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## Get your pharmacy onto the iPhone!

**THE** makers of the Pocket Pharmacy iPhone application (**PD** 15 Mar) have uploaded the details of every pharmacy in Australia onto the system on a trial basis, allowing consumers to easily locate info on their closest pharmacy using the handheld gadget.

There are about 2 million iPhones in Australia at present and Pocket Pharmacy is also expected to roll out to other 3G devices over the next three months.

All pharmacy contact details are shown on the system including opening hours, and locations are linked to Google Maps so consumers can easily get directions.

A catalogue function is also available to promote special offers.

Pocket Pharmacy said pharmacies should make sure their details are correct by clicking on the 'Register your Pharmacy' button at [www.pocketpharmacy.com.au](http://www.pocketpharmacy.com.au).

There's no cost to be on the system during the trial period.

## Budget ensures certainty

**LAST** night's Federal Budget has finally revealed the fine details of funding for the Fifth Community Pharmacy Agreement, with the Pharmacy Guild saying it has "delivered certainty for the pharmaceutical sector and significant savings for taxpayers."

As well as the Fifth Agreement, details have been released about the new Memorandum of Understanding between the government and Medicines Australia (**PD** Thu) which will see manufacturers offer savings of \$1.86 billion over five years through expanded price disclosure (see separate story).

The Guild said the savings imposed through the MoU would have a flow-on impact on community pharmacy but that these have already been accounted for in the negotiation of the Fifth Agreement - which itself delivers an estimated \$987 million in savings to the government over 5 years.

"The Guild believes the Agreement, although negotiated at a time of severe fiscal restraint, has achieved a workable balance of the interests of consumers, taxpayers and community pharmacy," said Guild President Kos Sclavos.

A major feature of the agreement is a 32% increase in funding for professional programs to \$753m, covering new programs such as medication continuance, medicines use reviews, staged supply of medicines, PBS claiming from nursing home medicine charts, clinical interventions and electronic prescriptions (**PD** 04 May).

The total funding allocation to the Agreement over five years is \$15.4 billion.

The Guild said that while the MA MoU would impose a significant financial burden on the pharmaceutical sector, it believes that "most of these savings were already included in many industry projections."

"With Medicines Australia now guaranteeing the equivalent of a 23 per cent price drop, greater savings are able to be 'booked' by the government," the Guild said.

## Enhanced nursing

**WHILST** the greater scope for nursing in the primary care sector, allowed for in the federal budget, has been welcomed by the The Australian Practice Nurses Association, the APNA has expressed its eagerness to expand the Practice Incentive Payment (PIP) nurse subsidy program so that a one-to-one nurse to GP ratio in the GP setting is achieved.

According to the APNA the previous funding arrangement for the PIP was insufficient, and the new arrangement only allows for a nurse to GP ratio of 1:3 which it believes is not enough to experience optimal patient results.

The APNA believes that the ratio of 1:1 is required for the best multidisciplinary care outcomes for the community.

## Three pages again

**A FLURRY** of news relating to the budget means that today's **Pharmacy Daily** is another three page issue, including our regular Wednesday Health, Beauty and New Products feature on **page 3**.

## NPS likes the focus

**INCREASES** in budget funding for new pharmacy programs, nurses, and PBS sustainability will help to improve medicines use and public health outcomes, according to the National Prescribing Service.

In particular the NPS has welcomed the continuation of funding for its New Drugs Program which is designed to provide information pertaining to new PBS listed drugs to both consumers and health professionals via the RADAR and Medicine Update publications.

"We are really pleased with the Government's decision to continue funding this important program, which not only shows its commitment to ensuring people have access to information about new drugs, but that our current program is hitting the mark," said NPS ceo Dr Lynn Weekes.

The NPS has also praised the budget for funding new programs focused on the quality use of medicines and improving health outcomes in the Fifth Agreement, as well as the additional funds it received to help raise consumer awareness about generic medicines over the next four years.

"In 2008 and 2009 NPS received awards for its *Generic medicines are an equal choice* campaign," Weekes said.

"With a number of commonly-used medicines coming off patent over the next few years, helping consumers to understand their medicines choices will be increasingly important," she added.

## WIN AN EMU SPIRIT PACK



This week **Pharmacy Daily** is again giving readers the chance to win one of four gorgeous Emu Spirit packs, courtesy of Emu Spirit.

Valued at \$125, the Emu Spirit pack contains a Moisturising Soap, Arthritic and Muscular

Rub, Oil of Emu, Day Crème Refresh & Renew, Night Crème Repair & Restore, Advanced Hand & Body Crème and a genuine Emu Egg!

Emu Spirit is an all Australian company established in 1993 which strives to offer natural products for inflammatory conditions with their Emu Spirit therapeutic and skincare range.

Emu Spirit's patented rendering process, OilTek™, devised by one of the world's leading oil chemists, Mr Andy Baker, is exclusive to Emu Spirit and Emu Spirit's products.

For your chance to win an Emu Spirit pack, answer the daily question below:

**Are the Emu Spirit products suitable for delicate and sensitive skin types?**

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

The first correct entry of the day wins!

Hint! Visit Emu Spirit website at: [www.emuspirit.com](http://www.emuspirit.com)

**Congratulations** to yesterday's lucky winner: **Amy Lange** from **Symbion Pharmacy Services**, who correctly identified Oil of Emu as the main ingredient of Emu Spirit products.

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## ASMI primarily happy

**THE** Australian Self Medication Industry has welcomed budget funding for initiatives aimed at strengthening primary health care, and in particular the expansion of funding for nurses in general practice, saying it's "a step in the right direction and will assist consumers through the improved access to health care".

ASMI has however called for further measures to help educate consumers about self care.

"Practice nurses can play a valuable role in addressing minor ailments and chronic conditions, and taking pressure off already over-burdened GPs," said ASMI executive director, Juliet Seifert.

"This should be supported up by a public education campaign to help consumers and health professionals understand what consumers require and when it is appropriate to seek the advice of a GP or an allied health professional such as a pharmacist," she added.

ASMI also welcomed funding for the e-health system saying that that this is likely to "improve health outcomes.

"The capacity to monitor and track medicines prescribed and recommended to consumers through electronic recording can play a valuable role in Australia's Quality Use of Medicines policy," a statement from ASMI said.

## Irish drug revamp

**NEW** legislation has been approved in Ireland which aims to crack down on a range of so-called "legal highs" - substances which don't specifically fall under existing drug laws.

Under the changes, all items which have 'psychoactive effects' carry penalty of up to 7 years in prison for users, and life sentences for suppliers.

The substances are sold in so-called "head shops" which have proliferated in Ireland in recent years through the recession, selling "legal" or "herbal" highs.

## PSA claims program credit

**THE** Pharmaceutical Society of Australia says the allocation of \$660m in budget funding for professional services is "a direct result of representations made by PSA".

PSA National President Warwick Plunkett said the society had a series of meetings with the Minister's Office and the Department of Health and Ageing.

"As a result, some 4CPA programs have been retained after public indications they would be discontinued," he said.

"Some new professional programs were also introduced which will prove a fillip for the profession and consumers," Plunkett added.

He said that the inclusion of sustainable clinical interventions through pharmacy in the 5CPA was "a great step forward in the implementation of a preventive health strategy in Australia."

Plunkett said he also welcomed the implementation of a number of recommendations from the primary and preventive health reports delivered to the government last year, adding that PSA would continue to push for the inclusion of

## "Bad ad" program

**THE** US Food and Drug Administration has announced the launch of a new scheme which aims to help health care providers detect and report misleading promotions for medications.

The educational outreach effort is administered by the FDA's Division of Drug Marketing, Advertising and Communications (DDMAC), and aims to get health providers to blow the whistle on inappropriate promotional activities that occur in private - complementing other activities which see the agency monitor large medical conventions and industry complaints.

Reports can be submitted anonymously to a special email address at [badad@fda.gov](mailto:badad@fda.gov) or through a telephone hotline.

pharmacists into the primary health care team.

The PSA also welcomed funding for electronic health, saying: We look forward to working with the government to develop and implement governance arrangements to ensure the programs are implemented and managed to their full potential."

## Two years for e-Health

**A MASSIVE** \$467 million is set to be spent by the government over the next two years to establish a national e-Health scheme.

The budget papers say that patients and health providers will be able to access the data which is described as "personally controlled electronic health records".

The 15c per prescription pharmacy incentive for electronic dispensing is estimated to cost \$75.5 million over five years.

Medicines Australia backed the e-Health investment, saying that electronic records "make it much easier for patients to keep track of their medication and immunisation history and will help ensure doctors' prescribing decisions are properly informed by appropriate patient health data."

MA ceo Brendan Shaw said the system would also help reduce the number of avoidable adverse medicines events.

## Expo update

**THE** organisers of the upcoming Pharmacy Expo say that some of the educational workshops on the Friday have already sold out, with prospective attendees urged to register as soon as possible to ensure they don't miss out.

The expo will take place at the Sydney Convention and Exhibition Centre 4-6 June, with 80 education topics available and more than 130 pharmacy brands on display with a range of show specials and giveaways for visitors.

See [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au).

## MA MoU revealed

**MEDICINES** Australia has released the full details of its new agreement with the government (PD Thu) which delivers savings of \$1.86b over the next five years.

"For the first time in the history of the PBS we have a written agreement that provides government with fiscal certainty," said MA ceo Brendan Shaw.

He said the pact gives the industry business certainty and "a predictable PBS policy environment."

In the MoU the government promises "not to implement new policy to generate price-related savings from the PBS...that would change the ex-manufacturer price of particular medicines".

There's also an undertaking not to form any new Therapeutic Groups during the MoU period - but the government will persist with the three groups which were announced last year and are subject to a Senate enquiry, comprising drugs for the treatment of depression, osteoporosis and Paget disease.

It continues the separation of the existing F1 and F2 formularies but also agrees to an increase in price reductions to single-brand PBS drugs on listing of a competitor brand from 12.5% to 16%.

Drugs on the F2A list will have a 2% price cut applied on 30 Sep this year, in addition to the 2% reduction from 01 Aug, while a 5% price reduction will apply to F2T medications on 30 Sep.

From 01 Oct all brands of all drugs in the F2 formulary will be subject to price disclosure.

And in a move certain to infuriate generics manufacturers the govt has also undertaken not to introduce any measure which "favours the prescribing or dispensing of generic brands of a drug over originator brands of the same drug".

The MoU also agrees that the indexed \$1.53 incentive for dispensing of premium-free brands of drugs will continue.

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## REGISTER ONLINE NOW!

Pharmacy Expo combines a FREE trade exhibition, alongside a first-rate education program. Early-bird rates are now available for the education program, featuring 80 sessions. PSA and the Pharmacy Guild invite you to attend 3 days of networking, education and innovation in pharmacy.

[www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au)

**Darling Harbour • Friday 4 – Sunday 6 June 2010**



## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

### Fight wrinkles where they form...

RoC has released a new wrinkle-fighting range 'RoC® RETIN-OX Wrinkle Correxion' which has been designed to penetrate into the deeper skin and tissue layers of the face to fight wrinkles where they form. Key ingredients in the range include RoC's own "intelligent biopeptide" which reportedly increases cell communications, instructing them to produce more collagen and boosting the production of hyaluronic acid; as well as pure retinol to increase cellular metabolism and hyaluronic acid which attracts water to the skin to plump cells. The five products in the range include a Wrinkle Correxion Day Cream, Wrinkle Correxion Day Cream for Dry skin, Wrinkle Correxion Regenerating Night Cream, Wrinkle Correxion Eye Cream and Wrinkle Correxion Serum.

**RRP: \$49 (Day Cream) \$49 (Day Cream- Dry), \$54 (Night Cream), \$45 (Eye Cream) and \$54 (Serum)**  
**Stockist: 1800 774 590**



### You little beauty!



Ulittlebeauty 'All Washed Up' foaming cleanser really does leave skin feeling not only cleansed, but also soft and smooth (never dry or tight). Perfect for all skin types including dry and sensitive, 'All Washed Up' is made from Witch Hazel, Rosemary and Calendula which work together for gentle removal of daily residue and makeup without stripping away natural oils. As an added bonus Ulittlebeauty is 100% Australian owned and all ingredients are natural, organic and free of animal products.

**RRP: \$24.95 (150ml)**  
**Stockist: 1800 602 446**

### Winter skin saver

Avado's 'Organic Avocado Oil' is absorbed almost instantly, and never feels heavy, or sits on top of your skin (and has no scent). Perfect for a bit of extra winter skin protection, the oil provides a boost of antioxidants, and soothes and smoothes dry, sensitive skin. It also promotes skin elasticity and boosts skin moisture levels, and is great under moisturiser day and/or night.

**RRP: \$15.15 (50ml)**  
**Stockist: 03 6225 4098**



### Twist on energy drink



Berocca has released a new method of Berocca consumption for people on the go and unable to pop a pill into a glass of water. The Berocca Twist 'n' Go is basically a Vitamin B, magnesium and zinc boost in ready-to-use bottle, that is activated when the user twists the lid to open, and the Berocca tablet is released to dissolve into the purified water below. Perfect to throw into a handbag and drink in the car, it is a great healthy alternative to sugary energy drinks as it contains no caffeine, sugar or artificial stimulants. The cap device took ten years to develop and uses a device to cut the foil which separated the pill from the water (they keep it separate because vitamins degrade quickly when immersed in water)

**RRP: \$3.49**  
**Stockist: Wholesalers**

### Mini-me nail polishes

Orly has released a range of miniature nail lacquers (5.4ml bottles) which are perfect for purse, travel and touch ups. The range is free of Toluene, Formaldehyde and Dibutyl Phthalate and is available in 48 fashionable colours.

**RRP: \$7.95**  
**Stockist: 1300 769 355**



## DISPENSARY CORNER

**NOT** the best lesson to teach!

A US woman has been charged with child abuse and neglect after it was found out that in order to teach her five year old son not to smoke she had in fact given him a whole cigarette and watched him smoke it to the butt.

According to reports, witnesses who had seen the woman give her son the cigarette in a public space told a nearby police officer who later arrested the woman.

The anti-smoking mother is now being held on US\$12,500 bond and is awaiting her court date.

**WHEN** it's time to knock off, make sure you head home.

A study of 6000 British public servants has found that those who regularly worked overtime had a significantly higher risk of heart disease.

The problem was particularly bad among those who frequently worked 10 or 11 hours a day, who showed a 60% higher risk.

**POLICE** in the US state of Nebraska have arrested an alleged thief who apparently tried to conceal his identity during a robbery by wrapping his head with toilet paper.

The so-called "toilet paper bandit" is claimed to have attempted to rob a convenience store armed with a knife, and police followed clues from a prescription pill bottle found near the store after the incident.

**A COOKBOOK** has had to be pulped after an unfortunate spelling error in one of the recipes called for the addition of "salt and black people".

The 'Pasta Bible' was published by Penguin Group Australia, which was forced to reprint about 7000 copies after the mistake was discovered in the ingredients for tagliatelle with sardines and prosciutto.

The publisher said nearly every single one of the 150 recipes in the book required salt and black pepper, with the misprint on just one page probably due to a computer spellchecking error.