

A pharmacy partner
you can **trust.**

PHARMACY ALLIANCE GROUP
Freedom to choose

Vaccine reminder

THE South Australian Government has launched a Big Help for Little Adventurers campaign, reminding parents to make sure their children have booster vaccinations before they are four years old.

As part of the campaign, information packs will be sent by Medicare to the homes of parents with kids aged three and a half.

The kits will include a special book created for kids to help them understand why they need vaccines.

PBS changes

THIS month Desmopressin Acetate, Wafer 240 micrograms, has been added to the Pharmaceutical Benefits Scheme, benefiting those who require higher overnight doses.

Meanwhile Dutasteride with Tamsulosin, Capsule containing dutasteride 500 micrograms with tamsulosin hydrochloride 400 micrograms (Duodart 500ug/400ug) has also joined the PBS for the treatment of patients with moderate to severe lower urinary tract symptoms due to benign prostatic hyperplasia (BPH).

2.55mg, 5.10mg, 7.65mg and 10.20mg dosages of Fentanyl, Transdermal patch (Denpax) have also been added to the PBS, as a Restricted Benefit for the treatment of chronic severe disabling pain not responding to non-narcotic analgesics.

The additions have been made on a "cost minimisation basis", according to the PBS website.

NT pharmacist to London

THE Society of Hospital Pharmacists today announced that Alice Springs pharmacist Sophie Higgins is the winner of the 2011 SHPA DBL Hospira Young Pharmacist Award.

Higgins graduated in 2001 and is currently Paediatric Pharmacist at the Alice Springs Hospital, with her career including time as an Australian Youth Ambassador Pharmacist in Vanuatu where she educated hospital pharmacy staff about medication, disease management and counselling.

The win will enable her to undertake an international preceptorship at Evelina Children's

Early nutrition

ONE in four health care professionals are unsure if a child can have too many nutrients, says a Pfizer Nutrition survey.

Despite this, 61% of those polled cited overfeeding as the greatest contributor to unhealthy rapid weight gain among infants aged 0-12 months, whilst 59% said too much food contributed to unhealthy weight in children aged 1-5 years.

"There is evidence which suggests high intake of dietary protein contributed to potentially unhealthy weight gain in early childhood," said Kate Di Prima, accredited practicing dietitian and infant nutritionist.

"Whilst nutrients are essential for a child's development, too much of certain nutrients and energy may negatively impact long-term health," she added.

Hospital and King's College Hospital in London.

Higgins' study tour will also include the Foundation in Paediatric Pharmaceutical Care First International Masterclass.

"SHPA is proud to work with key sponsors to provide professional development grants to pharmacists who are working to improve patient care," said SHPA President Sue Kirsas.

Berocca boosts Aussie Sudoku brains



THIS week former Australian Wallaby Rugby Union Captain, John Eales helped kick off the Berocca Focus 50+ Australian Sudoku Challenge.

Sponsored by Berocca, the challenge is aimed at finding the final member of the four person squad that will represent Australia at the 2011 World Sudoku Championship in Hungary.

Interestingly Eales himself is the 2010 Australian Sudoku Champion.

"Competitive Sudoku is in its infancy here, and the Berocca Focus 50+ Australian Sudoku

Indigenous better

A NEW report has found "encouraging improvements in indigenous health," including a 29% decline in deaths due to circulatory disease and a 55% decline in infant mortality rates.

"While this is good news, there is still a long way to go to close the gap between Indigenous health outcomes and those of the general population," said Indigenous Health Minister, Warren Snowdon.

Challenge provides a great opportunity for someone to step up and represent Australia at the World Sudoku Championship," the rugby legend said.

The Sudoku Challenge is open to anyone over 50, and to enter all people have to do is log on to www.sudoku-challenge.com.au, and complete a puzzle in the fastest time possible.

The top ten online entries will then travel to Sydney for a live final in September to decide the winner.

John is pictured above (in white) with Berocca Sudoku enthusiasts.

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!

CLICK HERE

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

Chemsave

WIN an iPhone 4

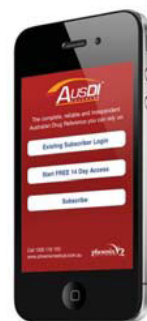
Simply subscribe to **AusDI Advanced** for your chance to win.

AusDI Advanced is the independent Australian information resource for health care professionals.



- Simple & fast search
- Updated monthly
- The complete drug reference
- Access saved favourites offline

Don't have a subscription?
Get it Now



AusDI Advanced

* Promotion ends 16th of September 2011 - Click here for terms & conditions - LTPS/11/06549

Preventative Health

THE formation of an Advisory Council to support and make recommendations to the National Preventive Health Agency has been welcomed by the Complementary Healthcare Council of Australia, who said it was an important stage in the move towards a 'preventative health nation'.

"The expert advice now available to the Agency through the Council is a significant step towards assisting the National Preventive Health Agency in improving the health of Australians," the CHC said in a statement.

CPD Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

- 07 Aug:** Workshop: Clinical Interventions In Pharmacy; Citygate Central Sydney - andrew.dryden@psa.org.au.
- 08 Aug:** Discussion Group: HMR Changes Roadshow; North West Regional Hospital, Burnie, TAS - call 03 6231 2636
- 09 Aug:** Drugs & Diseases 6: Gastroesophageal Reflux Disease; PSA Office, Unley, SA - www.psa.org.au.
- 14-18 Aug:** Medici Capital Pharmacy Snow Business Conference 2011, Mount Buller, Victoria - www.medicic.com.au.
- 27-28 Aug:** NSW Pharmacy Assistants Conference, Four Points by Sheraton Darling Harbour Sydney - details at nswpharmacyassistant.com.au
- 15-17 Sep:** Pharmacy 2011 Management Conference, Fairmont Resort Leura NSW - pharmacyconference.com.au
- 06-09 Oct:** PAC11, Melbourne Convention Centre pac11.com.au
- 13-15 Oct:** Pharmacy Assistant National Conference, Gold Coast - pharmacyassistants.com.au

New TGA advertising guide

THE Therapeutic Goods Administration has added a "consumer guide to commonly noted advertising breaches" to its website, as part of new transparency measures which also include the publication of the outcome of recent complaints.

The first complaints now listed on the TGA website show that Valeant Pharmaceuticals was ruled to have breached the advertising code in some website ads for its Invisible Zinc sunscreen product range; while Nice Pak Products was cited for claims made about its Hedrin Lotion head lice treatment.

Only complaints for which a recommendation has been made by the Complaints Resolution Panel are included.

The site now gives an overview of the complaints process, while the consumer guide outlines issues such as requiring advertising to "contain only correct and balanced statements which the product

sponsor has verified," as well as not arousing unrealistic expectations.

The TGA said it was "considering implementation of further advertising transparency measures in the future".

Blackmores appoints

BLACKMORES has expanded its team with the appointment of Jim van Bruinessen as Director of Sales and Marketing, Australia.

Jim comes to the position with extensive experience leading sales teams for major brands, including the world's largest exporter of dairy products, Fonterra Australia.

He's also worked in senior FMCG roles including at Goodman Fielder, Arnotts and Coca-Cola.

"We're delighted to welcome Jim to Blackmores and are confident that his experience and leadership will add value to our sales and marketing in Australia," said Blackmores ceo Christine Holgate.

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 is made and formulated

Hint! Visit www.keysun.com.au

Congratulations to yesterday's lucky winners, **Denise Potiphar** from **Symbion Pharmacy Services**, WA and **Adrian Sung** of **Pharmacy Online Discount Outlet**, NSW.

DISPENSARY CORNER

ACCIDENT waiting to happen?

A newly-formed elite squad of police women in the Chinese city of Chengdu may want to consider investing in a first aid kit after the force insisted they get around the streets in rollerblades.

The eight officers now patrol Chengdu's up-market Tianfu Square, which is a favourite spot of pick-pockets who prey on tourists.

"It's efficient, effective and more environmentally friendly than patrolling in cars," said the official behind the skating scheme.

WHAT a trooper!

One very determined law student in the US state of Illinois recently sat for her bar exam whilst in labour.

The woman was in day two of the exam (which allows graduating law students to officially practice law), when shortly after sitting down to begin, she went into "active labour".

The woman calmly breathed through it and completed her test early, before walking across the road and giving birth to a 6lbs, 6 ounce baby boy two hours later!

PREHISTORIC survivor.

An extremely rare and endangered green turtle, named Andre, has been released back into the wild, after a mammoth 414-day rehabilitation.

More than a year ago Andre was found at death's door, having gaping holes in his shell, an exposed spine, a collapsed lung, a severe infection and 3kgs of sand and debris inside him.

Vets at Loggerhead Marinelife Centre put him back together, using "vacuum therapy" to remove debris, braces similar to human dental ones to close the holes in his shell, and a procedure used to regrow human breast tissue to fill in his missing tissue.

The 80kg Andre is now back to full health, and it is hoped his release will see him mate and help with the survival of his species.