



## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is Instigo's David Zivkovic.

### Together we stand... the Pros of a Buying/ Retail Group

Being an independent pharmacist can be tough, but also worthwhile if you enjoy the rewards that independence can bring. In order for this model to be effective though there are a number of elements to consider:

- **Buying:** if your net into store is not competitive, you can't be. There are a number of options for 'independent group buying'. Don't be afraid to shop around and see what suits your needs – you could be saving thousands on the average independent deal structure.

- **Suppliers:** Make sure your most important deals are in place. Frequently, lots of time is wasted ensuring an unimportant supplier improves their deal and not nearly enough time is spent where the return is far greater ie ensuring an important supplier improves their offer through discounts, training, coop or other support.

- **Marketing & promotions:** Stock into store is one thing, getting stock out of store through customer demand generation and effective merchandising plans is just as important. Get assistance with an independently focused Group that incorporates marketing and customer loyalty strategies to drive demand.

- **Customer Service:** Turn HR into PR for your business. You can get specialist help with training, staff development and customer

service to turn your customers into advocates with huge effect on your business.



## Victorian pharmacy honours

**PHARMACIST** Roger Kilpatrick from Wonthaggi has been awarded the inaugural Victorian Pharmacist Medal, which aims to recognise the "excellent contributino of pharmacists at the grassroots level in improving health outcomes and the wellbeing of the public".

The award was made at the PSA's Victorian Pharmacists Dinner last week, in recognition of Kilpatrick's long-standing commitment to community and hospital pharmacy services, dedication in CPD support and mentoring his rural Victorian peers.

### EC baby bottle ban

**THE** European Commission has announced a blanket ban on the use of bisphenol A (BPA) in plastic baby bottles, with manufacture of polycarbonate feeding bottles outlawed from March 2011, and the import and sale banned from June 2011.

The European Commissioner for Health and Consumer Policy cited new studies "which showed that BPA might have an effect on development, immune response and tumour promotion".

Other pharmacists honoured at the event included Kay Dunkley for her leadership of the Pharmacists' Support Service, as well as Brian Cossar for his ongoing support to Victorian pharmacists.

Erin and Michael Nunan were also cited for their dedication to fostering quality pharmaceutical services in the developing world, while PSA life memberships were awarded to Darcy Brennan, Brian Cossar and Raymond Prasad.

### Pharmacy E-Bulletin

**THIS** week's edition of the RGH Pharmacy E-Bulletin gives an overview of the newly registered Targin oxycodone and naloxone prolonged release pain medication.

The bulletin is available at [auspharmlist.net.au/ebulletin.php](http://auspharmlist.net.au/ebulletin.php).

### Medical device listing

**US** firm REVA Medical is hoping to raise up to \$85m in a new ASX listing, with the funds used to commercialise "next-generation products used in heart disease treatment."

REVA's main product is a dissolving "bioresolvable coronary stent".



## DISPENSARY CORNER

**IMAGINE** a jumbo-sized toothache.

Dentists in India have performed root canal surgery on an elephant, which was apparently suffering from "chronic tusk ache".

The three hour operation required three dentists plus a veterinary surgeon, with the patient a 27-year-old pachyderm which had developed a tusk problem.

"We decided to use the traditional root canal process as a remedy," said dentist Sunil Kumar in Thiruvananthapuram.

According to local reports, a large drill was used to excavate the infected ivory before resin was pumped into the massive cavity - and the elephant was apparently very patient during the procedure, not even requiring local anaesthetic.

**HERE'S** a way to predict how busy your pharmacy is going to be - take the temperature outside the front door.

Researchers from Warwick University have found a strong correlation between the temperature and the rates of accidents and injuries.

The *Emergency Medicine* journal found that a drop of 5°C in the minimum temperature during the day meant a 3% rise in serious accidents to adults.

Weather conditions also affected the results, with snow and ice leading to an 8% rise.

Warm weather also caused problems, with a 5°C rise in the temperature leading to a 10% increase in injuries to children.

## WIN A PROTEC SKIN CARE PACK



**Pharmacy Daily** has teamed up with **Protec** this week and is giving 5 lucky readers the chance to win a Skin Care Pack.

Each pack

contains 5 products including an Anti-Ageing Q10 + E Cream and a Natural Vitamin E cream in 4 fragrances.

Offering therapeutic formulations with quality ingredients, Protec provides a range of daily skincare products and hair vials at affordable prices. Protec is more than a Natural E Cream it contains Vitamin E, Dragasantol, Vitamin A Palmitate (Retinyl Palmitate), Vitamin D3 and Marine nutrients and Allatoin to relieve and soothe the effects of sunburn and minor skin irritation. It helps reduce the appearance of wrinkles and improves skin elasticity.

For your chance to win this great Protec Skin Care pack, simply send in your answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**In 25 words or less tell us about  
your best beach experience**

Check out the Keysun website at [www.keysun.com.au](http://www.keysun.com.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](http://jobs4careers.com.au)