

Inter professional Communication

Overcoming
Psychological Barriers

Event details:

Liverpool... 1 May
Illawarra... 5 June
Coffs Harbour... 17 July
Penrith... 24 July
Newcastle... 18 Sept
Albury... 23 Oct
Tweed Heads... 13 Nov
10 Group 2 CPD credits

Register at:

www.psa.org.au

API and GSK

API has pointed out that the 16 GSK brands now distributed through Ascent (PD 28 Jul) are also available through other wholesalers.

WIN ARTHRO-AID PAIN EASE PACK



This week PD is giving away Arthro-Aid Pain Ease Cream and Spray to five lucky readers, courtesy of Keysun.

Australian made and formulated, Arthro-Aid Pain Ease contains 100% natural active ingredients for the temporary relief of pain. Arthro-Aid is giving away a Pain Ease Spray plus Pain Ease Cream – the use of both products will provide best possible temporary relief from aches and pains.

To win, simply be one of the first two people to send in the correct answer to the question below to: comp@pharmacydaily.com.au

Which trusted brand is Pain Ease from?

Hint! Visit www.keysun.com.au

Congratulations to yesterday's lucky winners, **Stephanie Paulissen** from PGA, ACT and **Kate Wennerbom** of Sigma Company Limited, NSW.

Extension is the answer

EXISTING pharmacy schools should be focused on opportunities for the extension of pharmacist roles, not on preserving their "cosy existence", according to Sydney pharmacist John Bronger.

Speaking out against calls for a moratorium on new pharmacy schools Bronger said he had seen no evidence of an over abundance of qualified pharmacists willing to work the hours available.

"A decade ago there was a real shortage of pharmacists leading to pharmacist owners doing long hours that were detrimental to their health, occupational safety and increasing the likelihood of professional error," he said.

"It wasn't until new pharmacy schools became available that the older schools increased their intakes so we are now starting to see some balance occurring" he added.

According to Bronger, the extension of pharmacist roles to fill in some of the service gaps created by shortages in other health professional roles (nurses, diabetic/asthma educators, OTs and GPs) is the solution to any perceived oversupply of pharmacists.

Drive your sales

API is inviting pharmacists to sign up for its low cost monthly promotion Pharmacy Best Buys, for their chance to win a brand new car.

For more information on the September offer see p3.

"The opportunity is there for all who can see that supply focus must be replaced with supply and professional services," he said.

"This combination needs to be well funded and delivered by well trained pharmacists from pharmacy schools who are in competition with each other to offer the best training... training to develop pharmacist who can handle the changing times," he added.

Local investment

ONEVENTURES, Brandon Capital, the Medical Healthcare Diagnostics and Research Commercialisation Fund (MRCF), and US-based HealthCare Ventures have co-invested in a start-up biotechnology company, Vaxxas Pty Ltd.

Described as one of Australia's largest ever investments into a new biotech company, the AU\$15m Vaxxas was formed with the aim of developing a revolutionary new needle-free vaccine delivery system, Nanopatch.

Spearheading the research and development of Nanopatch is Professor Mark Kendall of the University of Queensland's Australian Institute for Bioengineering and Nanotechnology.

The Nanopatch works via thousands of small projections designed to deliver the vaccine to abundant immune cells in the skin, and if successful would eliminate the need for the cold chain (vaccine refrigeration).

World-first for liver

SIEMENS Healthcare Diagnostics has released the world's first automated liver fibrosis test (ELF) into the US market.

The minimally invasive test provides results in one hour.

Pradaxa on the RADAR

THE oral anticoagulant Pradaxa (dabigatran) may be more convenient than warfarin in patients with atrial fibrillation because it does not require dose titration or regular monitoring.

The comments come as part of this month's NPS RADAR, which examines the current use of dabigatran and its potential future.

Designed to prevent stroke or systemic embolism in people with non-valvular atrial fibrillation, at present dabigatran is only available on private prescription for this indication.

Currently Pradaxa is PBS listed for short-term prophylaxis of venous thromboembolism after hip or knee replacement surgery.

In its investigation the NPS cites a large clinical trial into Pradaxa as an alternative to warfarin in atrial fibrillation.

According to the results dabigatran 150mg twice daily reduced the absolute risk of stroke by 0.6% per annum compared with dose-adjusted warfarin.

Also, the overall rate of major bleeding did not differ between the two treatment groups, whilst participants taking 110mg Pradaxa twice daily were at similar risk of stroke or systemic embolism as those receiving warfarin.

Pharmacy Assistants National Conference
Surfing the network of knowledge, skills and care.

Click here for FREE
APP2012 registration
8-11 March

Send 3 or more staff to this year's PA Conference
for FREE APP2012 registration!!

www.pharmacyassistants.com • 13-15 October 2011 • Holiday Inn Surfers Paradise

The Pharmacy Guild of Australia

Carollo Horton
and Associates Pty Ltd

Specialists in:

- Pharmacy Insurance • Professional Indemnity Insurance
- Business Insurance • Work Cover Insurance
- General Insurance Products

**FOR AN OBLIGATION FREE QUOTE CLICK HERE
OR PHONE (03) 9562 0032**

Guild Update

This week's update from
the Pharmacy Guild

MedsCheck Reminder

Time is running out for those pharmacies who have been invited to register interest in the MedsCheck and Diabetes MedsCheck Pilot.

Registration of Interest closes this Sunday 7 August.

The pilot, funded under the Fifth Community Pharmacy Agreement, will run through a selection of community pharmacies representing a broad cross section of locations and demographics.

The objective of the pilot is to test the proposed eligibility criteria and identify the likely numbers of patients who qualify for the services.

Why participate?

Pharmacy plays an important role in supporting the quality use of medicines for patients. Providing a MedsCheck and/or a Diabetes MedsCheck service can assist patients to better understand and manage their medicines and achieve improved health outcomes.

Now is the time to register your interest in these programs and, if selected to participate in the pilot, your pharmacy will have an important opportunity to inform and influence the national rollout of these exciting new services.

To register interest, go to www.5cpa.com.au and use your pharmacy's unique Pilot Registration Code provided in your pharmacy's letter of invitation.

For pharmacies who have misplaced the letter and/or their Pilot Registration Code, should call the 5CPA Helpline on 1300 555 262 or email support@5cpa.com.au.



The Pharmacy
Guild of Australia

National health solidified

TODAY marks the solidification of the National Health Reform, which is hoped will see more funding for public hospitals, greater transparency and accountability, less waste and "significantly less waiting for patients".

Signed-off today by the Federal Government, the agreement includes an extra \$19.8b in public hospital investment through to 2019-20.

It is estimated the extra funds will allow for 2.9m more cases in emergency departments, 2m additional in-patient services (including major surgery or kidney disease and heart attack treatments), and 19m more outpatient consultations.

The National Health Reform will help to make possible a four-hour target for emergency waiting times (with the aim that 90% of patients across all triage categories are seen within four hours), and a 100% elective surgery target (meaning patients waiting for elective services will be treated within clinically recommended times).

In return for the extra funding Australian hospitals have agreed "unprecedented new levels of public reporting on health services and expenditure", via the MyHospitals website, as well as the establishment of a single National Health Funding Pool.

HARTMANN takes continence on the road



HARTMANN recently hosted a round of National Continence Roadshows for health professionals, aimed at educating them on the importance of maintaining skin integrity through Active Skin Protection.

According to the company, the roadshow also highlighted a distinct and obvious shift in attitude towards incontinence management, namely the importance of combined efforts by both wound care and continence specialists in maintaining optimal patient outcomes.

"Wound care and continence care health professionals are now viewing Incontinence Associated Dermatitis as a shared burden," said Aged care sector manager at HARTMANN, Wynette Monserrat.

"They are starting to realise that by working together they are able to reach improved patient outcomes through preventive measures such as Active Skin Protection," she added.

Pictured above in the thick of a roadshow is HARTMANN's Oliver Krause-Huckleberry and Anthea Reus.



DISPENSARY CORNER

NATURAL order?

A chimpanzee at the Samut Prakarn Crocodile Farm and Zoo in Thailand has taken on mothering responsibilities for a bouncing bunch of tiger cubs.

According to reports, the chimp named Dodo gives the cubs (aged between three weeks to five months) their daily bottle feeds.

The only problem with the current situation, according to the zoo's keepers, is when Dodo decides to forgo feeding for the chance to have a rumble with the cubs.

Eventually however, as the cubs grow Dodo will be forced to give up her role, as the tigers are moved to an area suited to their size.

NEVER leave the family behind.

A 31-year old motorbike enthusiast has tested the limits of his technical expertise by creating a 25-seater bike.

Crafted over a month in his mum's backyard, the bike can hit speeds of up to 35mph, but only in a straight line as the bike is almost impossible to steer.

New look for EpiPen

THE adrenaline auto-injector products, EpiPen and EpiPen Jr now have a new look, and feature built-in needle protection before and after use.

In addition the pens now include colour-coded ends and clear illustrated instructions, designed to make immediate delivery of the required dose of adrenaline in an urgent, stressful situation easier and safer.

The launch comes hot on the heels of a report which found Australia is the world capital for food allergies.

The study looked at results from 5,000 one year old children's allergy skin patch tests and found that approximately 1 in every 10 of the participating children had an allergic reaction to food.

WE WILL PAY YOU TO BE A CHEMSAVE COMPLIANT MEMBER

Yes, we pay you! And because we're happy to pay, we offer a number of easy ways to be a Chemsave compliant member!

Plus, as a Chemsave compliant member, we will provide you with a suite of profit-boosting member benefits for **FREE!**



Full Branding Option with FREE Signage!

With a choice of membership levels to suit all pharmacies, all the way up to full branding, now is the time to join Chemsave!



TO FIND OUT HOW MUCH WE
WILL PAY YOU TO BE A CHEMSAVE
COMPLIANT MEMBER



Drive your sales...

and one of
your customers
could be driving a
NEW CAR!



Image for illustration purposes only.
Prize will be a Polo 77TSI Comfortline Manual

**Now is the time to
boost your sales with
the proven pharmacy
retail promotion that
delivers more than
any other program.**

Pharmacy Best Buys is API's proven, low cost, easy to manage monthly promotion with over 500 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **FREE in-store point of sale including posters, price cards, spare catalogues, competition entry forms & wobblers**

WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is the multi award winning Volkswagen Polo 77TSI valued at \$24,300 with 5 state consolation prizes of Tom Tom GPS units (valued at \$447 each). Attract new customers to your pharmacy and encourage your existing customers to spend more!

Don't miss out. With printing and distribution of just \$130* per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today, that's only 13 cents per catalogue.

This is the retail boost that will help drive sales and improve profits for your business. Sign up today and take advantage of our NEW CAR giveaway!

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

NSW/ACT:	Kay Rice	P (02) 8844 2830
QLD:	Kim Munro	P (07) 3816 8601
VIC/TAS:	Marcia Ingham	P (03) 9904 0609
SA/NT:	Shoana Bannister	P (08) 8260 9400
WA:	Laura Di Pietro	P (08) 9350 0000

REGISTER NOW!

api

**+ PHARMACY
BEST BUYS**