



Drive sales from your dispensary

Dispensary Loop

OTC Update Pain in Children

This month's OTC columns are focusing on treating all types of pain. We hope that the information contained will help staff with giving customers informed advice.

Pain in Children

It is always distressing to see children in pain. Often kids can suffer from a headache, ear ache or body aches and pains when they are unwell with a cold or flu.

Or pain can be associated with a physical injury.

Knowing when to treat children with medication can be a difficult decision.

For mild pain comfort treatments such as cold packs, or hot water bottles may be of help.

Paracetamol is the first-line choice for the treatment of both fever and pain in children and baby drops can be administered from as young as one month.

For some conditions, particularly involving inflammation, ibuprofen is more appropriate.

Codeine is also a possibility, often in combination products, but is generally not recommended for routine use in children.

When choosing to treat children with pain medication it is very important to give the correct dose. Dosages are based on a child's WEIGHT not age.

For **Paracetamol** the recommended dosage is: 10-15mg per kg of weight. This dose should only be taken once every 4 hours up to 4 times per day if needed.

Product packaging always shows the mg of drug /ml of medicine, so the exact amount of medicine needed can be calculated.

For **Ibuprofen** the recommended dose is: 10mg per kg of weight. This can be given every 6 to 8 hours, with no more than three doses in a 24 hour period.

To avoid overdose it's important to check what is in products such as cold and flu preparations.

Always consult a doctor if pain is severe or persistent.

Pharmacy returns improve

THE real return on investment for community pharmacy has increased over the last year, despite ongoing pressure from the PBS reforms and the economic crisis.

That's one of the key findings of a report released in Melbourne on Friday by pharmacy valuation specialist Medici Capital.

The 2009 edition of the Medici Capital Pharmacy Market Risk Report showed that the median purchase price of pharmacies in Australia was \$1,875,000 over the last year, up almost \$300,000.

There was a minor decrease in median capitalisation rates to 16.14% from the previous 16.29%.

"Interestingly, combined with underlying sales and profitability growth, the real return on investment for pharmacy increased," said Medici Capital managing director Frank Sirianni.

He said the report also showed a "tale of two markets" in which smaller pharmacies are being sold at a premium.

Over the last year pharmacies with an annual turnover below \$1 million have sold with a median capitalisation rate of 15.93%, while those with a turnover above \$1 million have seen a capitalisation rate of 16.18%.

Sirianni said this means "the smaller

pharmacies sell at a premium" because they're often sold on asset break-up value.

At the launch event, the Pharmacy Guild's Director of Health Economics, Dr Michael Tatchell, also gave an insight into the impact of PBS reforms and the future of the PBS.

"Pharmacy can clearly argue that the PBS is sustainable," he said, citing the Guild commissioned reports released at APP earlier this year which showed that PBS growth is well below estimates from the gov't Intergenerational Reports.

The Medici Capital report is available in two editions - a full copy for bankers and wholesalers priced from \$1500+GST, and a special smaller edition for pharmacy owners from \$500+GST. More info 03 9853 7933.



ABOVE: Frank Sirianni of Medici Capital is pictured at the report's launch with Toni Riley, Chair of the Health Economics Committee of the Pharmacy Guild; and Dr Michael Tatchell, Director of the Health Economics Division of the Pharmacy Guild.

Terry White bus gift

THE Cavendish Road Secondary Special Education Unit in Brisbane today took delivery of a new 14 seat bus purchased with the help of a \$30,000 donation from the Terry White Chemists Group.

The donation was made of a direct appeal to the group's chairman, Terry White, last year by year 8 student Nic Bond.

Nic wrote to 400 businesspeople asking for help, choosing Terry because of his high profile and "the important role chemists play in supporting their local communities."

The TWC gift was the biggest contribution to purchasing the new vehicle, with the next biggest donation being \$10,000.

DMAS progress report

A PROGRESS report on the implementation of the Diabetes Medication Assistance Scheme released by the University of Sydney has shown some "very positive preliminary findings," according to the Pharmacy Guild.

On average there has been a reduction in HbA1c by at least 1% in participants, as well as a lowering in total cholesterol and triglycerides, while the proportion of smokers has also decreased.

The report also noted an improvement in medication adherence as a result of the DMAS.

The scheme is currently being piloted in about 800 pharmacies across Australia.

Rufus & Coco winner

CONGRATULATIONS to Maire Blackhall of Hunt Sharp Pharmacy in Stafford, Queensland, who was the final winner in last week's Rufus and Coco competition.

This week we have another great competition, offering a prize of a full conference registration at the upcoming Pharmacy Women's Congress, valued at \$495.

See page two for comp details.

Swine flu warning

SCHOOLS and parents are being advised to keep children at home if they've developed influenza-like symptoms over the school holidays.

Over the last two weeks there has been a decrease in 5-16 year olds presenting to emergency departments with flu-like illness but with the return from holidays this week it's likely there will be a rise in cases among this age group.

Schools also are being urged to reinforce good hygiene practices.

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Kidney NSAID alert

KIDNEY Health Australia (KHA) is today warning that about 9% of Australians taking blood pressure medication are at risk of a potentially fatal drug interaction known as the "Triple Whammy" if they also take ibuprofen.

The effect occurs when people who are taking ACE inhibitors or ARBs together with diuretics increase their risk of kidney failure by simultaneously taking an NSAID.

It was first revealed in 2006 but three years on, despite substantial medical education on the topic, the number of Australians at risk has not changed since then.

A KHA survey showed that only half of people taking blood pressure medications recalled being warned by their doctor about the risk of adding an anti-inflammatory.

KHA medical director, Dr Tim Mathew, said factors contributing to the continued high risk included the increasing use of combination medications for blood pressure, as well as the ongoing supermarket availability of NSAIDs, "where there is little or no advice available from a healthcare professional."

Major health system revamp

THE government is set to today reveal the final report from the National Health and Hospitals Reform Commission, with 123 recommendations for widespread change in the health system.

The report recommends the creation of comprehensive primary health care centres, according to the *Daily Telegraph*, as well as the development of standalone hospitals for elective surgery.

More hospital funding to boost

Pharmacy E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with adverse effects of cholinesterase inhibitors, including Aricept (donepezil), Reminyl (galantamine) and Exelon (rivastigmine).

They're currently the main pharmacological agents used in the management of Alzheimer's disease, and the bulletin summarises the most common adverse effects of the medications.

It's available at no charge from chris.alderman@rgh.sa.gov.au.

bed numbers by 15%, plus a national Denticare scheme funded by a 0.75% increase in the Medicare levy, are also suggested by the report.

There's also a big shake-up of the aged care sector proposed, including the introduction of "high care" bonds and the provision of more information to help compare different facilities.

Proposals also include linking most Australians to a single doctor, with all patients guaranteed a GP appointment within two days, as well as providing on-site nurses for every primary school to encourage healthy lifestyles as a way of tackling the obesity crisis.

The report also says there's a "pressing need for action" to help address spiralling costs in the health system.

New twist in Irish pharmacy revolt

GOVERNMENT officials have initiated a new wave of audits of pharmacies across Ireland, with the move seen as the latest escalation in the ongoing dispute over reimbursement cuts to Irish pharmacies (*PD* 06, 21, 23 Jul).

The move follows the launch of a major investigation into suspected fraud by a pharmacy in the country's south over several years.

A report in the *Irish Independent* yesterday said the alleged offences involved falsifying returns to the state-operated Health Service Executive (HSE).

It's claimed that customers visited the pharmacy to get a prescription filled, but the pharmacy billed the HSE for extra items which weren't actually dispensed.

The report said the amounts defrauded could amount to several hundred thousand Euro, with the deception described as "just the tip of the iceberg."

From 01 Aug the Irish govt has mandated changes to pharmacy reimbursement which the Irish Pharmacy Union has warned will make many pharmacies unviable and result in thousand of job losses.

More than 1100 pharmacists have said they won't dispense to medical card holders from next weekend.



DISPENSARY CORNER

THE world's first double arm transplant recipient has spoken about his new limbs - and the joy of being able to scratch.

German dairy farmer Karl Merk lost both arms in a 2002 combine harvester accident, and after six years without arms received new limbs in an operation a year ago..

"I can scratch myself if it itches somewhere. It feels pretty good," he said.

MICHAEL Jackson's hair is set to be turned into diamonds.

A US company called LifeGem has patented a process which extracts carbon from hair, creates crystals and then turns them into high quality laboratory diamonds.

The company's founder, Dean VandenBiesen, says he's obtained some of the hair Jackson burned while filming a Pepsi commercial in 1984, and believes there's enough material there to make about 10 diamonds.

He didn't estimate a sale price for the gems, but said that in 2007 his company created three diamonds from locks of Beethoven's hair, selling one of them for about US\$200,000.

A DOG in the chinese city of Chongqing has become a local celebrity because he won't go out without his sunglasses.

The owner of Fei Fei said he bought the canine some sunnies to protect his eyes.

"I thought that the strong sunshine we get here in the summer time could not be good for his eyes," the owner said, adding that he wasn't sure if the animal would take to the glasses.

"But now if I don't put his sunglasses on before we go out he barks at me non-stop until I do," he added.



Chongqing's coolest canine

WIN A REGISTRATION TO PHARMACY WOMEN'S CONGRESS

This week *Pharmacy Daily* and The Pharmacy Guild of Australia are giving subscribers the chance to win a full conference registration at the 2009 Pharmacy Women's Congress, valued at \$495.

The congress will be held from 14-16 August at the Surfers Paradise Marriott Resort & Spa, Gold Coast.

The event will bring together female pharmacists from around Australia to discuss the future of pharmacy, and will focus on personal and professional development based around the Congress' theme, '*Gaining Knowledge, Sharing Experiences, Building Futures*'.

For your chance to win the full conference registration which includes entry to all sessions; morning teas, lunches and afternoon teas; a Welcome reception ticket; a Congress dinner ticket; a breakfast session ticket and a Congress satchel and handbook, simply send your answer to the question below to comp@pharmacydaily.com.au.

In 25 words or less, tell us why you would like to attend this year's Pharmacy Women's Congress.

Entries must be in by Friday and the lucky winner will be published in next Monday's *Pharmacy Daily* issue.



2009
Pharmacy Women's Congress