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## Over-50 get strong

**MARKING** the annual National Vitamin D Awareness Day tomorrow 21 Jun, research commissioned by Ostelin, revealed a new 'Generation Strong', fifty-plus Australians who are proving older doesn't necessarily mean weaker.

One in five baby boomers in their 50s, far from growing weaker, are reaching peak fitness levels the study showed, with over half (58%) working out at least four times a week and close to one in four (24%) claiming to exercise more than ever before.

Sport and performance psychologist, Jacqui Louder, said that healthy bones were "the pillar of overall strength and fitness for all age groups" urging Australians to ask their pharmacist or other healthcare professional for advice on managing their bone health.



## 2016 Blackmores Institute Symposium

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## 'Pharmacy First' launch

'CARING up' for parents and 'caring down' for children are to be a focus of the second phase of the popular *Ask Your Pharmacist* consumer campaign designed to heighten community pharmacy's profile among consumers as a trusted and accessible source of health service and advice.

Originally titled the *Discover More, Ask Your Pharmacist* campaign, and rolled out in 2014 by the Pharmacy Guild of Australia, this second phase aims to encourage more customers (especially women aged 24-55) to visit their local pharmacy for specific information and support.

Research following the first campaign showed 75% of customers who used a pharmacy between two and six times a year were more likely to consider using a pharmacy for advice or treatment after seeing the TV ad.

The second phase of the campaign, or Chapter Two, began on 18 Jun and targets women aged between 24 and 45, a grouping which research shows includes women 'caring up' for parents and 'caring down' for children (see graphics pictured).

## Hospital ASP hope

**HOSPITAL** Antimicrobial Stewardship Programs (ASPs) result in significant decreases in antimicrobial consumption and cost, with the benefit higher in the critical care setting, according to a new study out of Rhode Island Hospital, Providence, US.

Published in *Antimicrobial Agents and Chemotherapy*, the research showed that infections due to specific antimicrobial-resistant pathogens and the overall hospital length of stay were improved as well.

**CLICK HERE** for the abstract.

**MEANWHILE**, the European Medicines Agency has posted a comprehensive set of data relating to the subject with infographics, on their website - **CLICK HERE**.



Animation is again an important part of the project as well as digital ads, display ads in relevant online publications, mobile targeting and search engine maximisation.

In addition, the campaign will include in-store material including staff badges, prescription backs and fridge magnets, the Guild said.

## J&J awards innovate

**JOHNSON & Johnson** Innovation has announced winners of the Advance Queensland - Johnson & Johnson Innovation QuickFire Challenge at the official opening of its new Partnering Office at QUT.

Taiwan-based Golden Biotechnology Corporation, winner of the pharmaceutical category, will research pre-clinical testing of a chemical compound called antroquinonol, which offers potential as a treatment for Alzheimer's disease.

## Qld bridging the gap

**THE** Society of Hospital Pharmacists of Australia (SHPA) welcomed the Queensland State Government's key health initiatives in its 2016 State Health Budget.

SHPA ceo, Kristin Michaels said the Budget announced by the Minister for Health and Minister for Ambulance Services Cameron Dick had a number of measures that addressed the concerns of health consumers and health professionals.

"SHPA is pleased to see that the Queensland Government continues to recognise that bridging the gap between the hospital system and the primary healthcare system is essential for improving the health of Queenslanders," Michaels said.

## More sugar taxes

**ANOTHER** major sugar-consuming population, namely Philadelphia, has voted for a tax on sugary carbonated drinks, in spite of a multimillion-dollar campaign by the beverage industry to block it, according to a report from the *BBC*.

Like the proposed sugar tax in the UK and urged but not implemented here in Australia (*PD* 08 Apr 16), the locally dubbed 'soda tax' is the first to be implemented by a major US city in an attempt to improve the health of its 1.5 million residents.

The plan which adds around 50 cents to the cost of a litre of soda, will take effect Jan 2017 and is expected to raise around US\$90m, to be spent on pre-nursery and community schools, and recreation centres.

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## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Riki Tukukino, Pharmacy Solutions Australia Victorian Business Broker.**



### "Tips on becoming a pharmacy owner"

**BUYING** your first pharmacy can be a daunting task. For many years now, the demand to purchase is far greater than supply of pharmacies on the market. So how does one become a pharmacy owner in today's market? Here are a few ideas which may improve your chances:

1. Organise your finance beforehand. The more you have, the more it will improve your chances;
2. Clearly identify what type of pharmacy you are looking for; Strip, Shopping Centre, Medical Clinic, all have their differences;
3. Be flexible! Consider a move to the country as an option. This will improve your chances of becoming an owner a lot sooner and at a reasonable ROI;
4. Do your homework. If you find a particular pharmacy you would like to purchase at a slightly better ROI, contact your broker and get them to make a personal approach to the owner;
5. Consider partnership as a first step to a move into pharmacy ownership. There are good partnership opportunities still available;
6. Don't be afraid to back yourself. The perfect pharmacy is probably not going to be available. But there are some great opportunities if you are prepared to work hard.

For help or advice on becoming a pharmacy owner please do not hesitate to contact me on:  
[rikkit@pharmacysolutions.com.au](mailto:rikkit@pharmacysolutions.com.au) or 0499 993 177

## Aust antibiotic overuse

**OVERUSE** of antibiotics, especially in Australian residential care facilities, has been highlighted by the Society of Hospital Pharmacists of Australia (SHPA) in an address by ceo Kristin Michaels commenting on the *Antimicrobial Use and Resistance in Australia* (AURA) 2016 Australian Commission on Safety and Quality in Health Care report (**PD** 16 Jun).

Michaels said there is a continuing misunderstanding among Australians about how best to use antibiotics.

"We have to address unwarranted expectations among the wider public that an antibiotic will be prescribed for every minor illness, especially respiratory tract infections, and we also have to improve the quality of prescribing in hospitals," she said.

"Although use of antibiotics in hospitals has gradually declined since 2010, the AURA report indicates that 23% of hospital antibiotic prescriptions were 'inappropriate'."

In residential facilities, Michaels said the situation was particularly acute with less than half of residents being given antibiotics

having a suspected or confirmed infection.

Dr David Kong, chair of the SHPA Infectious Diseases Committee of Specialty Practice and the National Antimicrobial Stewardship Network said, "We need to implement the best approaches to reduce and prevent inappropriate use of antibiotics in Australia and optimise patient safety and care."

"On a daily basis, pharmacists are reviewing the safety and appropriateness of medications prescribed to patients, including antimicrobials."

"Many of my colleagues are working in antimicrobial stewardship teams in their hospitals to promote the appropriate use of antimicrobials."

### New NZSMI president

**THE** Australian Self Medication Industry chief executive officer Deon Schoombie has congratulated Mitch Cuevas, API Consumer Brands general manager in New Zealand, on his election to the role of president of the New Zealand Self Medication Industry (NZSMI) last week.

## WIN WITH NUTRI-SYNERGY

This week *Pharmacy Daily* and Plunketts are giving away each day a pack including NS Protective Hand Cream, NS Cuticle and Nail Repair and two NS Lip Balms.

Nutri-Synergy (NS) is natural dermatology, formulated for dry, sensitive and problem skin. NS contains natural active ingredients that work together with your skin and doesn't contain potential irritants like petrochemicals, parabens, colours or fragrance. This pack has everything you need to give your hands the treatment they deserve, and make your lips soft and smooth during the cold winter months.

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

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## DISPENSARY CORNER

**HOW** best to shower/wash when on the run or in a camping or limited facilities environment.

Enter the giant wet wipe (**pictured**), a towel-sized version of the toilet bottom-wet wipe, but with a claimed safer profile, according to an article in the UK *Telegraph*.

Dubbed the Epic Wipe, individually wrapped to retain moisture and made from bamboo, the unflushable sheets are said to be "100% biodegradable and sustainable" as well as non-toxic.

Epic Wipes were conceived by Dr Aeneas Janzeas, who's launched a Kickstarter campaign to raise \$10,000 to fund manufacturing and distribution costs.



**SUMMER** solstice is June 20 in the Northern hemisphere, creating the longest day while down under we freeze with the winter solstice, but what does this do to our mood?

According to Philip Gehrman, associate director of the Behavioral Sleep Medicine Program at the University of Pennsylvania, light serves as the strongest cue to regulate circadian rhythms which include the sleep cycle, hormonal fluctuations and body temperature over 24 hours.

But the mood effect depends on whether you are an earlybird or a night owl; generally though seasonal affective disorder (SAD), mainly associating depressed mood with winter weather, still dominates, researchers said.

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Part of the Business Publishing Group.

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