

Pharmacists query pay

THE Pharmacy Guild of New Zealand is querying the lack of wage increases in the sector, after its annual member Remuneration Survey found that whilst retail salaries increased in 2010, the average remuneration for professional positions generally stayed the same.

Information for the survey was based on 1,458 pharmacy staffers across 193 pharmacies, with findings also showing Auckland averages the lowest hourly wage for staff pharmacists, whilst provincial towns averaged the highest.

"The Guild believes that the low rates of pay in Auckland, and the vacancies in the provinces, both stem from Auckland graduates wanting to remain in that city after they complete their intern year," a statement from the NZ Guild said.

Other interesting information to come from the survey include the fact that the median NZ pharmacy has the dispensary account for 70-79% of its turnover, and that the median pharmacy is open for 50 hours a week.

In terms of pharmacy recruitment, overall levels in NZ in 2010 remained at much the same as last year, with provincial locations the highest recruiters, and technical vacancies the most bountiful in Wellington.

Pfizer tops expectations

DESPITE low sales results, due in part to generic competition for Lipitor, Pfizer has reported higher-than-expected profits for its third quarter.

Earlier estimations forecast Pfizer to come out with US\$1c per share profits for the period, however the drug company announced profit of US\$4c (excluding Wyeth acquisition costs).

The better than expected results are being put down to staff cuts, and the acquisition of Wyeth.

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jobs4careers.com.au

Nurses: quasi-pharmacists?

NURSE practitioners have come under fire from sectors of the pharmaceutical community for the new PBS and Medicare legislation, which allows them to diagnose, prescribe and treat patients (PD Mon).

Airing his concern over what he sees as the 'concept' of nurse practitioners acting as "quasi-pharmacists" and "barefoot doctors", pharmacist and pharmacy & drug information consultant, Ron Batagol, said that to "add nurse input as well [as pharmacists and doctors] is simply to have one health professional duplicate what the other already does".

"With regard to nurses advising on primary care, pharmacists already provide the full range of high-quality primary health care services, albeit, unfortunately, as we all know, all given without any cost to the patient or fee to the pharmacist," he said.

"The fact is that, nurses, no matter how comprehensive their post-graduate courses, simply do not have the same level of knowledge and expertise as

Drs to avoid promotion

DOCTORS gain "no benefit" from pharmaceutical promotions, and should look to independent information sources outside of the pharmaceutical companies, according to a recent Australian study published in PLoS Medicine.

Based on info gathered from 58 studies, the paper surmised that "in almost all cases studied, information from pharmaceutical companies could be associated with higher prescribing frequency, higher costs, and lower prescribing quality".

The researchers also said that because most of the studies in the review were of an observational nature, and doctors had not been randomly selected to receive, or not receive drug company information, "it is not possible to conclude that exposure to pharmaceutical information actually causes any changes in physician behaviour.

"If companies want to contribute to medical education then they should put their money into a common pool that would be administered by an independent organisation," said head researcher, Dr Geoffrey Spurling from The University of Queensland.

pharmacists in all facets of the therapeutic use of drugs and in optimum patient medication management," he added.

Batagol continued on to say that whilst nurses are experts in their own field, they do not have the "specific professional expertise and training in medication advice and management" that pharmacists do, such as knowledge about fast and slow codeine metabolisers, the risks of renal failure and the dangers of concomitant use of clopidogrel and omeprazole).

Backing up his argument, Batagol quoted Prof. Des Gorman Head of the University of Auckland's School of Medicine, in an ABC interview last year, who said: "it is the doctor, and only the doctor, with his or her training, expertise, and what he calls "intellectual muscle, who is most appropriately skilled and trained, for example, to decide which of six or seven kiddies who come through the door with seemingly similar presenting symptoms, require a lumbar puncture for suspected meningitis, or whether a patient with breathing difficulties is likely to have pneumonia, cardiac disease, asthma."

Medicines value

AUSTRALIA'S medicines industry makes a major contribution to the health of Australians and the national economy, according to the newly released 2nd Edition of Medicines Australia's 'Facts Book'.

"Our Facts Book shows that for a relatively small investment of public funds by international standards, Australians get good value for money from the PBS," said Medicines Australia chief executive, Dr Brendan Shaw.

Shaw also pointed out Australia's medicines industry now exports more- and conducts more R&D than the car industry.

The Facts book is available online now, [CLICK HERE](#).

Staying at home

THE Queensland State and Federal Govts have announced a \$51 million dollar funding boost for home and community care services across the state.

The funds are aimed at helping frail, aged and disabled people stay at home; with monies funneled into home modification programs, as well as domestic assistance, personal care, nursing, allied health, centre-based day activities and transport programs.

See- www.health.gov.au.

WIN AN A'KIN RADIANCE SERUM



Pharmacy Daily has teamed up with A'kin this week and is giving 5 lucky readers the chance to win an A'kin Pure Alchemy Cellular Radiance Serum.

Keep skin looking radiant and youthful naturally with the help of A'kin Pure Alchemy Cellular Radiance Serum. Enriched with a combination of Omega 9 and Omega 3 & 6 essential fatty acids from rosehip and echium, Vitamin E and Pro Vitamin A, this potentially active serum is high in antioxidants to leave skin feeling firm, smooth and brightened.

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

What skin type is the A'kin Pure Alchemy Cellular Radiance Serum suited for?

Email your answer to: comp@pharmacydaily.com.au

First correct entry received each day will win!

Hint: Visit: www.purist.com

Congratulations to yesterday's lucky winner: **Caitlyn Adsett** from **Jadin Chemist Group**.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



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.

A barrier for baby

Aromababy Barrier Balm is created using the natural anti-inflammatory ingredients: calendula, evening primrose, Vitamin E, German chamomile and rose and neroli essential oils, added to a base of sweet almond oil and natural beeswax (which together create the natural barrier). The barrier cream is also totally free from alcohol, ethanol and herbal extracts and well as preservatives, surfactants and artificial ingredients.

RRP: \$12.95 (25g), \$29.95 (100g)
Stockist: www.aromababy.com



DISPENSARY CORNER

TECHNOLOGY saves the day.

A 12-year old US girl has evaded the clutches of a would-be kidnapper via the use of her iPod.

According to reports, the girl was approached by a man in a van whilst she waited for her mum to pick her up after school.

The man demanded the girl get into his van.

The quick thinking tween then reportedly pulled her iPod out of her pocket and held it to her ear, pretending to call the police- at which point the man drove off.

HOURS of repetition for nothing?

A recent study published in Psychological Science has found that DVDs designed to give infants a learning boost, may not work.

To reach their conclusions, researchers looked at 96 families with children aged between 12 and 18 months, half of which were given a top selling infant learning DVD to watch several times a week, whilst parents of the infants in the other group were instructed to try to teach them words in the DVD through everyday experiences.

After a month, the infants were tested to see which group learned more words, with the results clocking no difference between those that watched the DVD and those that did not.

The researchers did however note that parents who enjoyed the DVD were more likely to think their child had learnt from it than parents who disliked the DVD.

INSOMNIA is good.

A Melbourne man, Demitrios Bisbelis, has narrowly escaped death, after his insomnia caused him to leave his bed not long before a car smashed through his bedroom wall.

"My bed's been disintegrated.. it's completely shattered," a shocked Bisbelis told media.

"I'm sure I wouldn't have made it had I been in bed at that time," he added.

According to reports the car crashed after it hit a kerb and became airborne (the driver survived with only minor injuries).



Kate's Vintage Muse

Fashion icon Kate Moss has launched her newest fragrance, Vintage Muse by Kate Moss. Featuring top notes of plum, rhubarb and blackcurrant, Vintage Muse's heart is peony, purple violet and tiger orchard. The scent is underscored by notes of white musk, ambergris, and chocolate, which together with the top and heart notes, results in a classic creamy floral musk fragrance.

RRP: \$30.00 (30ml), \$39.00 (50ml)
Stockist: 1800 812 663

Fish oil without the odour, but with Vitamin D3

Blackmores' brand new Odourless Fish Oil + Vitamin D3 is great for people who don't want to be burdened with taking too many tablets, but who want the benefit of both fish oil and Vitamin D3 supplementation. Two capsules taken per day provide the optimal daily dose of omega-3s (600mg) and Vitamin D3 (1000IU), to support healthy brain and heart function, as well as healthy bones, muscles and immune systems.

RRP: \$17.95 100 caps
Stockist: 1800 808 522



Staying slim with chips

Slim Secrets has launched a new low kilojoule snacking option for people trying to lose weight but stay satiated. Coming in at 140 calories (586 kilojoules) per 40g pack the chips are made from potatoes, and because they are baked rather than fried, contain the lowest amount of fat of any chip currently on the Australian market (1.2g per 40g serve). The product is also gluten free and contains

around four grams of protein per serve.

RRP: \$2.00
Stockist: www.slimsecrets.com.au

NS-8 gets generous with new pack

The manufacturer of the popular cracked heel treatment, NS-8 Balm, has, for a limited time, introduced a Bonus Pack which contains a 100ml pump product, as well as a free 50ml travelling tube. Designed to absorb quickly, and not leave a greasy residue, the NS-8 Balm is formulated from natural ingredients and exfoliants to restore rough, cracked and thickened heels. Also, rather than being a balm formulation as the name suggests, NS-8 is more of a cream.

RRP: \$14.95
Stockist: 1300 366 833

