

## Sunglasses winner

THANKS to everyone who entered last week's Designer Brands sunglasses competition.

Congratulations to Kathy Shaw of Charles Sturt University, who was the first PD reader on Fri to complete the sentence "you will find it hard to spot the difference".

Kathy will receive some stylish Designer Brands sunglasses, courtesy of Total Beauty Network.

## \$7.7bn generic deal

TEVA Pharmaceutical Industries has confirmed it will buy Barr Pharmaceuticals for \$US7.46bn to access the fast-growing generics market in Eastern Europe and own the Plan B morning-after contraceptive pill.

Teva, the world's biggest maker of generics, has attempted 12 times in 16 years to acquire the US-based Barr Pharmaceuticals.

The purchase will mean Teva has almost one-quarter of the US generics market.

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## New Guild ceo appointed

THE Pharmacy Guild of Australia this morning announced the appointment of Wendy Phillips as its new chief executive officer.

The move follows the sudden announcement of the departure of former ceo Kieran Schneemann, who resigned to "pursue other interests" earlier this month (PD 10 Jul).

Phillips is a long-term Guild staffer, having joined the organisation in 1992 as director of its Strategic Policy Division.

## Symbion sanofi sale

PRIMARY Health Care this morning announced the \$560m sale of Symbion Consumer to sanofi-aventis.

The transaction is expected to settle on 31 Aug, with sanofi-aventis Senior Vice President Pharmaceutical Operations Asia Pacific, Oliver Charneil, saying the acquisition gives the company a "leading market share in a rapidly growing category."

He said the move would also give sanofi-aventis a "platform to launch a nutraceutical offering throughout the Asia-Pacific region."

## Mental health move

A PROJECT has been contracted by the Pharmacy Guild to investigate the role of community pharmacists in managing mental illness.

Healthcare Management Advisors has formed a consortium with La Trobe University, Adstat, and health economics experts, Freshbout Consulting.

HMA will look at the role of community pharmacy in the provision of information to people with undiagnosed high prevalence mental illness conditions who may need assistance to make contact with their GP.

A second model will focus on assessing for compliance at the time of dispensing repeats; and a third model will test home medicines reviews for patients discharged from a public mental health setting.

Up to 40 community pharmacy intervention sites in SA and Vic will be invited to implement the full range of interventions, with training and paid incentives provided.

In 2006 Phillips was promoted to the newly created position of deputy ceo, with Guild President Kos Sclavos saying that during her 16 years with the organisation she had overseen the development of many policies aimed at "increasing the recognition of the health care role of pharmacists."

He said Phillips had helped with the development of three Community Pharmacy Agreements and had also "coordinated a major campaign to ensure pharmacies rightfully continue to be owned by pharmacists."

Sclavos said the National Council had "every confidence that she will continue to contribute at an extraordinarily high standard as the leader of our national office in Canberra."

## Ditch the switch

MORE than a third of pharmacy consumers dislike being switched from branded to generic OTC cold and flu products, a recent survey has found.

According to the Usage and Attitude Study, commissioned by Johnson & Johnson, 39% of consumers do not like when their pharmacist tries to switch them to a private label when buying over-the-counter winter medicines, and 25% are less likely to return to the same pharmacy after being switched.

Almost half of the surveyed consumers (48%) said they were unsure about the quality of private label cold & flu products.

The data also shows 31% of consumers are happy to buy private label when it comes to food, but they are not prepared to buy private label medicines.

These concerns exist despite the fact that 73% of consumers recognised that generics may often be made by the same manufacturer as branded products.

Commenting on the data, John Bell, Pharmacy Self Care Principle Advisor, said: "It seems that consumers differentiate between PBS-listed prescription products, where there is strong government support for the promotion of generic substitution, and the non-prescription, consumer advertised brands with which they are so familiar."



## DISPENSARY CORNER

RESEARCHERS in France have found a direct link between loud music and alcohol consumption.

Professor of behavioural sciences at the Universite de Bretagne-Sud, Nicolas Gueguen, discreetly changed sound levels at two different bars as he monitored the drinking habits of 40 males at different volumes.

They found that the louder the music was, the more drinks were consumed, and speeding up the beat of the music also led to faster drinking.

BRITISH deodorant manufacturer Right Guard has launched a unique advertising campaign, involving digital TV screens built into the armpits of shirts.

Short videos advertising the products are shown on the screens, watched by other travellers as wearers hold onto railings in London's public transport system.

The company sent a team of special so-called 'Pitvertisers' onto the streets of the city to test the new medium, with many consumers said to be intrigued by the ads.

However according to reports a significant group thought the advertising was the pits.



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