

# Pharmacy DAILY

Monday 13 Dec 2010

PHARMACYDAILY.COM.AU

## Dementia grants

**THE** Government is calling for applications from groups who would like a slice of \$1.5m to put toward projects that increase awareness of dementia in local communities.

See [www.health.gov.au](http://www.health.gov.au) for details.

## Pfizer withdraws Thelin

**PFIZER** has announced the voluntary withdrawal of Thelin (sitaxentan sodium), indicated for the treatment of pulmonary arterial hypertension due to liver toxicity, from the Australian, EU, American and Canadian markets.

The withdrawal follows a review of trials and post marketing reports which found that, the drug can increase the risk of potentially life-threatening idiosyncratic liver injury.

As a result, Pfizer is advising that no new patients be prescribed Thelin and that patients currently using the medication be transitioned to an alternative therapy as soon as safely possible.

 Pharmaceutical Society of Australia



# 2011

## MARCH WEEKEND

Continuing education focusing on the heart and mind

## Annual Therapeutic Update

Friday 25 – Sunday 27  
March 2011  
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Pacific, NSW

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## Be realistic - Pharmabroker

**PHARMACIES** need to apply "realistic" mark-ups on goods which are also available through supermarkets, according to Stewart Bowen, the managing director of Pharmabroker sales.

Bowen has written to **PD** in response to an article on 12 November in which Kelly Lash of Cane Fire Pharmacy in Qld urged wholesalers and manufacturers to assist pharmacy to compete by offering bigger margins.

The Pharmabroker chief said that pharmacists need to be aware of the current price war going on in grocery, including 50% off deals on many major brands, "all driven and funded by Coles and Woolworths."

"They are targeting Pharmacy," Bowen said.

Manufacturers want Pharmacy to be a strong channel, with the supermarket giants continuing to develop house brands.

However Coles and Woolworths don't need to warehouse products to the same level as required in pharmacy, so they save the mark-up incurred through pharmaceutical wholesalers, which adds to pharmacy costs.

However Bowen insisted that

pharmacy is not disadvantaged on pricing, with most manufacturers offering "parcel buy discounts" which, based on quantity purchases, allow pharmacy to be competitive with other channels.

Bowen also pointed out that there are significant costs for manufacturers selling through pharmacy, including advertising for catalogues, operating merchandising and sales forces, providing point of sale material as well as category reviews for wholesalers and banner groups, and "these service levels all cost money," he said.

"In summary, Pharmacy has a future with front of shop products, provided reasonable margins are observed, ranging of market leaders, sections are planogrammed and off location displays are enticing to consumers - plus the all important aspects of good staff and a good advertising campaign," Bowen concluded.

## Friday's PD winner

**CONGRATULATIONS** to Andrew Argyrou of Priceline at Pacific Fair who was the lucky winner of last Friday's Aromababy competition.

## "Boost Your Financial Management"

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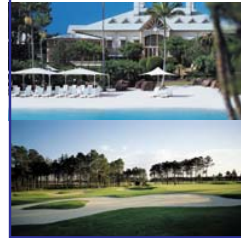
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## Diabetes & pregnancy

**ONE** in 20 pregnancies in Australia are affected by diabetes, according to a new report by the Australian Institute of Health and Welfare.

"Mothers with diabetes are more likely to have a pre-term birth, pre-term induced labour, caesarean section, hypertension and longer stay in hospital than those without diabetes," said Mardi Templeton, of the AIHW's Cardiovascular, Diabetes and Kidney Unit.

The report noted that mothers with pre-existing Type 1 or Type 2 diabetes, and their babies, are at highest risk of adverse effects, whilst mothers with gestational diabetes mellitus, and their babies, are also at increased risk.

Researchers also found that whilst mothers in Polynesia, Asia and the Middle East were more likely to have diabetes during pregnancy, higher rates of adverse effects were recorded in diabetic mothers and their babies in Australia.



## DISPENSARY CORNER

**THE** protective power of poo.

An Australian pilate's life was saved over the weekend after he managed to steer his plane into 20 tonnes of chicken manure.

The incident occurred whilst the pilate, Ben Buckley, was in the midst of a historic re-enactment of the first ever controlled flight in an Aussie made aeroplane (in 1910), in Ballarat, when his plane suffered power problems.

Fortunately Ballarat Council had shifted the 20 tonne pile of chicken poo to the side of the runway prior to Buckley's attempt, giving him the perfect spot for a soft, albeit squishy, landing.

**BURIED** for life!

Taiwan's Rende Medical College is giving its students a lesson in the value of life, by burying them alive.

As part of the exercise, the teenagers are required to write a will, and pop on a burial shroud, before being laid in a coffin.

Their "final resting place" is then closed up and buried for ten minutes under the floor of their classroom, where they can quietly contemplate life and death before being dug up and 'reborn'.

## Win a Self Tanning Body Crème



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Self Tanning Body Crème from the Eternal Summer range courtesy of **Total Beauty Network**.

Designer Brands has the secret to natural, gorgeous, and glowing tanned skin, minus the exposure to harmful rays and typical self-tan smell.

With luxurious vitamin-enhanced ingredients, this self-tanner works to nourish and hydrate whilst working on your tan. Long-lasting, deliciously scented with frangipani, and quick-drying, it is your promise of eternal summer skin!

For your chance to win, simply send through the correct answer to the daily question below:

**What is the other tanning crème in the Eternal Summer range?**

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

The first correct entry received will win!

Hint: Visit [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)