

NPS awarded

THE NPS has received the Multicultural Communication Award for a series of its Medicine Brand Choices radio advertisements.

The ads in the 2009 campaign were spoken in Mandarin, Cantonese and Italian and explained why the same medicines can be sold under different brand names, look different and be a different price, but work in the same way.

A set of in-language brochures were also developed as part of the campaign.

New pharmacy cooperation

TRANS Tasman ties have been strengthened this week, with the signing of a Memorandum of Cooperation between The Australian Pharmacy Council (APC) and The Pharmacy Council of New Zealand (PCNZ).

At present, the Australian Pharmacy Council performs accreditation functions for the PCNZ, and the pair also work together in developing consistent processes and practices for the assessment of practitioners trained outside of

Australia and New Zealand, as well as intern training programs, and standards for continuing professional development

Signed during the 9th Life Long Learning in Pharmacy Conference held in Rotorua, New Zealand, the Memorandum formalises this existing relationship.

The Memorandum also outlined a series of cooperative activities that will be undertaken by the councils.

"I look upon the MOC as being the floor rather than the ceiling of the relationship between APC and PCNZ, something that will be further built upon in the future," said President of the APC, John Low.

Commenting on the agreement, Carolyn Oakley-Brown, Chair of the PCNZ said: "We place a high value on the relationship we have with our Australian counterparts and by sharing resources and ideas between the two organisations we see mutual benefits.

"The public deserve the best medicine outcomes from our pharmacists," she added.

New directions?

IT seems it is not only Australian pharmacists calling for an expansion of professional responsibilities, with the Pharmacy Guild of NZ saying the emerging UK trend of pharmacists as healthcare providers may be a possible model for the profession in New Zealand.

The comments come on the back of a joint release by the UK Royal Pharmaceutical Society and Royal College of General Practitioners on how community pharmacists and GPs can work together to improve patient care.

The statement recommended a "culture change" between GPs, pharmacists and the public to allow a collaborative partnership that would deliver greater health care and health cost benefits.

"Community pharmacists in New Zealand have deep and detailed knowledge of medicines and would welcome a broader role in patient healthcare," said NZ Guild Chief Executive, Annabel Young.

"It would also help alleviate some of the pressure points in our primary healthcare system," she added.

Getting pharmacists to work more closely with both GPs and practice nurses is an important step, according to Young, which would deliver better healthcare to vulnerable groups such as those in care homes or elderly patients who are taking a large number of medicines.

Symbion's superfish takes on the channel



THE English Channel didn't stand a chance when Symbion Pharmacy's own superfish, Andrew Vidler, slipped into its frosty waters.

Vidler, Symbion's General Manager of Retail Services, took on the Channel after

his successful 20km swim of the Rottneest Channel last February, which helped him raise a whopping \$60,000 for charity.

The swimming machine kicked off his 34km English Channel swim on 20 July, entering the water in the wee hours of the morning (2.30am), and not touching soil again for another 14 hours and 40 minutes when he reached the French shore.

During his epic swim Vidler fought not only the Channel's debilitating cold and swimming fatigue, but vomiting, hallucinations and jellyfish stings.

"I started to seriously hallucinate...then right when it was getting very worrying, I got stung by a jellyfish and it seriously snapped me out of it," he said.

"It was the hardest physical and mental thing I have ever done, a day I am proud of, but not keen to repeat!," he added.

Valeant appointment

VALEANT Pharmaceuticals has appointed Ronald Farmer to its Board of Directors.

Farmer is the Managing Director of Mosaic Capital Partners, and is also a former director of McKinsey & Company.

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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

QUEST Campbelltown in NSW is offering two new package deals including the Winter Warmer Getaway priced from \$149 per room per night, on sale and for travel until 31 October.

The deal includes studio apartment accommodation, hot chocolate, DVD and popcorn and a 12pm late check out.

The Weekend Getaway offers studio apartment accommodation and a bottle of local 'Fussy Grape' wine priced, and is priced from \$159 per room per night.

See questcampbelltown.com.au.

PORT Stephens Parasailing is offering savings of up to \$55 off tandem rides up until 23 Sep.

The daily 10am departure from Nelson Bay marina is now priced at the two-for-one price of \$85.

To book call 02 4982 2808.

RUSSIAN Gateway Tours is offering three hotel packages on its seven night Classic Moscow to St Petersburg tour departing up to 31 Dec 2011.

Option one includes stays in three star hotels in Moscow and St Petersburg priced from \$2336pp; option two includes four star accom and is priced from \$2570pp; and option three includes five star hotel accom from \$3508pp.

The packages have accom, breakfast, transfers, a European language guide and select lunches.

See russian-gateway.com.au.

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TGA works with EMA, FDA

WORLD regulatory collaboration is one step closer, following the successful conclusion of two pilot programs of collaboration on inspections between the European Medicines Agency, the United States and Australia.

The aim of the programs was to enhance global drug safety and quality via increasing international regulatory collaboration.

The first pilot program saw information sharing and inspection collaboration during trials, and saw the exchange of more than 250 documents relating to 54 different medicines between the EMA and FDA, as well as 13 collaborative inspections of clinical trials.

"This lays the foundation for a more efficient use of limited resources, improved inspectional coverage and

better understanding of each agency's inspection procedures," a statement from the EMA said.

The second trial revolved around joint active pharmaceutical ingredients (API) inspections, and saw authorities including the TGA, FDA and EMA, as well as those from France, Germany, Ireland, Italy and the UK, collaborate and share information on API inspections.

The result of the second program was the exchange of nearly 100 inspection reports, as well as nine joint inspections.

"Based on the positive experience in the two pilots, the agencies have agreed to continue with their collaboration on inspections, taking into account the experiences and lessons learned during the pilot phases," the EMA said.

WIN ARTHRO-AID PAIN EASE CREAM & SPRAY



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

Arthro-Aid, the leader in Arthritis Pain Relief introduces New Arthro-Aid Pain Ease Cream and Spray. Arthro-Aid Pain Ease provides temporary relief therapy for arthritic pain, muscular aches, back pain and rheumatism.

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 your very own Arthro-Aid Pain Ease Cream and Spray simply be one of the first two people to send in the correct answer to the question below to: comp@pharmacydaily.com.au

Arthro-Aid Pain Ease comes in two forms. What are they?

Hint! Visit www.keysun.com.au

Congratulations to yesterday's lucky winners, **Joanna Campbell** from **Gosford Hospital, NSW** and **Marissa White** of **Friendly Care Pharmacy Booval, QLD**.

SA nominations open

NOMINATIONS are now open for the South Australian Pharmacist of the Year award, with the finalists moving onto the national finals for the PSA Excellence Award.

Nominees must have made a significant contribution in either of the following areas: professional services, innovation, community programs, health promotion, professional development or research and/or advocacy.

"I encourage anyone who has a colleague or knows someone who meets the criteria to nominate them, as past winners have invariably stated that winning the award has been a highlight of their career," said National President of the PSA, Grant Kardachi.

Nominations close 01 Sep.

For details **CLICK HERE**.



DISPENSARY CORNER

SOOTY's medical emergency.

Legendary British children's TV show, Sooty, was forced to close set for the day, after its magician, Paul Daniels, was injured by a flying pizza, thrown by none other than Sooty himself.

According to reports, the accident occurred after the first take, when Daniels complained that the pizza had not been hurled hard enough.

A contrite Sooty and his puppet-master Richard Cadell then took aim for a second take, this time exerting more oomph than before.

Unfortunately for Daniels, it was a little too much oomph, with the pizza slapping him so hard as to cause him a head injury.

The dazed Daniels was rushed to hospital, where he was treated for an eye injury and concussion.

He has since made a full recovery.