

Guild Update

This week's update
from the Guild

Rural incentives

RURAL pharmacies and hospital authorities have the opportunity to attract young pharmacists and gain extra funding, under the Pharmacy Guild of Australia and Department of Health and Ageing's incentive schemes.

The Rural Pharmacist Pre-Registration Incentive Allowance provides financial encouragement for rural and remote pharmacies to employ much-needed graduate pharmacy students.

Each eligible pharmacy and hospital authority can receive up to \$10,000 for every pre-registrant full-time for 12 months, while \$5000 is available for every pre-registrant full-time for six months (or equivalent).

Applications submitted between six and 12 months will be calculated on a pro-rata basis.

Joint applications between eligible pharmacies and hospital authorities wishing to share 12-month placements of pre-registrant pharmacy students can be submitted as well.

To find out more about the allowance visit www.ruralpharmacy.com.au or contact the Rural Pharmacy Workforce Team on 02 6270 1888 or via email ruralpharmacy@guild.org.au.

Applications are open to all remote, rural and regional pharmacies, with the following exclusions: Sydney and suburbs; Melbourne and suburbs; Adelaide and suburbs; Perth and suburbs; Brisbane and suburbs; Hobart and suburbs; Canberra and suburbs; Cairns; Sunshine Coast; Gold Coast – Tweed; Townsville; Geelong; Newcastle; Wollongong and Queanbeyan.

Applications must be received by the Guild within three calendar months of the commencement date of the graduate.

The Rural Pharmacy Pre-Registration Incentive Allowance is an incentive of the Fourth Community Pharmacy Agreement, funded by the Australian Government Department of Health and Ageing and managed by the Pharmacy Guild of Australia.



The Pharmacy
Guild of Australia

PSA \$295m funding plan

THE Pharmaceutical Society of Australia has called on the Federal Government to invest \$295.4 million over four years in a National Pharmacy Health Services Program.

Details of the proposal are contained in the PSA's 2010-11 Budget Submission, which says the money is needed "to support the development and delivery of national preventive health programs aimed at reducing the burden of chronic disease and preventable conditions."

The submission says that preventive health programs currently account for just 2% of total health expenditure.

"PSA believes that a significant opportunity resides in the existing community pharmacy network and infrastructure for the implementation of a range of effective national preventive health programs delivered...in partnership with other members of the primary care team," the submission says.

"The expertise of pharmacists in the provision of preventive health

services and chronic disease management can, and should, be utilised widely and more effectively."

Once again the PSA has reiterated that its existing Pharmacy Self Care program should be used as the basis for preventive programs because it "uniquely integrates" preventive health information for the public with education for pharmacists staff, as well as promotion of health and facilitating referrals to other primary health care team members.

"It is well accepted that preventive health interventions work and will provide savings to health outlays over time," the PSA said.

"PSA's proposal offers the opportunity for the government to move beyond the ad-hoc, limited-reach projects that have characterised much of Australia's preventive health initiatives to date," the submission says.

Olay works just as well as Rx for skin

THE British Journal of Dermatology has published what's being claimed as the first ever peer-reviewed study which shows that a "non-prescription wrinkle brand performs just as well as gold standard Rx".

The head-to-head anti-aging clinical trial compared the off-the-shelf Olay Professional Pro-X skin care regimen with the performance of prescription treatment 0.02% tretinoin (sold under brand names such as Retin-A, Aberela, Renova, Atralin, Avita or Stieva-A).

The study found that the OTC product produced better results in improving the appearance of facial lines and wrinkles.

196 women took part in the 8 week trial, which used "both expert visual grading analysis and objective computer imaging analysis" of before and after pictures of the subjects.

A scientist at Procter & Gamble Beauty & Grooming, Joe Kacvinsky, said the study "shows that the effectiveness of a prescription product for improving the appearance of facial fine lines and wrinkles can be achieved with an appropriately designed cosmetic regimen, while providing additional benefits in aesthetics, skin tolerance and potential consumer compliance."

"Great! Absolutely happy as... immediate uptake with good results"

Read what Brett McAllister has to say, click here.



Dispensary
Loop



HWA board named

HEALTH minister Nicola Roxon has announced the members of the first board of Health Workforce Australia, which will oversee the integration of workforce planning in both public and private health settings across Australia.

The members include James McGinty, Simon Willcock, Elizabeth Chiarella, Sandra Capra, Peggy Brown, Brendan Murphy, Felicity Jefferies, Tony Sherbon, Jim Bishop, Peter Boyce, Nigel Lyons, David Roberts and Andrew Wilson.

FDA labelling fine

A US company has been fined US\$200,000 and ordered to pay more than \$100,000 in restitution over claims of misbranding drugs.

Doctors at The Plastic Surgery Group of Albany, New York, were also fined over the incident, in which they ceased using FDA-approved Botox products and instead started using a non-approved TRI-toxin on patients seeking treatments with Botulinum Toxin Type A for facial wrinkles.

UK looks at PI, CMI

BRITAIN'S Medicines and Healthcare products Regulatory Agency has launched an online discussion site to examine whether its database of 'Patient Information Leaflets' and 'Summaries of Product Characteristics' should be made available online.

If the MHRA goes ahead with the move this would mirror the TGA's eBusiness system which provides open access to PIs and CMLs here.

Robotic patient

PHARMACY students at Britain's University of Bath are being taught diagnostic skills by interacting with a specially programmed robotic patient, which can be configured with a range of common conditions such as heart disease, hypertension and even constipation.

Science Daily reports that the SimMan3G (dubbed Simon) is "a life-sized model that talks, breathes and reacts to medicines in the same way as a real human."

The story says Bath is one of the first universities to use the device for training pharmacy students, who are able to examine the robot for symptoms such as pupil dilation, heart and lung function as well as blood pressure, and the robot can also be changed into a "fembot".

Pharmacists improve diabetes outcomes

CLINICAL pharmacist interventions have been shown to improve outcomes in patients with type 2 diabetes, in a study published this week in the *American Journal of Health-System Pharmacists*.

The report describes a program implemented by US pharmacy chain CVS Caremark, in which clients with diabetes were found to have lower blood pressure and decreased HbA1c levels after one year of treatment.

447 patients from a particular employer were enrolled in the program, in which pharmacists at a company health clinic developed individualised care plans and coordinated regular follow-up.

Participants also received lower prices on disease-related drugs as well as related supplies and non-prescription products.

The program also reduced hospitalisations among the group by 30%, with CVS saying the improved health outcomes had also produced overall cost savings for the employer and patients.

Osteoporosis overload looms

OSTEOPOROSIS needs to be given more focus and higher priority, according to an Access Economics report released today.

Forecasts over the next 10 years suggest the number of osteoporosis sufferers in Australia will rise from 2.3 million to 3 million (or one in every eight Aussies) and of these sufferers, 10-20% of people who sustain osteoporotic fractures in their hip will die within 12 months.

The report suggests a program of education for health professionals in diagnosis and treatment.

"Osteoporosis continues to go largely undetected, with 80 percent of people at high risk only diagnosed after they suffer their first fracture," said Osteoporosis Australia ceo, Naseema Sparks, while Lynne Pezzullo of Access Economics said early diagnosis and treatment of the condition "can dramatically reduce fracture rates, improve quality of life for those living with the disease and generate substantial economic savings."

Other report recommendations

include a program for improving patient awareness of ways to mitigate osteoporosis risk factors such as quitting smoking, diet, fitness and fall prevention, as well as regular medication reviews.

The report found that 41% of Australians receiving treatment for osteoporosis failed to maintain their therapy after a year and if this continues through to 2020 almost 20,000 preventable fractures will occur.

"Management of osteoporosis should not begin when a fracture occurs...rather osteoporosis should be regarded as largely preventable and treatable," Pezzullo said.

Osteoporosis Australia welcomed the report, saying that there is a need to change the face of the disease to ensure Australians have 'strong and healthy bones for life'.

March weekend offer

THE PSA is inviting pharmacists of the earlybird offer for the 2010 'March Weekend' Annual Therapeutic Update.

Registrations before 28 Feb will get complimentary entry into the Fri evening Clinical Respiratory course worth 4CPD credit points as well as a saving of \$60

Fri sessions also include an Interview Skills Workshop presented by Carlene Smith, covering the tools needed to conduct a thorough patient interview as part of a medication review.

More info on the March Weekend at www.psa.org.au.

KarmelSonix appts

ASTHMA management specialist KarmelSonix has announced a range of new appointments "which significantly strengthen its leadership team in Australia and across Europe and the Asia Pacific region."

Effective immediately Adrian Smith has been appointed gm Europe, with his previous role being Chief Operating Officer for ResMed in Europe.

KarmelSonix has also appointed former ResMed Nordics md Lasse Beijer to head up its Nordic operation, while Steve Bartley is the company's new Director of Sales for North & South America.



DISPENSARY CORNER

AN eastern European magician is in hospital with severe frostbite after spending almost three days inside a giant ice cube.

40-year-old Latvian illusionist, Gennady Palychevsky, was attempting to break a world endurance record by being enclosed in the 2m-square ice cube in Moscow.

He survived 64 hours and 32 minutes before signalling for help, at which point he was rushed away by paramedics.

Palychevsky trained in ice baths for six months, and lasted half an hour more than the previous record holder, Israel's Hezi Davan, who managed 64 hours just a month ago - outdoing US magician David Blaine's 63 hour record set a decade ago in New York's Times Square.

In an example of what must have been riveting programming, all 64 hours of Palychevsky's stunt were broadcast live on radio.

CONDOMS should fit better, according to research published in the *Sexually Transmitted Infections* journal this week.

Badly-fitting condoms increase the risk of infection and pregnancy, as well as reducing the pleasure of sex for both men and women, the report says.

A study of 436 men found they were more than twice as likely to remove the condom midway through sex if it didn't fit properly.

"Men come in all shapes and sizes and so do condoms," said a spokesperson for sexual health charity FPA.

LEAVING the kids with grandma can make them fat.

That's the finding of a UK study which analysed 12,000 three year-olds and found that the risk of obesity was 34% higher if they were cared for full-time by their grandparents.

There was also an increased risk of being overweight if the kids were looked after by relatives or friends, but only if the care was full-time, with much lower rates of obesity for those who went to preschool or stayed with parents.

WIN AN ED HARDY INSPIRED FRAGRANCE



CONGRATULATIONS to Anamika Kumar from API who was yesterday's lucky winner of an Ed Hardy Inspired fragrance.

Total Beauty Network has teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Ed Hardy Inspired Designer Brands fragrance.

The Designer Brands Fragrances are based on the top-selling, non discounted fragrances with something for both men and women.

With the essences made in France and designer style glass bottles plus the designer names, it makes DB fragrances a great copy without being a counterfeit product.

The fragrances smell the same (or better) than the original, with a great price point everyone can have the chance to try the big names without the big price.

For your chance to win your very own Ed Hardy Inspired Designer Brands fragrance, simply send through the correct answer to the following question:

In what country is the essence made?

Send your entries to: comp@pharmacydaily.com.au.

The first correct entry received each day will win.

Hint! Visit the Total Beauty Network website at: www.tbn.com.au