

## Professional Services

**THE** Pharmaceutical Society of Australia is inviting pharmacists and other industry stakeholders input to help plan the future direction of the industry, as part of its Future of Pharmacy Project.

"The question of raising the profile of pharmacists as health professionals is one area that we would welcome comment and suggestions on as part of the process that has been initiated by the Issues Paper," said PSA national president, Warwick Plunkett.

The call for input, voiced in its "Issues Paper on the Future of Pharmacy" urged pharmacists to "make their views known", as well as to provide individual perceptions regarding the evolving role of pharmacists as health professionals.

**MEANWHILE** the PSA has also said it feels there needs to be more consumer understanding of the additional professional services on offer by pharmacists.

"Pharmacists are integral members of the health-care team and their expertise and experience is invaluable for consumers," said the Chair of the Pharmaceutical Society of Australia's Early Career Pharmacist group, Justin Lee.

"With the growing emphasis on primary and preventive health, consumers should be more aware that pharmacists play a pivotal role in helping to achieve the best possible health outcomes for all Australians through advice, counselling and professional services – as well as dispensing medications," he added.

Lee also said pharmacists are the most "accessible" of any health professional, being that usually no appointment is needed to receive immediate and quality advice.

## Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

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## Guild workforce symposium

**THE** Pharmacy Guild of Australia has announced its intention to convene a symposium of pharmacy education and industry stakeholders in August in order to consider potential issues for the pharmacy workforce over the upcoming decade.

Set to kick off in the wake of the recent release of the Pharmacy Workforce Planning Research Project (PWPRP), the symposium will be held in the nation's capital on 10 August and attended by representatives from the Government, university pharmacy schools and peak industry bodies.

It will also discuss a paper presented at the Pharmacy Practice Research Summit (PD 04 Mar) which predicted a significant surplus of pharmacists by 2025.

"There has been much industry discussion about the intake of pharmacy student numbers at

### Pharmacists refill

**CANADIAN** pharmacists in the provinces of Newfoundland and Labrador have been granted the power to refill, adjust and extend prescriptions.

Born out of regulatory changes designed to improve access and efficiency in the region's healthcare system, the new legislation will enable pharmacists to refill or modify prescription with the consent of the patient (for example change a tablet to a liquid).

The rules also allow pharmacists to provide emergency supplies of medication, as well as to extend repeat prescriptions for limited periods of time.

### PHARMACY FOR SALE

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with the closing date being 5pm  
Monday 12 July 2010

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## UK gets dispensing

**THE** UK Department of Health has announced it will trial a new pharmaceutical dispensing machine, Medcentre, manufactured by PharmaTrust, across selected public hospitals this year, that if successful could see its eventual roll out to community pharmacies in 2011.

"We are deploying the machines in hospitals, but the intention is to get enough data to inform the DH of safety," said PharmaTrust's executive director Peter Ellis.

"We then hope the government will give us the necessary changes to allow us entry into community pharmacy," he added.

The Medcentre can stock up to 2,000 medicines and features a live video link which allows pharmacists to remotely oversee medicines dispensing, a first for the UK where existing laws require a pharmacist to be in charge of every pharmacy.

However legislation which came into effect four years ago has left scope for the secretary of state to provide for a single pharmacist to oversee multiple pharmacies.

Although the remote supervision scheme has come under fire from pharmacy industry bodies, the Medsafe system may in fact fast-track remote supervision legislation, with the results of the hospital trials set to, in a large part, decide its fate.

In its own defense PharmaTrust has said that Medsafe was never aimed at replacing pharmacists, but rather "freeing-up" their time to allow them to move more into patient focused services.

## WIN WITH NUROFEN FOR CHILDREN



To celebrate the launch of their new age-specific range, Nurofen for Children are encouraging Australians to delight in the joys of storytelling and the role it plays in learning and discovery.

Children need a medicine that is easy to take and reduces their pain effectively and safely. That is why the new Nurofen for Children range (available in Baby + 3 months; 1-5 years; 5-12 years) has been developed

to make dosing more convenient for babies and children as they grow. It provides effective relief from fever from 15 minutes onwards and lasts for up to 8 hours, which means no more sleepless nights for parents and children.

For your chance to tell your own story with one of four prize packs containing a Nikon COOLPIX Camera and professionally produced hardcover Photo Book, simply answer the daily question below:

**How long does Nurofen for Children provide children with effective relief from fever?**

Send your entries to: [nurofenforchildren@hausmann.com.au](mailto:nurofenforchildren@hausmann.com.au)

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

Congratulations to yesterday's lucky winner: Jaylee Osborne from Sigma Pharmaceuticals.

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**Guild**

## Kids consumption up

A NEW US study has found children's chronic medication consumption is on the rise, with year-on-year prescription-spending for child meds up 10.8% in 2009.

This growth was found to be four times higher than the rate at which adult consumption rose.

The data also found that in 2009 around 25% of insured kids, and 30% of teens aged 10-19 filled a prescription to treat chronic conditions, incl. juvenile diabetes which saw a 5.3% hike in medication use.

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**AYERS** Rock Resort is offering a Sounds of Silence package which includes two night's twin share accommodation, as well as a Sounds of Silence dining experience and free return airport transfers and use of the Ayers Rock shuttle bus service from just \$415 per person, twin share. Visit [www.ayersrockresort.com.au](http://www.ayersrockresort.com.au).

**SHOAL** Bay Resort and Spa in NSW has launched a special 'Kids Play and Stay Free' package available to book between 02 July - 18 July and 24 Sept - 10 Oct.

Included in the package is accommodation in a 1 bedroom Waterview apartment, full hot and cold family buffet brekkie daily, 2 hour bike hire, arrival cocktail for mum and dad, undercover parking, access to the Aqua Spa facility and a complimentary Kids Club session for up to two kids.

The package is priced from \$230 per night for a five night stay and \$249 per night for a three night stay. For info call 1800 181 810.

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## Healthy state of the nation

**AUSTRALIANS** are amongst the healthiest people in the world according to the Australian Institute of Health and Welfare's 12th biennial national health report card titled 'Australia's Health 2010'.

Based on a compilation of the latest national health statistics, the report found that life expectancy here is among of the highest in the world - 84 for women and 79 for men.

The report also found that survival rates for citizens after diagnosis with a life-threatening disease were on the rise and that Aussies are taking anti-smoking campaigns to heart, as the levels of smokers in Australia were found to have fallen to just to one in six.

Cardiovascular disease continues to be the biggest killer of Aussies, however mortality rates from CVD have fallen by an impressive 75% since a peak in the 1960s, with less than one quarter of CVD deaths found to be in persons under 75.

Between 1987 and 2007 the

report found that rates of cancer deaths fell by 16%, whilst survival rates for cervical, breast and lung cancer have also markedly improved.

"Despite some great progress in death rates, diseases that impact on the quality of life remain a concern," said AIHW Director, Dr Penny Allbon.

Mental illness was one disease in particular which showed some alarming increases, with around one in five Aussies aged 16-85 found to have suffered from a mental illness over a 12-month period (one in four of which were aged between 16-24).

The number of Aussies suffering diabetes was also shown to be on the rise, with numbers tripling in the past 20 years to around 800,000 - in part attributed to the growing epidemic of overweight and obese Aussies - which has led the AIHW to predict that type 2 diabetes will become the leading cause of disease burden by 2023.



## DISPENSARY CORNER

**WHEN** your blood alcohol level just isn't enough.

A New Zealand man has faced court charged with careless and driving after having overturned his car with a blood alcohol level three times the legal limit.

And if failing to take a corner properly, crashing through a wooden fence and overturning his car wasn't enough to warn the man that just maybe he had had enough, he cracked open a fresh cold one whilst waiting trapped upside down in his car for rescue.

In court his legal defense argued that the man indulged in an icy cold beverage whilst waiting for the police because he was trapped and "had nothing else to do at that point".

Upon his discovery, subsequent rescue (with beer in hand) and police questioning, the man reportedly told police that he had enjoyed "plenty" to drink, being that he was in the midst of a four day bender.

He has subsequently been disqualified for driving for ten months and fined NZ\$1,100.

**PATTINSON** and Dracula!

'Twi-hard fans will be agog to learn that online genealogy site, [www.ancestry.com](http://www.ancestry.com) has traced Robert Pattinson, who plays Edward Cullen in the tween-favourite Twilight movie series, right back to the 15th Century Count Vlad III - the inspiration for Bram Stoker's seminal horror novel, Dracula.

According to genealogist Anastasia Tyler, Pattinson and Vlad III (also known affectionately as Vlad the Impaler) are connected through Pattinson's distant relation to the British royal family.

**EMERGENCY** rapper.

Police in the UK are currently hunting down a rapper who has been clogging up emergency lines.

According to reports the man calls emergency services only to rap, sing, chant and even just play a favourite tune down the line, and in the last three months he has made around 700 calls at a total cost to the health system of UK\$1000.

## WIN A NEW YORK NIGHTS PRODUCT



This week *Pharmacy Daily* is giving readers the chance to win a Designer Brands product from the latest New York Nights range, courtesy of **Total Beauty Network**.

Metallic colours to bring out the wild side in you!

The New York Nights range is full of dark, sultry colours dedicated to the night.

Nail Polishes are toluene and formaldehyde free, quick drying with a high metallic finish.

The mascara included is the Pro V5 keratin formula with the Nu-30 brush that lifts and extends. All products on the range made for a long lasting formula a high metallic finish.

For a chance to win your very own New York Nights product, simply send through the correct answer to the daily question below:

**What kind of kohl pencils are available in the New York Nights range?**

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

The first correct entry received will win!

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

**Congratulations** to yesterday's lucky winner: **Melissa Wigginton** from **Keppel Plaza Amcal Pharmacy**. The correct answer was: Garnet Affair, Gun Metal, Purple Desire, Rendezvous Blue and Rogue Bronze.