

## Gardasil gong

CERVICAL cancer vaccine, Gardasil, designed by Queensland immunologist Ian Frazer, has won the pharmaceutical industry's most prestigious award, the International Prix Galien.

Gardasil beat other Australian-approved drugs including Avastin, Erbitux and Champix.

## Win a Lip Spa Kit

**CONGRATULATIONS** to **Jasmine Trethewey** of **Schering-Plough**

who was yesterday's lucky winner of a Lip Spa Kit from Naked Kiss, courtesy of **Total Beauty Network**.

**EACH** day this week **PD** is giving you the chance to win the Lip Spa four step lip care system which promises to help renew and restore your lips and make them fuller, sexier and kissable!

To win, send your answer to the below question

to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**What colour is each stage?**

The first person to answer correctly each day will win.

**HINT:** Go to [www.tbn.com.au](http://www.tbn.com.au) each day and click on the Naked Kiss logo at the top of the page.

naked kiss™  
plump + polish



## HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we plan to highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

Head to the sun this January with Hamilton Island offering a pay for 5 nights, stay for 7 Deal. This is valid for travel from 18 Jan to 31 Mar 09. A variety of accomm. is available with prices starting from \$738pp and includes transfers, watersports use and more. For more details see [www.hamiltonisland.com.au](http://www.hamiltonisland.com.au)

The Warwick Fiji Resort & Spa has a stay 6 nights, pay for 3 nights deal. Book now for travel until 31 Mar 2009. Contact your travel agent for more information.

Norfolk Island Travel Centre and Norfolk Air have a red hot

## Major cough, cold burden

RESEARCH released yesterday by the Australian Self Medication Industry is claimed to show that minor ailments such as coughs and colds are placing a heavy burden on medical practitioners.

The study, conducted by health industry consultants IMS, showed that 15% of all GP consultations involve these types of complaints.

When that's projected across the country it means 25 million minor consultations a year and almost 15 million prescriptions being provided for minor ailments.

ASMI unveiled the figures at its conference in Sydney, with exec dr Juliet Seifert saying the findings "shed new light on some of the factors behind the heavy workload faced by GPs."

She said there is now a real need to examine alternatives to doctor visits for minor conditions.

"The focus of healthcare should be on encouraging a shift in behavior from GP to self care and pharmacy as the first point of call

## Health board chair

BILL Ferris AC will be Chair of the new Health and Hospitals Fund Advisory Board - part of the Government's strategy to support investments in health.

Ferris is currently Chair of the Garvan Institute of Medical Research, and Executive Chairman of the CHAMP Private Equity Group.

for minor ailments," she added.

The Pharmacy Guild said it would support a community education campaign to assist patients to make the appropriate judgement about where to go for health care and advice.

Guild President Kos Sclavos said "Pharmacists are the most accessible health professional and this study confirms they are an underutilised resource."

He suggested that pharmacists should be used as first line care for many conditions.

## Chemconsult stats

HEALTH Information Pharmacy's parent firm Health Corporation says its Chemconsult system has seen pharmacists make a "positive medication intervention" in 23% of prescriptions verified by the consulting program.

Desensitised data from 2204 consultations to 30 Oct revealed the high rate of potential medication errors which were averted using the system.

## Influenza trial in phase III

PHASE III trials of Biota Holdings' CS-8958, a long acting neuraminidase inhibitor, are set to commence, the company has announced.

The multi-centre study, to be conducted in Japan, Taiwan, Hong Kong and Korea, will involve adult patients who have naturally acquired influenza A or B.

The study uses 75 mg of oseltamivir twice daily for five days as its control, while a second phase II/III study will also be conducted in Japan on children.



**GO BADGE!  
PRINT YOURSELF!**

Print your own plastic loyalty, staff security & gift cards

Contact us today on 1300 554 694 or click here to request a sample pack



## DISPENSARY CORNER

MORE groundbreaking medical research from Britain.

A survey conducted this week has reported that favourite UK activities while on the toilet include chatting on mobile phones, reading magazines and sending text messages.

More than 14 million Britons read while on the loo, while 8 million spend time talking either on the phone or to family, while 20% send text messages.

The study was conducted by charity Tear Fund in recognition of World Toilet Day which aims to highlight poor sanitary conditions in the developing world.

MEANWHILE closer to home World Toilet Day was also celebrated in Brisbane yesterday in a much more civilised manner.

About 50 artistically modified toilet bowls were placed on display in the city's central Queen Street Mall, with variants including a barbecue, a tiny garden bed and a fishbowl.

A spokesperson for the International Water Centre said although lots of attention was given to water supply, toilets were often forgotten.

"Nobody talks about toilets, toilets aren't sexy, sanitation isn't sexy," she said.



## In tough economic times...

- knowing your personal strategy is essential
- customer loyalty is even more important
- getting your retail offer right is imperative

**instigo has the people, marketing and retail solutions to help you achieve your goals**



Contact us now: 02 9248 2616  
[info@instigo.com.au](mailto:info@instigo.com.au)  
[instigo.com.au](http://instigo.com.au)