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Three pages of news

TODAY'S *Pharmacy Daily* has three pages packed with the latest pharmacy industry news.

PD is now sent to more than 7000 readers, with scores of new subscribers signing up each day at our website pharmacydaily.com.au.

16% of API wholesale at risk

THE falling out between Australian Pharmaceutical Industries and the Pharmacy Alliance/Independent Pharmacists of Australia Group (PD Fri) will affect about \$600 million of API turnover, according to Pharmacy Alliance founder and chairman Simon Reynolds.

This accounts for "approximately 16% of API's market share," he said, with the increasingly bitter spat erupting into open warfare.

In a statement this morning, Reynolds says he's now seeking legal advice on the use of "bullying and pressure tactics" applied on Pharmacy Alliance and IPAG members by API.

According to Pharmacy Alliance, API has been approaching its members to sign up on direct supplier contracts following a move by Pharmacy Alliance to issue a tender process for its wholesale arrangements.

Reynolds said API's efforts to cut Pharmacy Alliance out of supplier arrangements with its members were "almost universally rebuffed, despite threats from API to significantly increase prices unless they signed new contracts with API.

"This type of corporate behaviour in the pursuit of commercial gain reflects very poorly on the management of API," Reynolds said, citing the possibility of referring aspects of the "unconscionable" conduct to the ACCC.

Just twelve of the 425 pharmacies involved with Pharmacy Alliance and Independent Pharmacists of Australia Group have broken ranks

at this stage, with Reynolds saying the overwhelming majority had taken advantage of alternate supply arrangements put in place with Sigma and CHS.

"Our members were outraged at being treated this way," he said.

"We have been inundated with calls and emails from distressed members who have today expressed their anger by rejecting out of hand this appalling behaviour by API.

"We are very grateful to Sigma, which also put in place simple administrative arrangements to effect immediate supply of products on an interim basis.

"The interim arrangements also delivered immediate increases in discounts to members," Reynolds added.

API is understood to be preparing a statement in response, but was unable to have it finalised before PD's deadline today.

Pathology agreement

THE government has finalised a new "landmark agreement" with the pathology sector, with the aim of further reducing the pressure on the national health budget by capping growth to 5% a year.

The five year deal is claimed to save more than \$550 million, by improving transparency for setting pathology fees and helping to "ensure that taxpayers are only paying for pathology tests that are clinically required".

Pathology testing costs the govt just over \$2 billion annually,

More AusPARs

THE Therapeutic Goods Administration has published new Australian Public Assessment Reports detailing the evaluation process for Abilify (aripiprazole) and Saphris (azenapine) - details at www.tga.gov.au.



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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is the National Development & Operations Manager for Pharmacy Choice, Richard Manthey.

Now is the time to invest

The independent pharmacy market faces many pressures, including increased competition from large supermarket chains, pharmacy discounters placing additional pressure on profit margins, and ongoing reforms to the Pharmaceutical Benefits Scheme (PBS).

The challenge is not only to survive with this competition, but to grow and become more profitable.

To achieve this in the current competitive environment, independent pharmacies need to buy smarter, position themselves as a health destination and provider of health advice, and lift their service levels to forge stronger customer relationships.

They also need to manage their businesses more effectively and leverage off any available support in buying, category management, marketing, training and operations.

Being part of a brand or marketing group is one way to maximise the support around your business.

Brands and marketing groups help you prepare for the changing environment and allow you to benefit from the collective intelligence and experience of the group. This will help to ensure your business remains relevant to its customers.

Being part of a brand or marketing group does not mean you need to relinquish all that you value about being independent.

A good community pharmacy or marketing group will allow you to tailor your offer to your local community and, in fact, will provide you with the tools to do this effectively.

In the current retail environment, nothing is more important than delivering a clear and consistent message about what your pharmacy stands for.

Pharmacy Choice® is an integrated retail support program for the independent pharmacy market with more than 700 members across Australia. For more info call 1800 036 367.



J&J to pay US\$70m in fines

JOHNSON & Johnson has agreed to pay fines in the US and UK to settle charges that the company paid bribes to doctors in three European countries.

According to the *Wall Street Journal*, J&J is also accused of paying illegal kickbacks in Iraq to obtain business during the Saddam Hussein regime.

The US Justice Department has been investigating the company under the Foreign Corrupt Practices Act, and as part of the settlement J&J has acknowledged responsibility for the actions of its

units, staff and agents who "made various improper payments to publicly-employed health care providers in Greece, Poland and Romania in order to induce the purchase of medical devices and pharmaceuticals manufactured by J&J subsidiaries".

As well as US\$70m in fines to US authorities, the company will also pay £4.8m to the UK Serious Fraud Office in connection with its investigation into the bribery allegations.

More time for ACSOM

THE closing date for expressions of interest for positions on the Therapeutic Goods Administration's Advisory Committee on the Safety of Medicines has been extended to Wed 27 April.

People with expertise in several areas are being sought, including clinical pharmacy, complementary medicine, clinical pharmacology and consumer issues.

See www.tga.gov.au.

Haikerwal world role

FORMER Australian Medical Association president Mukesh Haikerwal has been named as Chair of the World Medical Association Council.

Haikerwal is a Victorian-based general practitioner, and is also currently the National Clinical Lead for the National e-Health Transition Authority.

The announcement was made in Sydney on Fri at the 188th World Medical Association Council session.

Sanofi takes Genzyme

SANOFI-AVENTIS has finalised its long-running takeover of US firm Genzyme, with the US\$20.1 billion deal meaning Genzyme shares will cease trading on the New York-based NASDAQ stock exchange.

The takeover gives Sanofi access to a number of new medications, with Genzyme an expert in the development of biotechnology drugs for genetic diseases.

Key Genzyme products include Gerezyme, used to treat enzyme disorder Gaucher Disease, while its second best seller is Fabrazyme which treats a hereditary ailment called Fabry disease.

The deal was finalised nine months after Sanofi initially approached Genzyme with a bid.



OPTIMISING THE POWER OF PAW PAW

Carica Papaya, or Paw Paw is considered to be one of nature's great healing plants and the fruit, seeds, latex and extracts have long been used on various ailments around the world (Anuar et al., 2008). It is rich in vitamins A, B group, C and E, amino acids, calcium, iron and enzymes and is well documented for its therapeutic properties.

Recent media coverage has documented the development of Optimised Fruit Extract (OFE®) - also known as Opal A - believed to stabilise the therapeutically active proteins and enzymes that exist in fresh Paw Paw. OFE formulated with other specific therapeutic agents, has been shown to provide the necessary modes of action to assist in the management and symptomatic relief of wounds and skin conditions - assist with the relief of inflammation, help support blood flow, reduce bacterial infection, help remove dead tissue and moisturise the skin.

Leading Australian wound management expert, Professor Michael Woodward of the University of Melbourne is now trialling the Opal A and says, "Australia leads the way in research into new wound therapies and our trial will establish the effectiveness of Opal A in healing chronic (persistent) wounds. Over 270,000 Australians have such wounds at any one time and whilst current therapies are very useful, we need even more effective treatments."



FOR INFORMATION
REGARDING PRODUCTS NOW
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WIN A \$200 EUKY BEAR PACK



Pharmacy Daily has teamed up with FGB Natural Products this week and is giving three lucky readers the chance to win a Euky Bear pack (pictured to the left), valued at \$200.

Children's coughs can be stressful - particularly at night! Luckily there's a safe, natural way to provide overnight relief, even for babies under two.

The Euky Bear Vaporiser produces a gentle flow of soothing warm steam to help open up airways and ease coughing due to colds, croup or bronchitis. Adding Euky Bear Inhalant to the water helps further soothe with a unique clearing blend of essential oils.

To find out about the all-new Euky deals this year call 1800 003 431 or visit www.fgb.com.au

For your chance to win this fantastic Euky Bear pack, email your answer to the question below by COB on Friday to: comp@pharmacydaily.com.au

In 25 words or less tell us why you would use Euky Bear Vaporiser to help soothe your child's coughs & colds

Three most creative entries will win this fantastic prize pack and their names will be announced in *Pharmacy Daily* on Monday 18th April.



RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with Valdoxan (agomelatine), a new melatonin receptor agonist and 5HT_{2c} receptor agonist indicated for treatment of major depression in adults.

The bulletin is available for download at no charge from auspharmist.net.au/ebulletin.php.

Dengue test approval

THE US Food and Drug Administration has approved the marketing of the first test to help diagnose people with signs and symptoms of dengue fever.

The DENV Detect IgM Capture ELISA test reportedly detects antibodies to dengue virus in blood samples from patients.

The test is based on technology patented by the Centers for Disease Control, and is made by Seattle-based Inbios Inc.

Currently in the US there are no FDA-licensed vaccines to prevent dengue, and no medicines specifically approved to treat the infection.

CRP slams Nature's Own Complete Sleep

THE Therapeutic Products Advertising Complaints Resolution Panel has ordered that Sanofi-Aventis withdraw website advertisements for Nature's Own Complete Sleep.

The panel said that claims of better sleep via a "breakthrough formula" in the product combining zizyphus and lactium were not evidence-based.

Cincotta Chemist and Chemist Australia were also both embroiled in the investigation because they displayed the offending ads on their websites.

The complaint against Nature's Own was brought by Ken Harvey from Latrobe University.

Ironically, the product won a 2010 Australian Marketing Institute Award for Marketing Excellence.

New compression therapy from Symbion

SYMBION Pharmacy has announced the release of a new Faulding Compression Therapy range which will shortly be launched into Australian pharmacy.

The 'Encircle' product is made from merino wool by New Zealand-based The Merino Company, and has just been announced as a winner in the Medical Design Excellence Awards in the USA.

"Symbion Pharmacy has partnered with the developers of Encircle to bring this product to Australian pharmacies and we're excited by its potential, as it will offer pharmacists an innovative and proven treatment for people with a range of circulatory conditions," said Symbion product manager Melanie Bosanko.

The new product retains its compression properties despite washing, and will be available exclusively through pharmacies from Jul this year.

See www.faulding.com.au.

UK herbal concern

THE UK Medicines and Healthcare products Regulatory Agency is advising consumers not to use an illegal, unlicensed herbal product called Beline Capsules.

The product, which is promoted as a herbal food supplement with claims of relief for pain and other symptoms of arthritis, has been found to contain the undeclared ingredient chlorpheniramine - an antihistamine which is classified as pharmacy-only.

DISPENSARY CORNER

ODOR-EATERS were clearly needed by an elderly man in Taiwan who had one of his shoes stolen by a foot-fetishist.

Police have charged 22-year-old Chien Chi-shih over the 09 Feb attack, in which he allegedly followed the pensioner into an alley in Taipei, pushed him to the ground, grabbed his right shoe and made off with it.

Surveillance video helped police track down the miscreant, who confessed once arrested that he had seized the footwear in order to sniff it.

IT'S a bit worrying...alcohol can now be served at every meal, with the launch this week of a special new 'Breakfast Beer' by a New Zealand brewer.

The Moa Brewing Company in Blenheim, has launched the special new "Moa Breakfast" product, which it says is a full strength cherry-flavoured lager.

"On occasion, people enjoy champagne at breakfast time, so I thought, why not beer," said spokesman Josh Scott.

He said the new brew is a blend of premium wheat malt, floral Nelson hops - and cherries - and is bottle fermented and sealed with a cork and foil, just like champers.

THIS really sounds a bit potty.

A 69-year-old German man who just loves toilets has opened a new museum devoted to his obsession.

Michael Berger lives in Harlekin, Wiesbaden and says the landmark 'Toilet Museum of Modern A**E' is his "present to humanity".

The museum features a range of bathroom accessories including bizarre toilet roll holders, and various dunny seats as well as other items from the collection of "lavatory rarities and oddities".

Pride of place is taken by a post-World War II urinal depicting Adolf Hitler which invited people to urinate on the former Nazi dictator.

WIN A SPOT ON PSA'S POST OFFSHORE REFRESHER CONFERENCE RIVER CRUISE



The Pharmaceutical Society of Australia is giving one lucky *PD* reader the chance to win a place on PSA's upcoming Post Offshore Refresher Conference Danube River Cruise.

This incredible prize includes a seven night cruise (14-23 May 2011) on the 5-star *MS Amadeus Diamond* (Haydn Deck) travelling from Budapest to Bucharest and including the Black Sea.

The prize includes all meals, sightseeing excursions, Bucharest transfer and attendance at the case study workshop sessions.

The prize winner will be able to add other elements of the Offshore Refresher Conference program in Venice, Salzburg and Vienna if they wish through PSA Travel.

For your chance to win this fantastic prize, simply send in your answer to the question below by COB on Wed 13th Apr:

In 50 words or less, tell us why you think learning at PSA's Offshore Refresher Conferences would be so much fun

Email your answer to: comp@pharmacydaily.com.au
The most creative response wins!



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