



Guild Update

This week's update from the Guild

Pharmacy of the Year deadline looming

There's no time to waste – entries for Pharmacy of the Year 2010 close this Friday, 3 December.

This is your last chance to showcase your community pharmacy through these prestigious awards.

Is the way you manage your business especially effective?

Have you developed an innovative approach to or resource for running your pharmacy?

Or, do you make an extra effort to connect with your customers and the local community?

If so, the Guild wants to hear about it.

Underpinned by the QCPP, the awards will recognise excellence in pharmacy across three categories: (1) Business Management, (2) Innovation and (3) Community Engagement.

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2011 being selected from these three finalists.

The overall winner will be the pharmacy that stands out among the finalists and can demonstrate achievements across each of the three categories.

Winners will share in a cash prize and also receive a stylish trophy to display in their pharmacy, a professional in-pharmacy photo shoot to be used in subsequent promotions, and media coverage.

All travel and registration costs to attend the award ceremony at the Australian Professional Pharmacy (APP) conference on the Gold Coast, 17-21 March 2011, will be paid for category winners.

This year an innovative online form has been created to help streamline the entry process for all pharmacies that would like to participate.

For further information, visit www.guild.org.au/pharmacyoftheyear.



Forrest to spark fresh debate

THE newly elected president of the Australian Self Medication Industry (ASMI) has promised to advance debate around healthcare and health products within the industry, as well as within the community at large.

Lindsay Forrest from Reckitt Benckiser was named as ASMI President last week (PD 25 Nov), and also committed ASMI under his leadership to improving the health literacy of all Australians.

"We will continue to mount a case for appropriate self care, so that there is increasing awareness of the opportunity for individuals to take greater personal responsibility for their health, and a new understanding of the innovative solutions to make the best use of healthcare resources," he said.

"One such opportunity is to expand the role of pharmacists in the treatment of many minor ailments as a way of alleviating the burden on overstretched GPs."

Speaking about the role of pharmacists in healthcare, Forrest said that the pharmacy sector "represents a vital link between the industry and the public", adding that he was eager to build on the existing relationship that ASMI has with professional pharmacy bodies.

"Some parts of the GP network have voiced their concern at ASMI's recent work which identified the opportunity for some minor

ailments to be treated at a local pharmacy as a means of reducing the burden on GPs," he said.

"We strongly believe there is evidence to demonstrate that this can benefit Australia, and we want to work cooperatively with the professional associations to explore what, I am sure, can be a better outcome for all parties," he added.

He also said that there needs to be "some fresh thinking about the implications of regulatory decisions which cause inconvenience to thousands of responsible consumers because of a tiny minority who grossly misuse medicines".

Hospital waiting times

AUSTRALIANS made six million trips to emergency departments in public hospitals throughout 2009-10, according to the latest figures released by the Australian Institute of Health and Welfare.

100% of all resuscitation patients who presented to Emergency Departments received treatment immediately, whilst 70% were seen "on time" for their triage category.

According to the head of the AIHW's Hospitals and Performance Group, Jenny Hargreaves, 2009-10 ED figures also found that for 50% of presenting ED patients, treatment began within 23 minutes of arrival, and within 115 minutes for 90% of people.

The report also found a 2.4% year-on-year increase in the number of people receiving elective surgery in public hospitals.

Weight Watchers celebrate Healthier Lives



LAST week Weight Watchers celebrated the achievements of its top members, as well as innovative community projects aimed at encouraging healthier lifestyles, at its annual Healthy Life Awards.

The ceremony, held at the Stamford Plaza Sydney Airport, was attended by health and beauty industry luminaries, the Weight Watchers crew, and a host of award finalists.

The main Slimmer of the Year award was open to anyone who lost weight using the Weight Watchers program and ended up sitting in a healthy BMI category range; whilst the Family of the Year, Workplace of the Year and Community of the Year categories were open to community members/families/workplaces who had actively taken steps to improve members' health.

National finalists were pampered pre-show with a series of make-overs including hair by celebrity stylist Joh Bailey, make-up by Napoleon Perdis and a new

Friday's winner

CONGRATULATIONS to Julia Pattern of SA Health who was the lucky winner of Friday's Eye Candy Palette competition.

See page two for your chance to win a Protec Skin pack as part of this week's PD comp.

Omacor registration

THE first prescription-only Omega 3 therapy for adjuvant treatment for the secondary prevention of myocardial infarction, Omacor, has been approved by the TGA as a schedule 4 drug.

Omacor (Omega 3-acid Ethyl Esters 90) is also indicated for some forms of hypertriglyceridaemia.

wardrobe fitted by Events clothing.

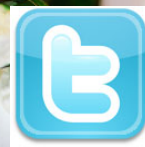
The lucky finalists also sat for photo shoots with New Idea and Weight Watchers magazines, and appeared on *Today Tonight* and *The Morning Show*.

Weight Watchers spokesperson Clair Cameron said the annual Awards are about "celebrating and rewarding Australians who have turned their lives around by embracing healthier lifestyles".

The overall winner of the Slimmer of the Year Award, which included a cash purse of \$15,000 and a trip for two to the Golden Door Health Retreat at either of its Hunter Valley or Gold Coast locations, was Sascha Job from Qld, who lost a total of 48kgs this year.

Pictured above are the state Slimmer of the Year finalists (from right) Victoria Pinder, New Zealand; Sarah Koen, NSW; Rebecca Bell, WA; Sascha Job, QLD (overall Slimmer of the Year winner); Leanne Willsmore, SA; Kelly Rogerson, VIC.

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



Crossmark gains

CROSSMARK has been appointed to take responsibility for the ongoing pharmacy representation of Hagemeyer brands including Polaroid, Smeg and JVC products.

Announced today, the new appointment is one of four new pharmacy clients for Crossmark, which will also see the company manage the pharmacy representation of Surf Life Saving Australia's own branded lines of sunscreen into pharmacy, with the execution beginning this month.

Included in the new client lineup is also Vitacea, manufacturers of a new range of vitamins (which combine blends of vitamins with mint flavouring into a breath mint) titled Vitamins; and Oz Dent, which represents the oral hygiene product brand TePe.

"We are very excited to welcome these four new clients on board and believe that Crossmark's unique proposition, Retail Brand Health, will provide them with the platform to measure, manage and improve their distribution, sales and market share," said Crossmark Director Client Service, David Pollock.

TGA probe details revealed

PARLIAMENTARY Secretary for Health and Ageing, Catherine King, has announced the terms of reference for the new 'Transparency Review' to be conducted into the Therapeutic Goods Administration.

The investigation was announced earlier this month (**PD 16 Nov**), with the review to be chaired by former Commonwealth Ombudsman, Professor Dennis Pearce AO.

According to details posted on the Health Department website today, the review panel will consider and report on several issues:

- The **current arrangements** for disclosure of information or advice in relation to all therapeutic goods currently or previously on the market in Australia
- Opportunities for **increased provision of public information** on therapeutic goods in Australia
- Opportunities for **improved public understanding of the procedures** for ongoing monitoring of therapeutic goods, and the evaluation, assessment and testing of new products

- The **timeliness** of the provision to the public of information regarding the evaluation of new products
- Any **constraints** on the release of further information, including possible implications for public health or safety, which might influence future arrangements
- Arrangements for the public disclosure of information utilised by other **comparable regulators**; and
- Opportunities to improve public **access to information** "through enhancements to web-based and other information dissemination mechanisms".

King said the industry as well as consumers would be able to have input to the review, which is consistent with govt policy to improve public access to decision-making.

2011 flu vaccine

HEALTH experts are encouraging pharmacists to be prepared for the public seeking reassurance on flu vaccination for 2011, in light of safety concerns raised this season regarding the paediatric population, and initial private sector flu shot availability shortfalls.

According to infectious disease and vaccine expert from the University of Sydney, Professor Robert Booy, last season saw an abundance of mixed messages around the flu and the severity and prevalence of H1N1 pandemic.

"One third of severe (and fatal) cases occurred in healthy people¹, therefore it was not just those who have chronic diseases or pre-existing conditions that were affected," said Professor Booy.

"It's important that people recognise this when considering the need for vaccinations," he added.

In terms of paediatric vaccinations, Booy said that parents should be presented "with the facts".

"Flu vaccines are very good and effective, but occasionally there is a problem and this needs further investigation, and improvements are then made.

"This way, we aim to make vaccines safer," he said.

In preparing for the 2011 flu vaccine season, experts are also reminding healthcare practitioners that 2010 stock can only be used if its within its expiry date, and complies with cold chain requirements.



DISPENSARY CORNER

EXTRA protein for lunch.

A Darwin student is recovering from the shock of having found a snake sleeping in his school bag.

The primary school student had unzipped his bag in class to grab a snack from his lunch box, only to be greeted by the slithering scales of a snake.

Fortunately for all concerned, the boy's school teacher, having seen the event unfolding, grabbed the bag and zipped it up, depositing it into the school office before calling a snake wrangler.

Arriving shortly after, the snake catcher unzipped the offending bag to find a baby water python curled up having a rest.

It is thought the baby snake must have slithered into the boy's open bag overnight.

MUSIC of the spheres? Not quite.

Swedish inventor, Fredrik Hjelmqvist, has put his mini audio system to the test, by swallowing it, and listening to the music it played in his stomach via a stethoscope for several hours.

According to reports, Hjelmqvist was not impressed with the sound quality of the stomach system, as the strains of I will Survive and YMCA played on repeat, saying "the sound was very, very bad".

"But that was not the important thing, I just wanted to show that it worked," he added.

Hjelmqvist is now hoping to market his three centimeter radio for around \$17,400 per unit.

BREAK-UP ends in surgery?

A German couple named only as Carsten and Anastasia are set to duke it out in court over a pair of breast implants, which Carsten is demanding repayment for.

According to Carsten, Anastasia agreed in writing to stay with him for at least one year if he paid for her breast implant operation - however she apparently left him shortly after the surgery.

The melodrama is being played out in local German newspapers, with Anastasia telling reporters she fears her breasts may soon be "repossessed".

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 sooth 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

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

5 most creative entries will win!

Check out the Keysun website at www.keysun.com.au