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PAC11 earlybirds end

EARLYBIRD deals for the PSA's PAC11 end today at midnight. Delegates at PAC11 can earn up to 30 CPD points over the course of the Congress and under the special Early Bird offer, PSA members will pay \$775 (a saving of \$150), while for non-members the fee is \$960 (a saving of \$195).

Delegates can complete their full Early Bird Registration online by going to www.pac11.com.au.

US tobacco war

A US judge has upheld a ban put in place by the city of San Francisco against the sale of cigarettes in Safeway supermarkets.

According to reports, the case revolved around the San Francisco Board of Supervisors' ruling to ban the sale of cigarettes in stores which had a pharmacy - even if the pharmacy was not the main business.

The grocery giant contested the ban, saying it hurt sales and was unconstitutional.

However the judge dismissed these claims saying: "The purpose of the ... ordinance, to promote the public health by preventing people from becoming addicted to tobacco and by helping those already addicted to stop smoking, is legitimate and even compelling".

The City of San Francisco has welcomed the ruling, with San Francisco City Attorney Dennis Herrera telling media that "those who operate pharmacies have chosen to participate in our health care delivery system, and that should not include the delivery of cigarettes".

Students do the business

FOUR pharmacy students from the Queensland University of Technology have taken out the title at this year's National Student Business Plan Competition.

The winning team, made up of Sarah O'Dwyer-Mazur, Walter Maguire, Sara Budd and Seamus McWhirter, beat fellow finalists from the the University of Sydney and the University of Queensland to scoop the lion's share of the \$12,000 prize pool.

The competition was open to all pharmacy schools in Australia and is designed to encourage innovation among pharmacy

students, who will be the future owners of Australia's pharmacies.

This year entrants were given details of a fictitious "Foundation Pharmacy", from which to build their project, a move which, according to the Pharmacy Guild of Australia, made the competition easier to get into and more fun.

Guild National President Kos Sclavos said it was heartening to see such a "high standard of thought and innovation among these young pharmacy students.

"The industry faces many challenges but we clearly have some first rate human capital coming through to help community pharmacy grow and prosper".

The winning team is pictured below with major prize sponsors (from left): Marie Ritchie, PDL; Walter Maguire; Seamus McWhirter; Sara Budd; Sarah O, Dwyer-Mazur; Trevor Clarkin, Gold Cross; Wendy Phillips, the Pharmacy Guild of Australia and Shaun Rutherford, Blackmores.

OneTouch toothbrush

JOHNSON & Johnson Medical has this month launched a national consumer promotion in which customers will be able to redeem a free Oral B rechargeable toothbrush, valued at \$39.95, with the purchase of the Onetouch Verio Blood Glucose Monitoring System.



Drug education

MEDICINES Australia has defended educational events sponsored by pharmaceutical companies, saying they ensure prescribers have up-to-date drug information.

"You wouldn't get on an A380 if you knew Qantas hadn't received any information from Airbus about how to fly it," said Medicines Australia CEO Dr Brendan Shaw.

Speaking at an ethics seminar last week, Shaw said that the events must adhere to Medicines Australia's strict Code of Conduct.

"Gifts are banned, entertainment is banned, lavish hospitality is banned," he said.

"Doctors attend these events because they derive genuine professional benefit from their engagement with pharmaceutical companies," Shaw added.

Activity guidelines

THE UK Department of Health has released new activity guidelines which sets out the minimum physical activity required for a healthy lifestyle across three age groups.

For children under five the UK DoH recommended 180mins of activity every day (once a child is able to walk); whilst those between 5-18 years are advised to participate in 60mins (and up to several hours every day) of moderate to vigorous intensity physical activity.

Adults aged between 19+ are advised to engage in two and a half hours of moderate to vigorous intensity physical activity per week (as well as some physical activity every day and muscle strengthening twice a week).

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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is **Phytos Exa**, General Manager of **PharmaSave Australia Pty Ltd.**

Wholesalers

Over the past few years the three main wholesalers in Australia have seen their businesses sold or restructured which has presented the opportunity for pharmacists to review their trading allegiances.

All carry basically the same inventory so what should I look for to make sure I am getting the best value for my hard earned dollar?

With one delivery per day per pharmacy, for maximum efficiency "in time and in full" should be a key criteria in selecting a wholesaler.

If your wholesaler is providing you with this service you can feel confident that all your customers will get their needs met when they come to your pharmacy.

The wholesalers have branding offers attached either directly or closely aligned to the wholesaler and in recent years this includes a preferred generic offer, and sometimes these bundled offers may provide the best solution for you.

Banner groups can improve profit by leveraging through better buying and reduced costs for some services.

Independent pharmacies should take advantage of some of the very compelling offers currently available to consolidate their trading position.

This year we have seen changed wholesaler pricing and trading terms due to more direct supply.

In my 20 years in pharmacy this is not the first time we have seen these shifts to direct supply but the size of this change is the most significant.

Price disclosure will have a large impact on wholesaler profitability over the next few years, as the price of products drops, while transport costs will continue to rise even without the impact of a carbon tax.

New codes of practice may also increase compliance costs which will need to be passed on to pharmacy.

In summary, there are many combinations of offerings that you can make for your businesses future - so investigate widely, talk to your advisers and make a decision that maintains your competitive advantage and sustains profitability.

Pfizer extends order hours

PFIZER has announced a further tweak to its controversial direct distribution system, extending the cut-off time for orders to qualify for next day delivery.

The previous deadline was 1pm, but effective from today electronic orders can be placed before 3pm, while telephone/fax orders can be placed by 2pm Mon-Fri to be delivered on the next business day.

Items on the critical product list can also now be ordered by 3pm, with Pfizer Australia md John Latham saying the changes were due to pharmacy feedback and discussions with the Guild.

"Our goal is to deliver our medicines in a timely and reliable manner so that they reach Australian consumers where and when they need them," he said.

The change follows sustained opposition to the Pfizer Direct system, led by the National Pharmaceutical Services Association which is urging the government to intervene to ensure that PBS

medicines are also available via full line wholesalers.

Latham said Pfizer was working with the Guild to ensure that appropriate standards are upheld, claiming that the company's (confidential) agreement with the Guild "sets very similar rigorous standards to those outlined in the Community Service Obligation".

He said that in the first five months Pfizer Direct had fulfilled almost 220,000 orders, of which over 99.5% had been "delivered in full and on time."

"From day one we have responded to customer feedback, and we continue to make ongoing enhancements to our processes," Latham added, with Pfizer "committed to the supply of its own medicines in Australia."

"We do not seek to become a full line wholesaler and we are not claiming any of the government's CSO...despite this we guarantee next business day delivery to all but 17 remote pharmacies in Australia."



DISPENSARY CORNER

A NEW milk marketing campaign in California is urging men to buy their loved ones dairy products to help avoid the symptoms of premenstrual syndrome.

The California Milk Processor Board suggests that men are the true victims of the monthly scourge, with billboards and radio ads advising the sufferers on how to deal with their "hormonally challenged" wives and girlfriends.

A range of support tools are also being offered, including a website at www.everythingIDolsWrong.org which includes a spoof alert map of the "current global PMS level" and a "video apology enhancer".

Users of the site can also upload a photo to a special "puppy dog-eye-zer" inviting them to "give yourself a face that's hard to stay mad at".

And another key feature is a 'sensitivity vocabulator' which suggests using the word "passionate" instead of "irrational".

LIGHTNING doesn't often strike twice in the same place - but unfortunately it did for an unlucky US family on the weekend.

54-year-old Stephen Rooney died on Sat after being struck by a lightning bolt during a family picnic - 48 years after his father died due to lightning while on a fishing trip.

THE secret to abolishing malaria may lie in the smell of stinky feet, according to the Gates

Foundation which last week announced funding for a special "pungent project" in Tanzania.

Scientists believe that malaria mosquitoes may be strongly attracted to foot odour, and the proposal is for the development of traps to capitalise on this.

The idea came from Dutch researcher Bart Knols, who discovered the insects' foot affinity by standing naked in a dark room filled with mosquitoes and examining where he was bitten.

WIN A PURE SPA PACK



Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a Pure Spa® pack, courtesy of **Pure Spa**.

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