



Slim Secrets comp!

PHARMACY Daily, in conjunction with diet food company Slim Secrets, is today giving readers the chance to win one of five Slim Secrets gift packs, valued at \$70.

Slim Secrets offers a range of guilt free healthy snack alternatives for people watching their weight, but who want to treat themselves.

The range includes low fat chips and cookies, as well as snack bars-which are all less than 145 calories and are high in protein and fibre.

For your chance to win a gift pack simply tell us what your best secret is for keeping healthy and fit this summer.

Send your answers to comp@pharmacydaily.com.au.



CPD Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

07 Nov: PSA NSW, First Aid Certificate Course, AMA Conference Centre, St Leonards 02 9431 1120

09 Nov: Pipeline Industry Training; Citigate Central, Thomas St Sydney; beryl.park@psa.org.au

10 Nov: Pain Management; Cairns City Library, kelly.moses@psa.org.au

11 Nov: PSA Vic, Devices Workshop, Parkville- 03 9389 4000

20/21 Nov: PSA Canberra Branch, Medicines Update Course, Canberra Business Event Centre, 02 6201 5897

Aussies missing out on meds

AUSTRALIA ranks in the bottom third for expenditure on medicines as a proportion of the GDP, according to the figures outlined in the 'Rx&D International Report on Access to Medicines 2009-10'.

The Canadian report, which looked at how drugs are publicly covered by countries that are part of the Organisation for Economic Cooperation and Development (OECD), took into account results from countries including Japan, Canada, the US, New Zealand, Spain and Poland.

According to the study's findings the average international positive reimbursement percentage for drugs which had received a Canadian Expert Drug Advisory Committee approval (150 drugs) was 64%, with numbers ranging from 15% in Poland to Australia's 60% and 88% in America.

In terms of the percent of GDP spent on health, the USA came out on top with 16%, followed by France at around 11%.

Australia however ranked 23rd out of 31 countries for its health spend at just 8% of GDP (NZ's spend was just under 10%).

Australia also ranked 24 out of 30 for government's share of

national health expenditure; 20 out of 29 for the proportion of first-in-class medicines that were subsidised in Australia (52% as compared to the average of 65%); and 20 out of 29 for subsidised oncology drugs.

"In essence this report measures the willingness of governments to pay for new innovative pharmaceuticals and Australia doesn't stack up too well," said Medicines Australia chief executive, Dr Brendan Shaw.

"It is quite confronting that Australia underspends the broader OECD on healthcare and innovative medicines," he added.

Australia, according to Shaw, is lagging behind other OECD countries in making new medicines available to its citizens.

"We assume that public funding of healthcare in Australia is high by global standards.

"However, Australia is falling behind other countries in making innovative medicines available to patients," Shaw added.

In his closing remarks to media, Shaw also called on Australian policy makers to rethink the nation's health spend allocation.

To view the report [CLICK HERE](#).

Pharmacy Daily today

TODAY'S Pharmacy Daily features two pages of news and comps, plus a full page from MediFlags, relating to its complete software solution, see **p3**.

Dengue development

SANOFI Pasteur has announced that its dengue vaccine has entered the third and final stage of development.

Australia will kick off the first of the stage three studies, as part of Sanofi's global dengue vaccine trial program, which if proven successful will see the vaccine move to regulatory agencies for marketing approval.

At present there is no treatment for dengue fever, and Sanofi's vaccine is the first in the world to reach final clinical trials.

Maves to leave US AMA

THE American Medical Association has announced that its current vice president and ceo Michael Maves will not stay on in the organisation after the expiration of his contract in Jun next year.

Maves has been executive vp and ceo of the AMA for the past nine years.

Valeant's 3rd quarter

VALEANT Pharmaceuticals has reported its third quarter results which included a \$208.3 million contribution from its recently merged subsidiary Biovail, as well as \$259.2 million from Valeant.

Ceo Michael Pearson said the Biovail results were "disappointing" but that the Valeant business "continues to perform well".

The company also notified shareholders that the integration of its operations was ahead of its planned schedule.

"I am pleased with the combined operating performance of our new company and the many new commercial initiatives underway," said Pearson.

Despite the estimated \$20m losses for the fourth quarter from Diastat generic competition, Pearson also predicted the merged company will around make \$500m in revenue and \$200m in adjusted non-GAAP cash flows.

Earlier this week Valeant announced its acquisition of Australian sun care company, Hamiltons.

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:

Where can you purchase
A'kin Pure Alchemy Cellular Radiance Serum?

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: **Zoe Diplos** from **Webstercare**.

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



Contraceptive website

A NEW website aimed at improving contraceptive advice and guidance to female members of Gen Y has been launched at www.whatcontraceptiveareyou.com.au.

Sydney Uni alumni

THE University of Sydney's Pharmacy Alumni Association is inviting past Sydney Uni pharmacy graduates to attend its Annual General Meeting on 13 Dec at 10am.

The AGM will be held in the Faculty of Pharmacy, Pharmacy and Bank Building (A15), Science Road at the University of Sydney.

All students of Sydney Uni's Faculty of Pharmacy automatically became members of the Alumni Association upon graduation, with the Association's stated goal being to promote a lifelong connection between students, the faculty and the university via a range of activities and promotions.

"Being connected with the Alumni Association allows you to contact lost classmates and friends, network with other alumni and University staff, find jobs or suitable people to work for you and experts in specific fields, get updates on Faculty networking and event opportunities as well as help young pharmacists with their career development," a statement from the Assn said.

MEANWHILE the Alumni Assn is also calling for past students to contact it with their email address, so that it can add them to their database, which is currently being updated.

To be added to the email list, send your name and date of graduation to - jo.bilous@sydney.edu.au.

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 ...

jobs4careers.com.au

RPS may add new categories

THE UK Royal Pharmaceutical Society has opened up voting for new membership categories, including its proposed 'student member' category and its 'associate member' category.

If approved, the student member category will be open to all pharmacy students who are studying at an educational institution which is recognised by the Society; whilst the associate member category would apply to those with a pharmacy degree, including those who have never been registered with the regulator in Great Britain (such as pre-registration trainees and pharmacists practicing outside of the UK).

In order to come into effect, two

thirds of the RPS' current membership will have to approve the proposed categories.

"As the professional body for pharmacy, we are the obvious home for all pharmacists as well as those who plan on becoming pharmacists," said RPS president, Martin Astbury.

"We are committed to supporting our members throughout their pharmacy career and believe that this career starts the moment a student embarks on their pharmacy degree course.

"I encourage all pharmacists to vote in the ballot and help shape the future of the Society," he added.

For info see- www.rpharms.com.



DISPENSARY CORNER

FRIENDS share everything.

A new study, published in the PLoS Computational Biology Journal, has found that having four obese friends doubled an individual's chances of becoming obese as compared to those with no fat friends.

Researchers who worked on the study were unable to explain why having more obese friends raised the risk of becoming obese, other than to say that hanging around people with bad eating habits most likely encouraged similar eating patterns in individuals.

"It's in your best interest to help your friends lose weight," said head researcher, David Rand from Harvard University.

Other unsettling facts unearthed in the study included the projection that in the next 40 years if no significant changes are made in America's eating culture, 42% of the adult population will fall into the obese category.

STANDING out from the crowd.

The winner of this year's Australian Pharmaceutical Research, Innovation and Marketing Excellence (PRIME) Award for the best advertisement, went to healthcare company Hartman.

The ad featuring an older man wearing a continence product in front of a luxury car with the tag line "Features you'll want to show off", won the award for tastefully and humorously dealing with a sensitive healthcare issue, and standing out from the crowd.

"We had a really great reaction to the campaign because it was so different than previous ones," said Hartmann's national sales and marketing manager, Graeme Shelley.

Pharmacist winners live it up



PICTURED above are the lucky winners of Symbion Pharmacy's 2010 Pharmacy Choice incentive program, enjoying their reward- a five star holiday in Hawaii.

The program, which ran between March and April this year was designed to reward pharmacists for compliance in key business areas such as generic substitution, planogram compliance, private label substitution and marketing participation.

This year's Pharmacy Choice competition attracted 200 pharmacies, an 11% hike in participants as compared to 2009, according to Pharmacy Choice national development and operations manager, Richard Manthey.

"The Pharmacy Choice incentive

program is designed to drive increased foot traffic, improve retail behaviours and increase store profitability," Manthey added.

"The program rewards Pharmacy Choice members, giving them points if they streamline operations, take part in additional training, ramp-up marketing, improve their store layout and buy better," he added.

The 2011 Pharmacy Choice Incentive Program, according to Symbion, is set to be launched in the near future- for details see www.pharmacychoice.com.au.

Pictured above is Warren and Debbie Oliver, Busselton HealthSense, WA; John and Paula Lagana, Friendlies Chemist Swan View, WA; and Stavroula Nakopoulos and David Conti, Rundle Mall Pharmacy, SA.



The winning ad

MediFlags is the Complete Software Solution for Accredited Pharmacists.



- Practical reviewing and reporting tools for HMRs and RMMRs
- Access to extensive clinical information resources
- Simplified management of patient records.

Access comprehensive clinical assistance, distilled from evidence-based resources, coupled with practical experience in the Australian environment. Speed up report writing with sensible program design and help from clinical prompts and sample recommendations. Be guided through the production of quality reports with intuitive, easy-to-use program features and concise instructions. Utilise advanced features to accumulate, store and retrieve data.

MediFlags is another aid to the quality use of medicines from Australian Medicines Handbook (AMH), one of Australian pharmacy's most trusted names.

MediFlags Premium

- Licence for 12 months from purchase date
- Unlimited reports
- Updates** and support for 12 months
- Access to Australian Medicines Handbook Online plus AMH Aged Care Companion Online for 12 months.

Purchase Price:
\$1,775.00

Licence Renewal (Annual):
\$575.00

MediFlags Standard Plus

- Licence for 12 months from purchase date or 75 reports, whichever is completed first
- Updates** and support for duration of Licence
- Access to Australian Medicines Handbook Online plus AMH Aged Care Companion Online for duration of Licence.

Purchase Price (New or Renewal):
\$795.00

Upgrade*** to MediFlags Premium:
\$1,350.00

MediFlags Standard

- Licence for 12 months from purchase date or 75 reports, whichever is completed first
- Updates** and support for duration of Licence
- Access to AMH Aged Care Companion Online for duration of Licence.

Purchase Price (New or Renewal):
\$675.00

Upgrade*** to MediFlags Premium:
\$1,450.00

NOW MediFlags includes Australian Medicines Handbook Online and AMH Aged Care Companion Online.*

Australian Medicines Handbook Online



Is the web-based version of the Australian Medicines Handbook (AMH), the independent comparative medicines reference preferred by thousands of Australian clinicians.

AMH Aged Care Companion Online



Is the web based version of the popular AMH Drug Choice Companion: Aged Care. It contains information on more than 70 specific conditions common in older people. Drug choices are ranked as first line/other options or arranged by disease severity or symptoms, with dosing information specifically for the older person.

* MediFlags Premium and Standard Plus include access to Australian Medicines Handbook Online and AMH Aged Care Companion Online. MediFlags Standard includes access to AMH Aged Care Companion Online only.

Minimum of three updates p.a. *Upgrade prices only apply within 30 days of expiry of current Licence.

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Medication Review Software

Produced and Distributed by Australian Medicines Handbook

For more information, or to purchase visit www.mediflags.com.au or phone 08 8303 6977