

Would you like **15 stock turns** when the industry average is 7.5? We can help.

* See us at APP at stands 112 & 113

PHARMACY ALLIANCE GROUP
Freedom to choose

CLICK HERE TO FIND OUT MORE

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.

20-29 Jan 2011: Pharmacy Study Tour, Mammoth Mountain California and Las Vegas - www.medic.com.au/events.

01 Feb: PSA Monthly Lecture, Sexual Health and Contraception, PSA Office Suite, Greenhill Road Unley- sa.branch@psa.org.au.

04 Feb: [2010 graduates] PSA Welcome to the Profession Party; Myers Place, Melbourne- Deepak.a.p@gmail.com.

04 Feb: MMR Stage 1 Accreditation Course; Woolloongabba, Qld- educationqld@psa.org.au.

Ciprofloxacin PBS extension

CIPROFLOXACIN has been granted a temporary extension to its PBS listing, in order to expand the treatment options for Australians with skin infections caused by contact with dirty flood water.

As such, ciprofloxacin can now be prescribed under the PBS for the treatment of severe skin or soft tissue infections associated with wound management, or where other antibiotic treatments have been deemed ineffective or inappropriate.

The extension of the antibiotic's PBS indication was granted by the Department of Health following advice by the Pharmaceutical Benefits Advisory Committee.

Prescribers are advised to first consider the usual bacteria causes for cellulitis and deep skin infections, namely *Staph aureus* and *Streptococcus*, and their appropriate antibiotic treatment regimes before considering ciprofloxacin.

Designed to be used in cases where fresh-water skin infections are more severe than usual, ciprofloxacin (which acts against *Aeromonas* sp) can be added to the usual antibiotic that would be prescribed for this condition (di/flucloxacillin or clindamycin).

In order to prescribe ciprofloxacin under its extended indication, prescribers will have to receive permission from Medicare Australia, and are also advised to consult the prescription guidelines at www.pbs.com.au.

"Ciprofloxacin is an important antibiotic and consequently there is a need to ensure that it is prescribed responsibly to minimise the risk of resistance developing to this treatment," said The Acting Minister for Health and Ageing, Mark Butler.

As a result of the extension, the maximum cost per ciprofloxacin prescription for concessional patients is \$5.60, and general patients no more than \$34.30.

The indication extension has been granted until 31 Mar 2011. See www.health.gov.au for details.

Pharmacy Daily

TODAY'S *Pharmacy Daily* features one page of news, plus a full page on the soon to be launched weight loss product Sensaslim, see p2 for details.

New AHPRA service

THE Australian Health Practitioner Regulation Agency (AHPRA) has introduced a new online service which allows registrants to check that their application has been received by the agency.

The new online application check service is available under the Registration tab on the AHPRA website, or on the Pharmacy Board of Australia site. See www.ahpra.gov.au for details.

New Friendly E.D.

THE Australian Friendly Societies Pharmacy Association has appointed Bill Kelly as its new Executive Director.

Kelly is slated to take over the position from current E.D Betty Collins upon her retirement after 12 years in the position.



DISPENSARY CORNER

NOT that outrageous.

A US man, Daniel Goodson, has lost his emotional damages bid against E! television and the Kardashian sisters, following a US court's decision that the socialites' behaviour was not "sufficiently outrageous to cause him harm".

Goodson was aiming to get US\$75,000 for claims the trio caused him intentional emotional distress with their behaviour on the hit reality TV show, *Keeping up with the Kardashians*.

SAFETY over security.

Police in NZ have had to park their Segways, after the discovery that they were illegal in public areas.

According to reports, the Segways fell under the classification of cars, and needed to be registered as roadworthy.

Police in NZ are however hopeful that the "technicality can be sorted out".

Debate has raged since the scooter's inception over their safety, given they can reach speeds of 20kms, are powered by a fast spinning gyroscope, and users remain fairly unprotected from the elements.

The debate was underscored when the owner of the Segway company was found dead after his Segway crashed over a cliff and into a river.

Cross border scripts

THIS week the European Parliament approved a scheme for Europe-wide recognition of prescriptions, as part of a push to improve cross-border healthcare.

The Pharmaceutical Group of the European Union (PGEU) has welcomed the decision to allow prescriptions written in any one EU Member State to be filled in all 27 Member States.

In announcing its support for the ruling, the PGEU stressed that the program faces a number of challenges if the system is to be safe and effective.

The concerns centre over the potential for medication errors, when scripts are filled in a separate State to which they were written.

The PGEU did however welcome the EU decision to grant pharmacists the right of refusal if they are in doubt, or have ethical concerns.



Pharmacy DAILY is giving Independent pharmacists the chance to WIN 1 of 10 Pharmacy Alliance Group memberships by answering this question:

What does PGM stand for?

Visit www.pharmacyalliance.com.au now to enter!

Pharmacy DAILY readers click here to enter

Pharmacy has changed. The shift from dispensary reliance to middle and front of shop trading area dependence is well under way. To help our members maximise their pharmacy's real estate by growing their GP and stock turns, we employ Pharmacy Group Managers (PGMs) – retail experts who know retail (and pharmacy).

PAL *ipog*
More profit

PAL *Active*
More profit. More time

PAL *Partner*
More profit. More time. More support



PHARMACY ALLIANCE GROUP
Freedom to choose

Advertising starts first week in February!

Pre Launch Special

Buy 6 packets @ \$36.30ea, sell \$59.95 that is a 65% markup. For every 6 you buy and pay C.O.D. We will give you one for free, that increases the markup to 93%. Buy 12 and get 2 and so on.

Peter Ralph 0425 722 589

20 years of research.
11,453 people tested.
146,040 kilos lost.

THE WEIGHT IS OVER...

After 20 years of research, and the world's largest trials on a weight loss product, the scientific paper is about to be published.

During National Obesity Week in England (January 17 -23), the scientific community will be presented the white paper on Sensaslim.

It has been the most anticipated new launch of any new OTC medicine this century. It is sure to create a massive amount of publicity and will be the news your customers have been waiting to hear.

Good news travels fast.
Sensaslim is here.
Be prepared for a stampede.



Sensaslim Solution - Nothing tastes as good as slim feels.