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Weekly Comment

This week's contributor is Ashley Smith from healthlinks.net.

What's next? The Future of the Bottom Line

It is official: the 40 cent PBS online incentive has finished. Guild Accountants say that the average impact on a pharmacy's bottom line will be around \$16,000. So how can your pharmacy soften the impact?

Generic Substitution? What happens when your reach your maximum conversion rate? You turn to Professional Services such as Mirixa Australia™ programs. Why?

These programs can help pharmacy soften the impact as well as keeping you focused on the health outcomes of your patients. Next time you see the Mirixa pop up on the screen take 2 min look at the patient's Meds/Index score, for example: a score of 60 means the patient is only getting 6 scripts out of 10 from you a year.

Try taking it an extra step and enroll that patient into the Mirixa Australia program. By taking 5 minutes of your time to coach this patient you make the following impact: You help them understand why it's important to take the medicines as prescribed by the doctor. A few months later their Meds/Index increases to 90 which means they're getting an extra 3 scripts/year dispensed at your pharmacy AND you can also be paid a professional services fee for spending that time with your patient.

If you need assistance in becoming one of the many who use Mirixa as a simplified method to implement professional services, contact Mirixa Australia on 1300 MIRIXA (647492) or email contact@mirixa.com.au.

Another pharmacy degree

THE School of Medical Sciences at Victoria's Royal Melbourne Institute of Technology has created a new Discipline of Pharmacy, and will next year for the first time offer a new undergraduate Bachelor of Pharmacy program.

The new degree will be based at RMIT's Bundoora campus, with a

Tasty asthma?

SCIENTISTS in the US have discovered new so-called "taste receptors" in the lungs which could lead to new treatments for asthma.

The receptors in lung smooth muscle do not send signals to the brain, but do respond protectively when exposed to bitter substances.

"They all opened the airway more profoundly than any known drug that we have for the treatment of asthma or chronic obstructive pulmonary disease," said research leader Stephen Liggett from the University of Maryland.

Last minute PAC

THE Pharmaceutical Society of Australia has confirmed that last-minute delegates to this weekend's Pharmacy Australia Congress in Melbourne are able to register at the congress venue on the day or days they wish to attend.

PAC10 will take place at the Melbourne Convention and Exhibition Centre from 28-31 Oct, with a range of international and local speakers.

35 CPD credits are available for attendees, and the congress will also include the announcement of the PSA Excellence Awards and the naming of the Pharmacy Student of the Year - www.pac10.com.au.

small intake of about 40 students.

RMIT said the four-year program would be the second Pharmacy degree in Melbourne, as well as being "the first new program in the state for 129 years".

The Australian Pharmacy Council has granted RMIT preliminary approval for the program as a "qualification intending to lead to becoming a pharmacist in Australia and New Zealand", with the institute eligible to apply for provisional accreditation after about a year of teaching - see rmit.edu.au/medsciences.

New orphan drug

THE Therapeutic Goods Administration has designated Cegdarglen Investments' C1 esterase inhibitor (Cinryze) as an orphan drug.

The medication is indicated for the treatment, routine prevention and pre-procedure prevention of angioedema attacks in adults, adolescents and children from six years of age with C1 inhibitor deficiency.



DISPENSARY CORNER

A TRIO of tourists from Spain have had a salutary lesson in hygiene during a holiday in New Zealand this week - a session of picking up public poo.

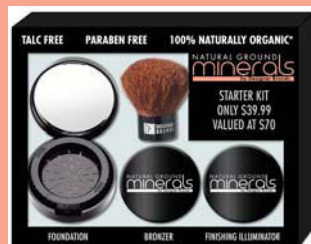
Police were alerted about the travellers by a member of the public, who said they were parked in a residential street in the South Island town of Te Anu, allegedly defecating in public.

When officers attended they discovered them near a rental van which did not have a toilet, with washing drying on someone's back yard fence.

Initially they denied soiling the street, but eventually admitted using a so-called "outside toilet" after arriving in the dark.

The two women and a man "volunteered" for community service as an alternative to a court appearance, spending three hours picking up "exactly what they and others had deposited" around the town.

WANT YOUR SKIN TO LOOK FLAWLESS?



This week Pharmacy Daily is giving readers the chance to win an Natural Ground Minerals Starter Kit.

100% Naturally Organic, with an in-built no waste grinder so make-up is protected from light, air and bacteria. It also contains

ingredients that care for your skin such as Poly Peptides & Pomegranate. Apart from a foundation there is a bronzer to give healthy, natural sun-kissed glow and a finishing Illuminator to set your make-up for an all day fresh finish. No nasties, no fuss application and suitable for even the most sensitive skin.

A great way to start your Natural Minerals collection, everything you need is in this starter pack.

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

To apply the product you:
a) Push b) Pump c) Twist

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

The first correct entry received will win!

Hint: Visit: www.dbcosmetics.com.au

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