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Remember the Charter

THE Pharmacy Guild of Australia is reminding pharmacists who have signed up for the Pharmacy Practice Incentives that as of today they are required to display their Patient Service Charter.

The charter is available online at the Guild website.

Hot zone for flu

SITTING two seats behind, in front or beside a person with the flu on a plane places the traveller at a significantly higher risk of getting sick, according to a new study by Travelvax Australia.

Kimberly goes green

KIMBERLY-Clark has expanded its membership in the Global Forest & Trade Network to include its worldwide operations.

The participation scope now includes all wood fibres sourced for all of the company's products sold globally in the Personal Care, Consumer Tissue and Kimberly-Clark Professional businesses.

The Global Forest & Trade Network is a WWF initiative to eliminate illegal logging and conserve the world's most valuable and threatened forests.

Sigma wins Pharmacy Alliance

SIGMA Pharmaceuticals this morning announced that it has been selected by the Pharmacy Alliance (PAL) and the Independent Pharmacists of Australia (IPAG) group as a preferred wholesale distribution partner.

The five year deal follows a tender called by the Pharmacy Alliance, which led to its previous wholesaler Australian Pharmaceutical Industries approaching its members directly.

The group together comprises about 380 pharmacies which represent \$400m worth of annual wholesale revenues.

"Sigma and PAL expect that during the term of the appointment at least two thirds of PAL and IPAG members will use Sigma as their first line wholesaler," a stock exchange statement said this morning.

Sigma ceo Mark Hooper said the decision was a "very positive outcome for both Sigma and PAL and IPAG members.

"We have appreciated the opportunity of working with the group's members over the past few months and look forward to building on this relationship".

Pharmacy Alliance founder and chairman, Simon Reynolds, said the move followed "robust discussions and negotiations to ensure we optimise the supply arrangements for our members.

"In today's environment of PBS reform and other industry challenges, we have endeavoured to provide an arrangement which is not only competitive in commercial terms but also creates a partnership through which we can work with our wholesaler to negate these headwinds," he said.

Sigma had been acting as the group's wholesaler on an interim basis after relationships between PAL and IPAG and API broke down.

Palliative webinar

GUILD Clinical Training will offer a special Palliative Care HMR Webinar next Wed 06 Jul.

Taking place from 7-8.30pm to allow pharmacists to participate without distractions, the practical workshop will be run online by pharmacist Carlene Smith.

It offers 5 CPD points and covers several areas to help implement HMRs into professional practice. To book call 02 9467 7170.

Guild to monitor Pfizer direct complaints

THE Pharmacy Guild will formally monitor complaints from patients and pharmacists about the Pfizer Direct distribution model for the next month, after being directed by the Health Department to provide feedback on the controversial system which bypasses the CSO.

The process will continue over the next four weeks, with the National Pharmaceutical Services Association urging swift action over the issue which has led to hundreds of complaints from pharmacists about slow or incorrect delivery of Pfizer-only medications.

Victoria Prize awards

VICTORIAN innovation minister Louise Asher is urging "leading and emerging innovators" to apply for the Victoria Prize and early career Victoria Fellowships, for which applications opened today.

The \$50,000 prize aims to recognise an individual whose discovery or innovation has significantly advanced knowledge or has the potential to produce commercial and/or community benefits.

Applications close 03 Aug - see business.vic.gov.au/vicprize.

Don't let diarrhoea ruin your trip



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(2011) *Scand J Gastroenterol*.

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Generic POS material

NPS Australia has started rolling out new resource kits to pharmacies, with a range of point of sale materials featuring key messages about generic substitution.

The move aims to help combat confusion which was highlighted in a recent NSW Pharmacy Council communication (PD yesterday).

A detailed brochure, available in a range of languages, also includes instructions on how to find and identify the active ingredient, along with an NPS Medicines List to help patients keep track of the drugs they are taking.

Additional resources can be ordered online from the NPS website at nps.org.au/hporders.

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.

29 Jun-02 Jul: 9th International Conference on Life Long Learning in Pharmacy, Rotorua NZ - www.illpharm.com.

02 Jul: Workshop, Sexual Health What Every Pharmacist Needs to Know; Central Coast, NSW - 03 9431 1125.

03 Jul: First Aid Certificate Course; North Sydney Leagues Club, NSW - 02 9431 1125.

03 Jul: Wound Care Seminar; Hobart - 03 6231 2636.

04 Jul: Cardiovascular Risk: Guiding Lipid Management; Maroochyre - 07 3896 1900.

24 Jul: Vitamin D Pharmacy Only Seminar; Sydney - 1300 650 455

14-18 Aug: Medici Capital Pharmacy Snow Business Conference 2011, Mount Buller, Victoria - www.medicic.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 smoking tar focus

DESPITE years of anti-smoking campaigns, many smokers have little understanding of the effect of tar in their lungs, according to new research by Pfizer.

Tar accumulation, one of the key causes of lung cancer, presents particular risks to smokers, however the report found that 27% of current smokers underestimate the amount of tar inhaled into their lungs.

Interestingly, the report also found that 72% of smokers overestimated the volume of tar inhaled, whilst only 31% of smokers were aware of how quickly the body can recuperate from tar accumulation once they quit.

With nearly one in five cancer deaths due to lung cancer, researchers found that whilst confusion over tar reigned supreme in smoking circles, tar accumulation was rated as the third most significant reason smokers would quit (76%), behind better health

impacts (87%) and high prices (81%).

During the study researchers also turned up a rather worrying trend whereby 33% of smokers admitted to lighting up after viewing an anti-smoking advertisement, whilst 29% simply look away.

On a positive note, 18% of smokers said they had decided to take the plunge and quit in direct response to an anti-smoking ad.

Meanwhile, to help clarify the role tar plays in smoking and health Pfizer Australia is launching a 'Tarmy' campaign, which features a collection of 10 figures placed in prominent locations in Sydney and Melbourne, which appear to be covered in tar.

The figures will each represent a different smoker profile, from the social smoker who has inhaled 288 grams of tar from weekend smoking, to the heavy pack-a-day lifelong smoker, who will have inhaled a whopping 41kg of tar.

Devices in spotlight

THE Senate Community Affairs Committee has launched a probe into the Therapeutic Goods Administration's regulatory standards for the approval of medical devices in Australia.

The committee will pay particular attention to devices with high revision rates, as well as the cost effectiveness of subsidised devices, the accuracy of the billing code, and processes in place to ensure products continue to meet Australian standards.



DISPENSARY CORNER

STOCK up on bandaids.

A Tasmanian oval made out of gravel is up for heritage listing, a move which may lead many local and visiting sporting teams to fill their first aid kits with antiseptic, bandaids and bandages.

The Queenstown oval is infamous in sporting communities for its ability to scratch up unwitting players, and single handedly reduce teams to blood and tears - not to mention sweat..

"You have to know that there's going to be consequences and if you want to have a go," said Queenstown Crows Club spokesperson, Edward Wedd.

BEAR hug breaks bones.

New Zealand rugby player, Jamie MacKintosh, has told media how he saved a woman's life by giving her a big grizzly bear hug.

The Otago Highlanders prop was out to dinner with team mates when a woman nearby began to choke on steak.

Weighing in at 130kgs, MacKintosh leapt into action with a Heimlich maneuver which he later described as a like a "big grizzly bear mauling some kind of small animal".

Having never received medical training, MacKintosh said he "buggered it up", because he cracked the woman's rib.

The rib however was of no consequence to the woman, who told press that she was now MacKintosh's biggest fan.

Win a 1 year supply of Carmex® lip balms

Pharmacy Daily has teamed up with Carmex® lip balm this week and is giving five lucky readers the chance to win a one year supply of Carmex lip balms, just in time for winter.



Each pack contains:

- ✓ 2 x Carmex® lip balm jars
- ✓ 2 x Carmex® lip balm squeeze tubes,
- ✓ 1 x Carmex® lip balm original flavoured Click Stick™ with SPF 15
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Congratulations to yesterday's lucky winner, **Suzy Wright** from Bathurst Hospital Pharmacy.