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## Guild Update

This week's update  
from the Guild

### Rentals Report 2009

The Pharmacy Guild of Australia has released the Rentals Report for 2009.

This important report is produced for pharmacy owners and landlords in the interests of promoting a deeper understanding of the issues that have an impact on pharmacy rents, leases and viability.

The Guild believes it is important that landlords understand the unique nature of community pharmacies, particularly in relation to their reliance on prices fixed under the Pharmaceutical Benefits Scheme (PBS), and their range of health related community obligations. In this regard, community pharmacies are unique in the retail environment, and this report sets out how and why.

Pharmacy is in the middle of a transitional period as it moves to an amended PBS remuneration model through the PBS Reforms which were legislated in 2007.

The Fifth Community Pharmacy Agreement, which is under negotiation and will come into effect in July next year, will also have a significant impact.

Furthermore, a new Pharmacy Industry Award also takes effect next year, imposing higher costs on pharmacies in some circumstances.

The Rentals Report 2009 is available to members as a useful reference and briefing tool for rental negotiations. To download the report, please visit [www.guild.org.au](http://www.guild.org.au) and go to the 'Members Only' section, then 'Member Publications' (log in required).

The Guild acknowledges Frank Sirianni and Medici Capital for their assistance with research and analysis.



The Pharmacy  
Guild of Australia

## HCN warns on MediSecure

THE company which provides Medical Director software to doctors across Australia, HCN, has warned its customers that the program "does not support or endorse MediSecure e-prescription functionality".

HCN ceo John Frost issued a statement in response to a story in yesterday's *Pharmacy Daily* about the rollout of the MediSecure system at a Victorian regional medical centre.

MediSecure is endorsed by the Royal Australian College of General Practitioners, and is a rival to the Guild-backed eRx Script Exchange.

Frost said that although discussions had been held with MediSecure about integrating its system, "HCN is not aware of how MediSecure accesses prescription data from Medical Director.

"Due to the significant patient safety risk associated with using incorrect data [we] advise prescribers that MediSecure is not supported by HCN and we cannot guarantee the integrity of the data in any e-prescription generated by MediSecure," Frost added.

However HCN does have a contractual relationship with eRx Script Exchange, with the company saying the pact "will ensure that eRx will be tightly integrated into Medical Director to provide safe secure e-prescribing".

Guild President Kos Sclavos said the HCN statement was a "major development" with implications for pharmacy in Australia.

He told *PD* last night "the Guild supports a vendor driven solution.

"That is what eRx Script Exchange is and MediSecure is not.

"The Guild does not want to see this situation with pharmacy

### Nutricia US recall

FORMULA maker Nutricia has issued a voluntary recall in the USA of a single lot of its specialised infant formula product Neocate.

The recall involves about 3700 cans of the product, with Nutricia saying that due to a "one time blending error" some cans contain protein levels lower than that declared on the label.

The company said longer term consumption of the products "might influence the healthy growth curve in certain infants".

dispensing software being accessed without the support of the vendor."

He confirmed that the Guild is informing members they must be confident of the IT companies they deal with regarding electronic prescription gateways.

"This is a very important decision because this e-script software solution will impact on pharmacists each and every time they dispense a prescription," he said.

Sclavos said pharmacies needed to make an informed choice, with the Guild endorsing only one gateway, the eRx solution.

**MEANWHILE** yesterday MediSecure announced that the Garozzo Pharmacy Group in Keperra, Brisbane has begun using MediSecure in its six Chemmart pharmacies.

Garozzo uses Symbion's minfos dispensing software.

### Solvay sold to Abbott

**ABBOTT** Laboratories will pay US\$6.6 billion for the pharmaceutical business of Belgian pharmaceutical company Solvay SA, it was announced in the US late yesterday afternoon.

The move will see Abbott expand its range of products into vaccines and hormone therapies, including Solvay's influenza vaccine Influvac.

## Medals of excellence

**NOMINATIONS** are now open for the 2009 Pharmacy Practice Medals of Excellence.

The medals reward those who have played a significant role in advancing pharmacy practice in Australia.

They include the Pharmacy Practice Foundation Industry Medal which is awarded to an individual, who need not be a pharmacist, working for a manufacturer, wholesaler or distributor, or industry organisation, who has made an outstanding contribution to the pharmaceutical industry through advanced pharmacy practice.

There's also the Sanofi Aventis Medal of Excellence in Pharmacy Practice, which is awarded to a community or hospital pharmacist who is putting new professional ideas into their practice.

"This will have resulted in practice changes that are innovative, differentiated and of demonstrable value to the consumer and the profession," said the Pharmacy Practice Foundation.

Nominations should include details of the contribution made, and why the nominee is considered a suitable choice.

Details including a supporting summary and CV should be submitted by 20 Oct 09- for more details see the flyer on **page three**.



The Pharmacy  
Guild of Australia

## We are looking for a Business Development Manager

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### You will have:

- sales experience, be organised and business literate, entrepreneurial and self motivated
- a degree in commerce, marketing, economics, or business administration
- knowledge of pharmacy sector is desirable but not essential

### Salary:

- A salary commensurate with skills and experience will be negotiated.

If you think you may be the person we are looking for, please email your resume to [ian.campbell@nsw.guild.org.au](mailto:ian.campbell@nsw.guild.org.au)

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## Guild research summit

THE Pharmacy Guild is preparing to convene a Pharmacy Practice Research Summit, with the aim of increasing access to and awareness of the research results from the Fourth Community Pharmacy Agreement R&D Program.

Guild President Kos Sclavos said feedback from the Third Agreement R&D program indicated concerns about low levels of dissemination of the results of the program, with the summit aiming to address the issue.

The primary goal of the summit will be to promote community pharmacy practice research, as well as presenting findings to policy makers with a view to helping the results move into policy.

"The program generates a significant body of pharmacy practice knowledge and helps establish Australia as an international leader in the field," Sclavos said.

The summit will be held over several days in Mar 2010 and will also include a consultation session to identify research gaps to further improve outcomes of the program.

## PBAC Nov agenda released

A NEW formulation and strength of ibuprofen is among a long list of applications for PBS subsidy to be considered at the next meeting of the Pharmaceutical Benefits Advisory Committee in Nov.

The PBAC agenda was released today, with Abbott Australasia submitting the application for its sustained released Brufen 800mg formulation of the NSAID.

Other items to be considered include an extension of the current S100 Botox listing to treat severe primary axillary hyperhidrosis (excessive sweating) in adult and adolescent patients.

Janssen-Cilag has also made a new drug application for its Stelara (ustekinumab) treatment for chronic plaque psoriasis, which has recently been approved in both the UK and USA (PD yesterday).

There's also a request from Pfizer relating to its Champix (varenicline) smoking cessation product, asking for the addition of a second continuing treatment restriction to

the current authority required listing, to allow a further 12 weeks of treatment for those who respond to the medication.

AstraZeneca is requesting an extension of the listings for its Seroquel (quetiapine fumarate) treatments for bipolar to include maintenance treatment as monotherapy, as well as to apply to the modified release formulation.

Nutricia has made a combined application for its Analog range of infant formula products, to cover a brand name change and altered formulation to include long chain polyunsaturated fatty acids and prebiotic polysaccharides.

See [www.pbs.gov.au](http://www.pbs.gov.au).

## DS DIDGET for diabetes

BAYER Diabetes Care yesterday launched the first blood glucose meter for kids with diabetes that connects directly to the Nintendo DS and DS Lite gaming systems.

The company said the DIDGET system aims to help children manage the condition by rewarding them for building consistent blood glucose testing habits and meeting personalised glucose target ranges. It also connects to Bayer's online DIDGET world where kids can spend points they earn from consistent monitoring practices.

Bayer said it's phasing the rollout of the DIDGET meter on a market by market basis, with the product currently available in the UK and Ireland.

See [www.bayerdidget.co.uk](http://www.bayerdidget.co.uk)

## Mentoring scheme

A NEW project to develop a model for a mentoring framework for interns and young pharmacists in rural and remote areas has been commissioned by the Pharmacy Guild of Australia.

Urbis Pty Ltd will undertake the work, which is being funded by the Health Department and managed by the Guild under the Rural Pharmacy Workforce Program.

The Guild said in the current pharmacy landscape the role of mentor is often performed by the preceptor as part of the pharmacy intern year "however this mentoring role is largely unstructured".

Mentoring is a strategy proposed to help enthuse young pharmacists.



## DISPENSARY CORNER

HYGIENE may significantly improve in Beijing this week, after an order that pigeons must remain in cages on 01 Oct to stop them disturbing celebrations to mark 60 years of communist rule.

Authorities have threatened to fine any family which releases their pigeons until 02 Sep, with an estimated 1 million birds affected by the ban.

The only pigeons to take part in the pageant will be 60,000 released during the celebrations which will include China's first military parade in 10 years, as well as mass song and dance performances and of course lots of fireworks.

PERSONAL music players are likely to get a bit quieter in Europe with a plan to set a "maximum noise default setting" set to be mandated by the European Commission.

The move is in response to recent research which estimated that about 10% of iPod users could suffer permanent hearing loss due to listening at high volume - not to mention disturbing those around them on public transport.

Scientists said those who listened to loud music for more than one hour a day over five years risked permanent harm, with the plan to limit the maximum level to 80 decibels.

BEING a star at school may improve your health in later life, according to a study of 14,000 children in Sweden.

The *Journal of Epidemiology and Community Health* reported that of this cohort, all born in 1953, the least popular children were nine times more likely to have ischaemic heart disease.

They were also more at risk of diabetes, drug, alcohol and mental health problems, according to the BBC.

The study's authors said the findings showed schools should work to foster equality in the classroom and to boost children's self-image.

## Win an A'kin pureBaby pack

CONGRATULATIONS to Christine Monforte of Terry White Management, who was the first *Pharmacy Daily* reader yesterday to tell us there are 5 products in the [A'kin] pureBaby range.



Every day this week, A'kin pureBaby is giving *Pharmacy Daily* readers the chance to win an [A'kin] pureBaby Complete Care Pack, valued at \$74.75 each.

The [A'kin] pureBaby Complete Care Pack contains all full size products from the

[A'kin] pureBaby range, presented in a handy Eco baby case.

[A'kin] pureBaby is crafted in Australia with the purest and most gentle botanical ingredients to care for your baby's skin naturally.

[A'kin] pureBaby has been dermatologist tested and formulated paraben and sulfate free to provide pure, gentle protection for your baby and total peace of mind for you.

For your chance to win this sensational baby pack, simply be the first reader to email the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

[A'kin] pureBaby Softening Body Wash & Shampoo contains mild botanic cleaners derived from which natural ingredient?

Check out the Purist website for hints at [www.purist.com](http://www.purist.com).

[A'kin]  
pureBaby

## **MEDAL OF EXCELLENCE IN PHARMACY PRACTICE AWARDED TO A PHARMACIST**

Sanofi-aventis and the Pharmacy Practice Foundation share the vision that outstanding Pharmacy Practice should be recognised.

This medal is awarded to a community or hospital pharmacist who is putting new professional ideas into their practice. This will have resulted in practice changes that are innovative, differentiated and of demonstrable value to the consumer and the profession. It should be possible to articulate and assess the value of these ideas, albeit subjectively.

**Please nominate a community or hospital pharmacist who is putting good professional ideas into their practice.**

The 2009 medal will be presented to the recipient at the Governors' Dinner to be held on Wednesday, 11 November 2009.

**Previous recipients:**

Reginald Maher (1997), Raymond Feller (1998, posthumously), Benjamin Basger (1999), The Illawarra Pharmacists Asthma Care Team (2000), Phillip Davis (2001) and Bob Crane & Ben Wilkins (2002), Arnold Green (2003), Susan Samimi (2004), Susan Welch (2005), Rhonda White (2006), James Delahunty (2007) and Albert Regoli (2008).

Nominations should include the nominee's contact information, specific details of the contribution made and duration, and reasons why the nominee is considered a suitable choice. It should also include a summary of 500 words or less and Curriculum Vitae.

**Please forward to:**

Andrea Thompson, Pharmacy Practice Foundation, Building A15, University of Sydney NSW 2006 or email to: [ppf@pharm.usyd.edu.au](mailto:ppf@pharm.usyd.edu.au)

**Deadline: 20 October, 2009**



**The University of Sydney**  
Faculty of Pharmacy

