

Diabetes on the map

AN Australian-first mapping tool, capturing the HbA_{1c} levels of diabetes patients nationwide, was unveiled in Melbourne yesterday at the Annual Scientific Meeting of the Australian Diabetes Society and Australian Diabetes Educators Association.

The data shows that while the national average HbA_{1c} level is 7.4%, almost 11% of patients' levels are over 9% HbA_{1c}, placing these individuals at highest risk of increased diabetes complications.

Healthcare professionals can access the online map to view average HbA_{1c} levels at state, Divisions of General Practice and postcode levels so they can see how management of patients in their area compares to the national and state averages.

It can also be used to identify regions that may benefit from targeted interventions - see www.novonordisk.com.au.

PBS cost recovery fails

THE Senate yesterday voted down the proposed PBS Cost Recovery bill, which would have seen major submissions for new drugs cost a whopping \$119,500.

The fees were introduced as part of this year's federal budget, but the enabling legislation wasn't passed in time for the planned commencement of 01 Jul - and now won't come into effect at all in its current form.

Peak manufacturers body Medicines Australia hailed the federal opposition for defeating the bill, with ceo Ian Chalmers saying "We consistently argued that it is fundamentally wrong for industry to pay for Government procurement decision-making."

He said the proposal risked Australian patients' access to

Pharmacy strong for Blackmores

BLACKMORES yesterday announced a \$19.1m after-tax profit for the year to 30 Jun, with a "strong performance in our major channel of Pharmacy" cited as a key contributor.

The profit result was up 14.5% on last year and it's the sixth year running that Blackmores has reported record sales and profits.

Blackmores said its \$178m in sales was bolstered by the successful launch of a number of new products including skincare supplement Radiance as well as its pre-conception supplement Conceive-Well Gold.

The company also said it was in the final stages of a search for a new CEO following the resignation of chief operating officer Jennifer Tait which became effective yesterday.

Blackmores said looming tough economic conditions would be a challenge, but said its underlying business fundamentals are sound "and we have an exciting new product pipeline and an optimistic team."

"We have plans afoot to rejuvenate our health store business and our pharmacy customers are actively looking at ways to improve their front-of-shop business given the government pressure to reduce drug delivery costs associated with the PBS," a statement said.

HURRY - Limited stock!

Jolly Price Gun **\$75.90**
Kendo Price Gun **\$64.90**
Both include 10 rolls of white permanent labels - FREE!
Prices inc gst, delivery charges may apply.

Pharmacy women in Melbourne

THIS year's Pharmacy Womens' Congress kicks off today at the Crown Promenade Hotel in Melbourne, with the theme 'Motivate, Inspire, Empower.'

As well as fascinating speakers there will also be lots of fun to be had at the 'Sex in the City' themed gala dinner.

Come and say hello to us at the *Pharmacy Daily* table at the congress tomorrow.

Banners switch more often

BANNER groups more frequently switch consumers to private label or other branded OTC products, a 'mystery shop' commissioned by Australian Self Medication Industry has found - but the practice is lower than anecdotal evidence suggests.

Mystery shoppers asked for one of seven brands in a representative sample of 168 pharmacies in two states and were switched in 11% of NSW stores and 15% in Queensland.

"Although some independent pharmacies do try to switch, the practice appears to be more common in banner group stores," ASMI reported in its newsletter.

"The percentage of switching is likely to grow as banner groups increase their market share, and there is also a flow-on effect from the trend towards switching of prescription medicines to generics."

ASMI's Sales Operations Subcommittee will now work on a strategy to combat switching.

The mystery shop was conducted by ASMI member, Crossmark.

medicines without improving the already expensive and lengthy process for listing of new drugs.

Chalmers said the outcome should ensure "appropriate and comprehensive consultation on issues fundamental to the sustainability of the PBS."

J&J shuts it down

JOHNSON & JOHNSON yesterday announced the closure of its only Australian research facility, which will see 75 people lose their jobs.

The company said the move was driven by an internal review of its R&D programs in an attempt to cut costs in the face of looming patent expiries.

The Australian facility was involved in gene therapy treatment research and will be either spun off or closed down at the end of 2008.

The move comes just days before the handing down of a key government report into innovation incentives in Australia.

CHOICE feedback

A NUMBER of *Pharmacy Daily* readers have responded to the story about the CHOICE survey of GP familiarity with the National Prescribing Service (PD Wed), with a typical comment being that it's "further evidence that CHOICE should stick to washing machines and toasters."

Naturopaths blast prenatal vitamins

AN independent review of "leading prenatal and pregnancy vitamin supplements" sold in Australia has found that some "lack the quality and variety of vital ingredients needed for optimal nutritional support for mother and developing baby."

Review panellist and naturopath Eliza Finn of CBD Natural Health said the formulas could be significantly improved.

"While most products contain high amounts of folate well known to be necessary during pregnancy, they often leave out important, synergistic and essential nutrients such as other B-group vitamins, Vitamin A, Vitamin E, Calcium, Zinc and Omega-3 fatty acids."

See the results of the review at www.healthycomparisons.com.au.

SURE TO IMPROVE
YOUR NEXT DINNER PARTY



RECEIVE A COMPLIMENTARY BOTTLE OF

DOM PÉRIGNON
VALUED AT \$295 R.R.P.

WHEN YOU ENQUIRE ABOUT
THE AMERICAN EXPRESS®
PHARMACY BUSINESS CARD.

ENQUIRE TODAY BY CALLING
OUR PHARMACY ACCOUNT
MANAGER AND QUOTING
'PHARMACY DAILY' ON
(02) 9271 4365



MORE THAN JUST A CARD™

Stocks are limited.
Terms and Conditions apply,
and are available upon request.

American Express Australia Limited.
ABN 92 108 952 095.
© Registered Trademark of
American Express Company.

**Tell your
pharmaceutical
friends about
Pharmacy Daily**

**They can sign up for a
free subscription at**

www.pharmacydaily.com.au

Click here

Cricketer SK push

FORMER cricketer Dean Jones will star in CSL Biotherapies' new consumer campaign to educate Australians about solar keratosis and announce the availability of Solaraze gel (diclofenac 3%).

Jones will speak about his experience with SK, while educational information relating to Solaraze will be provided by healthcare professionals.

Solaraze is a non-destructive topical treatment clinically proven to treat single and multiple SK lesions.

Generic Health Indian deal

GENERIC Health has announced that it's secured a "strategic investment" from Mumbai-based Lupin Limited, one of the top five pharmaceutical firms in India.

Generic Health md Gavin Uptier said the move follows another new partnership with Actavis, announced in Jun, as well as the company's 2007 acquisition of Bellwether Pharma.

He said Lupin's investment would "complement existing supply arrangements for a

number of products with a total market size exceeding A\$800m.

"Our customers will benefit significantly from greater resources and access to competitive products," Uptier said.

Lupin regional president Vinod Dhawan said the deal reflected his firm's commitment to expand its business in Australia.

Lupin already has a local subsidiary and has registered 16 pharmaceutical products here.

It's understood that the deal gives it a 30% stake in Generic Health, with Uptier saying it would "support our longer term market share ambitions and contribute to our long term growth strategy."

Assistants events

THE first conference for pharmacy assistants in NSW takes place tomorrow at the Novotel Rockford Hotel Darling Harbour.

Seminars will cover pharmacy services, marketing, training, leadership and cosmetics, with speakers from the Pharmacy Guild, GSK, Blackmores, Revlon and Post Script columnist Velia Nicholls.

The event is a companion conference to PA08, which is held in October on the Gold Coast.

Judging for the Guild/GSK Pharmacy Assistant of the Year Award is also underway today in Sydney, with the NSW and ACT winners to be announced tonight at the State Finals Awards Dinner.



DISPENSARY CORNER

A DISPOSABLE nappy has saved the life of an 18-month-old boy from Brazil.

The toddler plummeted from a third floor apartment window in the northeastern city of Recife - but luckily his nappy snagged on a security spike embedded in the concrete wall around his apartment building.

"He dangled from the spike for a moment, then his diaper opened and the baby fell to the ground, but at a much slower speed," said a policeman.

"The diaper obviously lessened the impact of the fall and saved the baby's life."

However the child's father had a different opinion.

"It wasn't the diaper that saved him. It was God," he said.

"IS there a doctor on board?"

Actually there were four medical practitioners on a Cathay Pacific flight from Hong Kong to Adelaide earlier this week during which a passenger - on her first ever airline flight - went into premature labour.

She was 34 weeks pregnant but that didn't seem to mean a thing to the baby who insisted on arriving there and then.

The flight diverted to Darwin where the mother and her healthy baby were admitted to the Royal Darwin Hospital within two hours of the birth.

Amex's wildlife winner



MELINDA Tiernan of Casey's Pharmacy in Balwyn, Vic is off on an African adventure courtesy of her American Express Pharmacy Business Card.

She's the lucky winner of an incentive in which each purchase made on the card from participating wholesalers gave an entry in the draw for the trip to the Dark Continent.

Melinda and her partner will fly Business Class to Nairobi, Kenya for a 10-day 'Wings over Kenya' wildlife safari - and they plan to take the trip as their honeymoon next year.

She's pictured (centre) getting in the mood for the trip with a toy lion with Sharon Keenan (left) and Sam McCourt of American Express.

AS-ON-OR



Snoring... More than 50% of your customers suffer the affects... are you offering a clinically proven treatment? ASONOR is clinically proven by university hospitals in both London and Copenhagen. Now available in Australia.

Pharmacy orders: 1800 806 873

Sigma PDE 836403 Symbion PDE 401544 www.asonor.com.au



Win Designer Cosmetics!

CONGRATULATIONS to Nev McCreath of the Department of Veterans Affairs who was the first subscriber yesterday to name five nail polish colours - Ruby Red, Hot Pink, Vivid Pink, Fire Red and French Pink.

Today is the last day **Pharmacy Daily** is giving subscribers the chance to win cosmetics from Designer Brands, courtesy of **Total Beauty Network**. The Budget Brand cosmetics deliver designer quality at a fraction of the price.

Get all the ingredients, colour and feel of designer label cosmetics, but without any damage to your accounts.

For a chance to win, send your answer to the below question to: comp@pharmacydaily.com.au.

What item is 'long wearing yet easily removed'?

The first person to answer correctly will win.

HINT: Go to www.tbn.com.au each day and click on the Designer Brands logo at the top of the page.

