in Oct.

Murphy was formerly CEO of Austin Health in Victoria, director of the Florey Institute of Neuroscience and Mental Health, the Olivia Newton-John Cancer Research Institute and has held other senior government roles.

## Chemmart's new concept

**CHEMMART** is trialling a new 'Chemmart Clinic' in a novel concept store in Melbourne's Hawthorn, which showcases a fresh look for the brand, both internally and externally.

The clinic offers a different specialised health service each day of the week, ranging from podiatry through to vaccinations and baby health clinics, "to help cement Chemmart's place as the pharmacy destination for health advice," according to the brand's executive director Duncan Phillips.

He said the design blends "a renewed focus on value with the health destination positioning that has made Chemmart Australia's leading wellbeing pharmacy".

"Our brand has always had a focus on health services that our customers love...in Hawthorn we take our proposition to the next level with a bold and contemporary design that showcases our pharmacists and our health

services," Phillips added.

Rather than being a blueprint for all Chemmart stores nationally, the concept store gives an insight into the brand's future development.

"The concept store will allow us to carefully test and monitor the changes we have made - from the branding through to the way the store is designed and the services and products we're offering - to determine what works, what needs further refinement and what is best for our network," Phillips added.

He said the new concept was the outcome of considerable research and planning and is focused on feedback from customers wanting "expert pharmacist advice, accessible health services, trusted prices and great ranges".



## Corum profit warning

**LISTED** pharmacy software supplier Corum Group has alerted investors that its pre-tax profit for the year to 30 Jun may plummet 40% to be as low as \$2.5m.

The company advised revenue was down 13% to \$16.8m and after one-off expenses the after-tax result could be just \$100,000.

Corum chair Bill Paterson said the firm was making "material progress" in modernising and strengthening its core product range, teams and market presence.

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Source: Urashima and Taufik, 2010.

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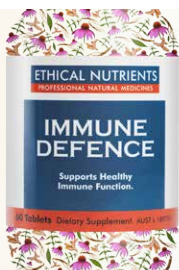
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## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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### Magic Myanmar Cruising

**ASIA** travel specialists Insider Journeys are making the normally unforgettable Irrawaddy cruise even more attractive with a limited time offer of up to \$3,540 off selected cabins on their Nov charters, if booked before 31 Jul 2016.

The 12 day *Treasures of Golden Burma* cruise includes nine nights' cruise accommodation in a Maugham Suite, 2 nights' hotel accommodation, taxes, tips and porter charges, daily breakfasts, nine lunches, eleven dinners and much more.

There is the upstream tour from 20 Nov or the downstream cruise from 29 Nov.

Call 1300 362 777 for bookings.

### Sireeampan Boutique Resort & Spa

**RECENTLY** named number two in *Travel + Leisure's* "The World's Best Cities" Chiang Mai now holds special attraction with this special resort's Stay 3 Pay 2 Package - Code: "3 for 2".

The deal includes spacious accommodations, round trip airport transfers, their famous "Anytime, Anywhere" breakfasts and a 60-minute "Revive & De-Stress" spa treatment.

Visit [www.sireeampan.com](http://www.sireeampan.com).

## GPs time-poor for diabetes

**LESS** than half of patients diagnosed with diabetes type 2 said that their GP discussed the ins and outs of the medication they were being prescribed, according to an NPS MedicineWise commissioned survey by Galaxy Research.

The online survey of 502 Australian respondents aged 18 and over and taking at least one diabetes medicine revealed only 44% of patients said their doctor discussed medication issues, other treatment options available (34%) and how they feel about the treatment options and their preferences (28%).

NPS MedicineWise medical adviser Dr Jeannie Yoo says that "as GPs we are often constrained by time, but asking patients about their beliefs and preferences when considering new treatment options, as well as providing them with details about their medicine such as potential side effects and how these can be managed, is an important factor in improving adherence."

"This is particularly important with medicines for type 2 diabetes, as patients are often asymptomatic

and do not feel the immediate benefit of good glycaemic control," she says.

In addition, the survey showed that more than one in four (28%) sometimes miss doses of their diabetes medicines, with the majority of patients who take two or more diabetes medicines (87%) missing their doses because they forget to take them or have a change in routine.

As part of the new type 2 diabetes educational program, NPS MedicineWise has designed a patient decision aid tool for health professionals, such as pharmacists, and consumers to use when making a joint decision about starting metformin therapy.

### Black Storm warning

**THE** TGA has issued a warning about a product labelled 'Black Storm' tablets after finding they contain the undeclared substances sildenafil and vardenafil.

The tablets have not been assessed for quality, safety or efficacy and the TGA says they pose a serious risk to health.



## Dispensary Corner

**THROW** away the pacifier - a new study has suggested that children who suck their thumbs have fewer allergies.

The research published in the journal *Pediatrics* also found a similar effect for kids who bite their nails, with the figures based on a periodic assessment of 1,000 New Zealanders as they grew from age five to 32.

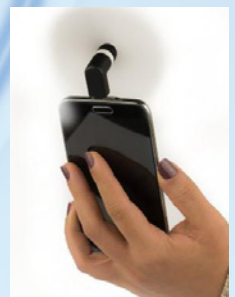
Nail-biting and thumb sucking seemed to prevent some allergies, but had no impact on the risk of either asthma or hay-fever.

About a third of the participants were frequent thumb-suckers or nail-biters, and were significantly less likely to have allergies to pets or house dust mites by the time they turned 13, reports the *BBC*.

The authors postulated that the so-called 'hygiene hypothesis' was responsible for the reduced levels of allergies - i.e. exposure to some germs actually strengthens the body's immune system.

**WANT** to take the perfect selfie?

This new product can help you perfect that flying Fabio



look - a fan which plugs into your smartphone and helps you create that "epic wind-swept look"

Available for both Android and iPhones, the gadget is available for just US\$0.99 on eBay, with a blurb saying it is perfect "if you like your hair being tousled and blowing in the air while you take selfies".

It's also apparently useful for a hot day in the office when the air conditioning is broken.

## Win with Bosisto's

This week Pharmacy Daily and Bosisto's are giving away each day a Bosisto's EucoSteam Inhaler combo and EucoSteam Inhalant 200mL.

Bosisto's EucoSteam Inhaler is a portable and easy way to use warm steam inhalation for colds & flu. Just fill the lightweight inhaler with hot water (adding Bosisto's Inhalant for soothing eucalyptus vapours) and inhale the steam to help clear nose and chest congestion. Naturally soothing relief, anytime, anywhere.

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



Which natural essential oil does Bosisto's Inhalant contain?

Congratulations to yesterday's winner, Lorraine Brouard from Symbion.