

"...sales have increased markedly"

Read what Natalie Willis has to say, click here.



Guild Update

This week's update from the Guild

PMP and DAA data submission period is now open – don't miss out on your payments!

The first data submission period for the Dose Administration Aids (DAA) and Patient Medication Profile (PMP) Programs is now open.

Submit your ongoing data at: www.health.gov.au/daapmp between 1 – 30 November 2009 and be eligible for the payments of:

- \$1,000 (+ GST) for DAA and
- \$750 (+ GST) for PMP.

If you haven't yet registered for the programs, it is not too late - you can still register to participate at: www.health.gov.au/daapmp.

Both the DAA and PMP Programs are funded by the Australian Government Department of Health and Ageing under the Fourth Community Pharmacy Agreement and are administered by the Pharmacy Guild of Australia.

Should you need further information, please visit: www.guild.org.au/pps and www.health.gov.au/daapmp.



The Pharmacy Guild of Australia

3 new therapeutic groups

THE government yesterday unveiled the establishment of three new therapeutic pharmaceutical groups, as part of the Mid-Year Economic and Financial Outlook.

The new groups will cover selected bisphosphonate drugs and selected antidepressants on the PBS, and as for existing groups will "use the cheapest medicine in the group as the basis for the price paid for other medicines within the same group."

The government estimates that the move will save \$48.2m over four years from 01 Apr 2010.

Medicines Australia is furious at the move, saying it's "effectively an unannounced price cut."

"It is a substantial blow to companies who have negotiated a fair price in good faith with the government," said Medicines Australia acting ceo Brendan Shaw.

"Reimbursement prices to manufacturers in Australia are already 19% lower than the OECD average...The pharmaceutical industry does not expect the government to pay over the odds, but industry doesn't expect to be

short-changed either," Shaw said.

He said the ongoing erosion of payments to manufacturers under the PBS undermines the industry's ability to bring new medicines to Australian patients.

The budget update also confirmed the deferred implementation of major changes to reimbursement for chemotherapy drugs which would only fund the amount of active ingredient used, rather than the number of vials used.

The deferral will reduce savings to the PBS and RPBS by \$36.3m in 2009-10, with the delay to "allow further consultation with industry stakeholders to address implementation issues".

Other measures revealed in the Outlook include \$2.5m in continued funding for the National Skin Cancer Awareness Campaign and the ongoing impact of H1N1 influenza, with \$229.6m over five years in response to swine flu for the storage, compounding and distribution of antivirals and personal protective equipment, and purchase of H1N1 flu vaccine.

Win a month's supply of Rioliife Açai



CONGRATULATIONS to Jack Leigh of **Costsave** in NSW who was the first reader yesterday to tell us Rioliife Açai berries are harvested in Brazil, Amazon region.

Rioliife has teamed up with **Pharmacy Daily** this week, giving readers the chance to win a month's supply of **Rioliife Açai** every day this week, valued at \$50.

Açai (pronounced Ah- Sigh- Ee) is a small purple coloured berry, high in antioxidants and vitamins,

including vitamin e, iron, calcium and magnesium which has now been introduced to the Australian diet by Sydney based exotic energy food specialists **Rioliife**.

One serve of **Rioliife Açai** is equal in antioxidants to approximately 120 blueberries (a regular breakfast food for many Australians) with the bonus of almost no sugar at all.

Rioliife Certified Organic Freeze Dried Açai is available from all good health food stores, pharmacies and whole-food stores nation-wide.

For your chance to win a month's supply of Rioliife Açai , simply be the first reader to email the correct answer to the daily question below to: comp@pharmacydaily.com.au.

One serve of Rioliife Açai berry powder is equal in antioxidants to approximately how many blueberries?

Check out the Rioliife website for hints at www.rioliife.com.au.

Byetta label revision

THE US Food and Drug has asked for labelling changes for type 2 diabetes medication Byetta (exenatide) to include new safety information about possible kidney function problems, including kidney failure.

The FDA says it's acting on reports it received over a four year period regarding 78 cases of kidney-related side effects.

Arthritis pain

THE government has removed the Medicare benefit for pain relieving joint injections for children and people suffering from severe arthritic conditions.

Arthritis Australia is outraged at the move, saying it will end up costing more money than will be saved.

"The net profit that a doctor made from such an injection was \$2, as opposed to a significant loss now that it isn't reimbursed," said Dr Lou McGuigan, vice president of the Australian Rheumatology Association.

"This is a budget measure - made without consultation - and by people who had no understanding of the technical aspects of the joint injections. We've offered the government some solutions but they haven't responded to them," Dr McGuigan said.

Indigenous Institute

THE government has provided \$312,000 to help establish the new Institute for Urban Indigenous Health, which was today launched in Brisbane.

Minister for Indigenous Health, Warren Snowdon, said the institute would integrate health planning and servicing within Brisbane and the surrounding regions to meet the health needs of the Aboriginal and Torres Strait Islander population.

"The majority of Aboriginal and Torres Strait Islander people reside in urban centres and addressing access to services for these people is crucial to closing the gap in health status between Indigenous and non-Indigenous Australians.

"This Institute will go along way to a coordinated/integrated approach to the planning, development and delivery of primary health care services to Aboriginal and Torres Strait Islander populations within the region, involving Indigenous-specific and key mainstream providers," he said.

Pharmacy DAILY

Tuesday 3rd November 2009 PHARMACYDAILY.COM.AU

NSW tooth move

THE NSW Pharmacy Board has reiterated a warning from its Victorian counterpart about pharmacies offering teeth whitening services (PD 08 Oct).

If a pharmacist personally carries out teeth whitening or employs someone to do it, both the pharmacist and the person actually performing the activity may be open to prosecution unless registered as dental health care providers.

NPS wins marketing award

THE National Prescribing Service in conjunction with the Federation of Ethnic Communities' Councils of Australia has won a national Multicultural Marketing award for the seminars and radio interviews which were run in Cantonese, Mandarin and Italian as part of its 2008 'Get to know your medicines' campaign.

The campaign took out the AFL

Community Award Category at the NSW Community Relations Commission event last night.

NPS ceo Dr Lynn Weekes said she was thrilled that the NPS was acknowledged for the work it's doing with ethno-specific organisations across Australia.

UK drug chief sacked

THE Chairman of Britain's Advisory Council on the Misuse of Drugs has been sacked by the UK government over a comment that alcohol and cigarettes cause more harm than ecstasy and cannabis.

Professor David Nutt was told that the govt had lost confidence in him - but the move appears to have sparked a showdown with other members of the board who have demanded a meeting with Home Secretary Alan Johnson.

"For some members, these matters are of such seriousness as to raise the question whether they can, in good conscience, continue on the council," the group said.

The ACMD was established in 1971 to offer independent advice on drug use and the appropriate scheduling of illicit drugs.

Malaria gone in 2015?

A PHASE III trial of GlaxoSmithKline's RTS,S malaria vaccine which targets the complex human parasite rather than the bacterium or virus, is currently underway in 5,500 children over seven African countries.

If successful, the drug could lead to the first widespread vaccine for the disease in Africa by 2015.

Chemsave

One of the 7 reasons why Chemsave is the CLEAR CHOICE for ALL pharmacies!

Click on this banner for more information!



DISPENSARY CORNER

HEY guys, marry a brainiac!

A recent study published in the *Journal of Epidemiology and Community Health* which looked at 1.5 million Swedish people has found that men are more likely to live longer if they are married to an 'educated' woman.

The study found that in general a man's health benefits from a woman's level of education because she will (generally) exert influence over his health and lifestyle choices.

AN English man has suddenly become allergic to his wife.

To be exact, the allergy is to polyethylene glycol, a common ingredient in face and body creams, and Darren Young only discovered it existed after his heart stopped beating when he was given a steroid injection for a foot infection.

Doctors are unsure as to why the allergy has only just surfaced, but are suggesting that his wife will simply have to embrace crow's feet and dry skin.

VAIBHAV Bedi, a young man from India, has launched legal action against deodorant maker Lynx, saying he's had no success with the ladies in contrast to the firm's promise of "The Lynx Effect".

Claiming depression and psychological damages to the tune of \$50,000, Bedi says he was cheated by adverts which claimed that if he used Lynx, women would flock to him.

Chemists' Own car!



CHEMISTS' Own recently ran a national promotion offering pharmacy assistants across the country the chance to win one of four Kia Rio cars.

Participants had to complete training on the Chemists' Own range with their consumer account manager, after which they were given a "pretend key" to the car with a unique code on it.

This code was used to log onto a website where assistants answered some questions and were entered

into the draw to win the car or a range of supplementary prizes.

The promotion was also the first time pharmacies had the opportunity to take part in local area marketing targeting consumers about the Chemists' Own Range.

The Victorian winner was Debbie Fisher from Minh Ha Pharmacy in Werribee, who's pictured above in front of her new car with Matthew Lew, Sigma Consumer Account Manager

Helping tightwads become tighter.

If you're not buying your pharmacy supplies through pharmamarket.com.au you could be losing money every single day. Slash your cost of supply, visit pharmamarket.com.au today.

pharmamarket.com.au

The future of pharmacy supply