



## Wee Waa winner

**CONGRATULATIONS** to Kathy Wilcox of Wee Waa Pharmacy, who was the lucky winner of Friday's Four Holidays competition.

Kathy told us that she would have most liked to avoid her girlfriends in this poem, titled 'Who to avoid over the festive season':

*I'd like to avoid my girlfriends,  
they drive me up the bend.  
What did you get as pressies?  
Did he give you bling?  
(Oh, what a hollow ring...)  
No, all I got was candy.  
Still, he was handy.  
Put me up a new shed.  
It's Fair Dinkum, with street cred.  
Now I love you girls to bits,  
and enjoy it when we get plastered.  
But right now, I feel hammered.  
Just want to curl up with my man-  
with his can and a movie.  
Simple, but means so much to me.*  
For her efforts Kathy has won a copy of the hilarious romantic comedy Four Holidays.

## Microskin in the US

**THE** New York branch of Queensland biomedical company, Microskin, has been officially opened by Queensland premier Anna Bligh.

As producers of skin simulation products, Microskin's NY opening is part of its recent push into the American market.

## Pharmacies offered nurses

**NURSE** practitioner group The Revive Clinic has launched a push into pharmacy, inviting pharmacists to engage "highly skilled nurse practitioners" in their shops.

Revive Clinic is already operating in some pharmacies through a partnership with the Pharmacy Alliance group, under the healtheth banner (**PD** 31 Jul 09).

"The transformation of healthcare in Australia and the emerging role of the nurse practitioner present pharmacists with the opportunity to grow their business and provide a valuable community service to assist in combating the GP shortage," said Revive Clinic director Louise Stewart.

She urged pharmacists in high traffic areas nationwide to "expand their role as multidisciplinary healthcare providers," with the nurses providing a range of services including one-on-one clinical consultations, in-pharmacy vaccinations, diagnosis and treatment of common illnesses such as strep throat, eye, ear, sinus, bladder and bronchial infections as well as the treatment of minor wounds and sprains.

Stewart said the nurse practitioners are also able to write prescriptions for seasonal influenza, common illnesses, minor ailments

and chronic diseases such as diabetes and heart disease.

The Revive Clinic will also operate a flu program from 01 Mar-31 Jul, administering vaccinations, whilst also providing flu information and recommendations.

"The benefits of establishing a Flu Program in-pharmacy include increased traffic flow, over-the-counter sales, product recommendations and prescription sales," said Stewart.

She said Revive also provides onsite bulk employer vaccinations for local businesses, along with vouchers for non-attendees redeemable at any of the participating pharmacy locations.

For more info call 1800 738 483 or email [info@reviveclinic.com.au](mailto:info@reviveclinic.com.au).

## Check immune history

**THE** government is urging health professionals to encourage all parents to check their child's online immunisation history, available via Medicare Australia's Online Services, before the start of the school year.

In order to access the information, parents will need to first register for Medicare's Online Services, which will then grant them access to the Childhood Immunisation Register which records all immunisations given to kids before the age of seven.

Most primary schools require proof of immunisation before enrolment, and up-to-date immunisation is also required to receive the Child Care Benefit and the Maternity Immunisation Allowance.

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

## J&J's Tylenol Recall

**JOHNSON & Johnson** has expanded an over the counter medication recall in the US to include 27 products such as its popular Tylenol, Roloids and Motrin medications.

The recall comes on the back of mounting industry and consumer concerns over certain products' mouldy smell and side-effects including stomach upset.

The problems are believed to be due to contamination of empty packaging at a warehouse before containers were filled with the medications.

## Blackmores endeavour

**BLACKMORES** has launched its 2010 Young Endeavour competition for pharmacy assistants aged between 18 and 25 years.

Up for grabs is an 11-day voyage onboard the 44m *Young Endeavour* tall ship, including return economy airfares- a total prize value of around \$2000.

"At Blackmores, we're constantly looking to the future. In partnership with the Young Endeavour Youth Scheme we are shaping the leaders of tomorrow," said Blackmores chairman Marcus Blackmore.

The competition is aimed at giving assistants the opportunity to 'push their boundaries' whilst learning the importance of 'teamwork, leadership and passion'.

Whilst onboard the *Endeavour* the Royal Australian Navy crew will teach guests the technical skills required to sail a square-rigged vessel, including helming, navigation, rope handling, working aloft and even command!

To be in the running for this once in a lifetime opportunity, pharmacy assistants need to describe in 100 words or less why a *Young Endeavour* voyage would make a difference in their lives.

Entry forms are available in the Blackmores Feb mail-out or from your Blackmores representative.

Entries close 5pm Sun 28 Feb.

## Obesity plateaus

**SOARING** rates of obesity across the USA appear to be slowing, according to a report from the US Centers for Disease Control and Prevention.

But while Americans may have turned the corner, CDC Director of the Division of Nutrition, Physical Activity and Obesity Dr William Dietz was measured in his excitement, saying the study was "cause for modest optimism".

In the research height and weight data was correlated in a group of 5500 adults, with the data from 2007 and 2008 compared with data collected from 1999-2006.

Obesity statistics were constant for women across the decade, while obesity rates for men rose slightly but levelled off in the later years.

Dr Dietz said researchers weren't certain why obesity appeared to be levelling off, with one theory suggesting that the population had reached "a kind of 'fat set-point'".

## WIN AN AUSTRALIS FOUNDATION



Australis has teamed up with *Pharmacy Daily* this week, giving readers the chance to win an Australis Mineral Purity Powder Foundation. Valued at \$17.95, the pure mineral powder formula allows you to create buildable even coverage that lasts all day.

The lightweight powder looks and feels like you are wearing no make-up. It contains no talc, parabens or

fragrance ensuring that your skin is free from any irritations. It includes an inbuilt kabuki and mirror.

For a chance to win your very own Australis Mineral Purity Powder Foundation, simply send through the correct answer to the following question below:

**Does Australis Mineral Purity contain talc, parabens or fragrance?**

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

The first correct entry received will win!

Hint: Visit the Australis website: [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au).

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## eRx welcomes funds

### ELECTRONIC PRESCRIPTION

service provider, eRx Script Exchange, has welcomed the Fifth Community Pharmacy Agreement announcement of funding for the provision of e-prescriptions in community pharmacies (PD Wed).

"This ongoing support endorses the benefits of e-prescriptions and will make a significant difference to patient care by ensuring that the most accurate and efficient dispensing becomes available to all Australians," said eRx Script Exchange chairman, Graham Cunningham.

"We look forward to working with the Guild, government and industry to put this into place in the coming months," he added.

eRx has also confirmed that it will continue to provide a free e-prescription service to eRx users via the current Guild funding for 10.6 million transactions and AFSPA funding for 500,000 membership transactions.

More than 3700 pharmacies, general practitioners and medical specialists have registered to use eRx since its Apr 09 launch, with 7.5 million electronic prescriptions already sent to the exchange, of which 1.7m have been dispensed.

Cunningham said eRx's vendor partners include the 17 major prescribing and dispensing software providers, and installation of eRx in sites around Australia was "progressing rapidly, with installation of registered sites expected during the first quarter of 2010".

He urged pharmacies and doctors who have not yet registered to do so as soon as possible.

For info see [www.erp.com.au](http://www.erp.com.au).

## J&J US kickback scandal

THE US Department of Justice has accused pharmaceutical giant Johnson & Johnson with bribery, over an alleged kick-back scheme with Omnicare, a pharmacy group which specialises in providing drugs to geriatric care facilities.

The scheme was brought to the US Justice Department's attention when it was reported by a pharmacist who worked for Omnicare, but was subsequently fired for whistleblowing.

According to the DoJ, the scheme operated from 1999 to 2004 and saw J&J pay tens of millions of dollars to Omnicare to increase sales of its drugs, including risperdal, through pharmacist recommendations to nursing homes.

"J&J understood that Omnicare's pharmacists reviewed nursing home patients' charts at least monthly and made recommendations to physicians on what drugs should be prescribed for those patients," the department said in a statement.

"The government further alleges that J&J knew that physicians accepted the Omnicare pharmacists' recommendations

more than 80 per cent of the time, and that J&J viewed such pharmacists as an 'extension of [J&J's] sales force'," the Department added.

Documents cited include a J&J report which stated that Omnicare pharmacists operating in nursing homes were "highly motivated based on economics".

Reports claim that while the alleged scheme was in operation J&J nearly tripled its sales figures at the nursing homes.

Johnson & Johnson has denied any illegality on its part, saying "We believe airing the facts will confirm that our conduct, including rebating programs like those the government now challenges, was lawful and appropriate".

Currently the case against Johnson and Johnson has been lodged in the Boston federal court.

## Qld nutraceuticals

THE Queensland government has announced the sunshine state will host the fifth International Conference on Mechanisms of Action of Nutraceuticals in 2011.

Covering topics including complementary medicines, medical foods, dietary supplements, and functional foods that may provide disease prevention and treatment options, it's estimated the conference will attract up to 500 delegates from the international complementary medicines and nutraceuticals industry, including researchers, academics and other stakeholders.

## Sweden's first pharmacy

THE first private pharmacy since 1971 has been opened in Sweden over the weekend.

In 2008 the government had agreed to open up the country's prescription and over the counter medications market to competition.

Prior to this move (and since 1971) Swedes had only been able to buy their OTC and prescription drugs from the state-owned Apoteket pharmacies.

In ceasing the Apoteket monopoly, the Swedish government is hoping to increase the availability of medicines for customers and create a more competitive pricing environment.



## DISPENSARY CORNER

THE average woman has lost a lot of weight in recent years - at least when it comes to her handbag.

The increased use of miniature devices such as the iPhone and Blackberry has meant heavy diaries and address books are now obsolete, and in fact ladies' bags now weigh just 1.5kg on average - a reduction of a huge 57% on just two years ago.

The figures were revealed in a report from a study commissioned by UK retailer Debenhams.

A US surgeon has been barred from working in hospital after accidentally removing the wrong kidney from a patient.

Urologist Dr Erol Uke has agreed to comply with a ruling from the Minnesota Board of Medical Practice, which also cited an incident where he had mistakenly taken a biopsy from another patient's pancreas instead of a kidney.

**EXERCISE** is good for you, but sometimes it can be taken to extremes.

A former British soldier has just set a new world record by clocking up 832.4km on a treadmill in a week-long charity fundraising effort.

35-year-old Mike Buss ran the equivalent of up to three marathons a day during the record attempt on a treadmill at a shopping centre in Swindon, sleeping two hours a day.

"I've lost two toenails, my legs are aching and the arches of my feet are painful...but I feel good.

"I'm going home to have a bath, then have beef stew for dinner and chill out," he said.

**SOMETIMES** back pain is a good enough reason for a pardon!

A senior politician in the Northern Mariana Islands is coping some political flack after he demanded a masseuse who is also a convicted people smuggler, be released from a local prison for a day to treat his bad back.

The politician is defending his actions saying that it was an 'unusual' situation whereby he needed to treat his 'extraordinary' pain.

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