

Fighting for independent pharmacy since 2002.

PHARMACY ALLIANCE GROUP
Freedom to choose

Today's issue of PD

TODAY'S issue of *Pharmacy Daily* features two pages of news, plus a full page from API inviting pharmacies to boost their sales via its Pharmacy Best Buys monthly promotion, which will in September offer a major prize of a new car (p3).

MEANWHILE PD's congratulations go out to Meme Phung of Yousave Chemist Macquarie, who was the lucky winner of last Friday's Aromababy competition.

For more chances to win, see page 2 of today's issue.

Carbon tax to hit all - including pharmacists

THE leader of the Federal Opposition, Tony Abbott, has argued that the proposed implementation of the govt's carbon tax would have a marked effect on pharmacists and pharmacy businesses.

Speaking to reporters during a visit to McBeath's Pharmacy in Cherrybrook, Abbott quoted Pharmacy Guild figures which estimated that if the carbon tax were to go ahead, pharmacy owners would pay around \$2000 more in power costs.

Abbott went further, saying that the \$2000 was a conservative estimation, and that "the effect on our supplies is unknown".

"I've no idea how much of that they'll pass onto us," he said.

In addition Abbott argued that pharmacists may have to reduce services and hours to cope with the carbon tax "squeeze".

"And that's bad for people's health," he said.

PBS criticism 'unwarranted'

THE Pharmacy Guild says a front page story in today's *Australian* newspaper about the high cost of paracetamol on Pharmaceutical Benefits Scheme prescriptions is an unwarranted criticism of the PBS.

The report, written by Sue Dunlevy, has blasted the system which sees taxpayers paying up to \$8.32 per script to supply paracetamol to pensioners - when discount chemists offer the same medication for less than \$2.

Dunlevy argues that taxpayers are effectively paying \$43.22 for the paracetamol, including the \$34.90 cost to Medicare of the doctor's visit to get the script, plus \$8.32 in fees paid to pharmacists for a pack of 100 tablets.

With more than 467,000 scripts for paracetamol dispensed under the PBS over the last 12 months, this totals to a cost of \$2.26m.

The *Australian* story also cites higher costs for prescriptions for other items including Selsun Blue anti dandruff shampoo and

Metamucil, both of which are much cheaper from discount chemists.

However the Guild said that Australia's health system "and in particular the PBS" is widely recognised as being one of the best in the world.

"This is based not only on grounds of access, equity, structure and funding arrangements, but also with regard to health outcomes," said a Guild spokesperson.

"Taken as a whole the PBS is a very efficient scheme and, in negotiating the Fifth Community Pharmacy Agreement community pharmacy delivered about \$1 billion in savings to the government."

More than 1.8 million PBS Safety Net cards are issued each year, so removing paracetamol from the PBS would hurt sick patients the most, the Guild said.

A spokesperson for acting health minister Mark Butler said that when paracetamol was previously removed from the PBS, it resulted in higher cost, less appropriate and less safe painkillers being prescribed, which actually increased the overall cost of the PBS and led to it being quickly relisted.

Insulin delivery approval

THE EU has approved the V-Go Disposable Insulin Delivery Device with a CE Mark.

The V-Go is a fully disposable device designed to provide simple basal-bolus therapy for adults who require insulin therapy.

The device works by providing a continuous preset basal rate of insulin and allows for on-demand bolus dosing around mealtimes thereby providing an alternative to taking multiple daily injections.

Irish pharmacy pain

CUTS to the Northern Ireland health budget are likely to see up to 100 pharmacists across the country close this year.

The government has reduced funding by up to 30%, with pharmacy representative group Community Pharmacy NI taking the matter to the High Court.

Sublinox CA approval

CANADIAN regulators have approved Valeant Pharmaceuticals' orally dissolving tablet Sublinox (zolpidem tartrate), for the short-term treatment and symptomatic relief of insomnia characterized by difficulty in falling asleep, frequent nocturnal awakenings, and/or early morning awakenings.

Pharmacy layouts must work for Peak Period!



- Is every part of your store being trafficked?
- How strong and relevant are your current categories?
- Do they clearly support your health position, or... do they project a mixed business with a dispensary at the back?

Join Hilary Kahn for a one hour action packed online seminar that can immediately make a difference to your pharmacy.

2nd August 2011
2 x 55min Sessions:
11:00am & 4:00pm (AEST)

CLICK HERE to register



Annual Medicines Update

This program is being delivered in short course and full day format:

Short Course – Sydney CBD

15 June – Diabetes and Cardiovascular
22 June – Respiratory and Mental Health
23 June – Pain and Neurology

Full Day Program – Parramatta CBD

18 August 2011



www.psa.org.au

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



Inter professional Communication

Overcoming
Psychological Barriers

Event details:

Liverpool... 1 May
Illawarra... 5 June
Coffs Harbour... 17 July
Perth... 24 July
Newcastle... 18 Sept
Albury... 23 Oct
Tweed Heads... 13 Nov

10 Group 2 CPD credits

Register at:

www.psa.org.au

Guild Update

This week's update from
the Pharmacy Guild

MedsCheck

The MedsCheck and Diabetes MedsCheck Pilot, funded under the Fifth Community Pharmacy Agreement, is scheduled to get under way next month through selected community pharmacies.

The pilot will run to March 2012, with the national rollout of the services planned for mid-2012.

Community pharmacies representing a broad cross section of locations and demographics are being invited to participate in the pilot and will have the opportunity to inform the national rollout of these exciting new services.

MedsCheck is an in-pharmacy, patient-centred service funded under the Medicines Use Review Program that aims to enhance Quality Use of Medicines.

Diabetes MedsCheck is an in-pharmacy, patient-centred service funded under the Diabetes Medication Management Service Program.

The service provides a review of medications with a focus on the patient's type 2 diabetes medication management, their monitoring devices and self-management and where the patient has no timely access to other diabetes health services.

For more information on MedsCheck and Diabetes MedsCheck, visit www.5cpa.com.au and go to the Medication Management page via the 'Initiatives' link.



The Pharmacy
Guild of Australia

More call for moratorium

THE Council of Pharmacy Schools (CPS) has joined its voice to the growing number of industry bodies calling for a halt on the development of new pharmacy schools.

"As providers of Australian and New Zealand pharmacy graduates, the members of the CPS have noted, with some concern, the increasing numbers of both Schools of Pharmacy and of pharmacy degree programs," a statement from the CPS said.

As a result of CPS discussions, the organisation is now pressing for an urgent pharmacy-sector wide summit to debate the issues surrounding the pharmacy workforce.

According to the CPS' vision, the discussions would see delegates provide, share and consider accurate and complete data relating to pharmacist registration and employment, from which "short and medium term future roles of pharmacy

and pharmacists can be realistically envisioned".

The recommendation of a new pharmacy school moratorium and possible avenues for moving towards workforce stability are also flagged as high priority discussion topics.

Guild on sick certs

AUSTRALIANS should be encouraged to visit their local pharmacist for a sick certificate to free up doctors' time and relieve the drain on taxpayers money.

Responding to an article published in the Brisbane *Sunday Mail* regarding GPs and sick certificates, National President of the Pharmacy Guild, Kos Sclavos, said: "The fact that there could be up to 1.5 million unnecessary visits to doctors per year for sick certificates or other unnecessary administrative reasons is a scandal that should be addressed with urgency and common sense."

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
- ✓ 1 x Carmex® lip balm strawberry flavoured Click Stick™ with SPF 15

The unique formula of Carmex® lip balm helps to soothe, moisturise and relieve dry, chapped lips caused by environmental factors resulting in soft, healthy-looking lips.

For your chance to win this fantastic prize, simply be the first person to send in the correct answer to the daily question below to: comp@pharmacydaily.com.au.

What 2 flavours are the Carmex Click
Sticks™ available in?

Hint! Visit www.mycarmex.com.au

Congratulations to yesterday's lucky winner, Julie Sage
from Plunketts Chemmart Pharmacy.

DISPENSARY CORNER

A LIFE'S body of work.

The founder of the cryonics movement, Robert Ettinger, has been cryogenically frozen at his US Cryonics Institute, following his passing last week.

Ettinger wrote the seminal book *The Prospect of Immortality* in 1962, which advocates and explains the theory of cryogenics.

In a nutshell, cryogenics promotes the storage of human bodies post mortem, in freezing temperatures (to avoid decay), so that should a cure for ageing or disease be found in the future, they can be thawed and brought back from the grave.

Ettinger was born in 1918 and endured severe leg injuries in WWII, which led to the limbs being saved by bone graft surgery and his subsequent interest in the promise of future medical technology.

A FEW science sums may have saved the day.

An overly zealous truck driver, eager to deliver his quarry of sand in Beijing's Huairou, may have saved himself a whole lot of trouble by completing a simple calculation before driving onto the Baihe Bridge.

According to reports, the truck was carrying 160 tonnes of sand - 105 more than the 55 tonne rating of the bridge.

After just a few metres of travel on the bridge, the driver felt a sudden shift underneath his truck, which turned out to be the bridge, buckling and caving under the weight of sand and metal.

Fortunately no one was injured in the bridge collapse, however the driver was escorted from the scene for "questioning".



Drive your sales...

and one of
your customers
could be driving a
NEW CAR!



Image for illustration purposes only.
Prize will be a Polo 77TSI Comfortline Manual

**Now is the time to
boost your sales with
the proven pharmacy
retail promotion that
delivers more than
any other program.**

Pharmacy Best Buys is API's proven, low cost, easy to manage monthly promotion with over 500 pharmacies already benefiting from:

- ✓ **Excellent gross margins and competitive pricing**
- ✓ **Top sellers and market leading brands**
- ✓ **NATIONAL press advertising featuring your pharmacy details**
- ✓ **Catalogue distribution with your name and details exclusively on the cover**
- ✓ **FREE in-store point of sale including posters, price cards, spare catalogues, competition entry forms & wobblers**

WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is the multi award winning Volkswagen Polo 77TSI valued at \$24,300 with 5 state consolation prizes of Tom Tom GPS units (valued at \$447 each). Attract new customers to your pharmacy and encourage your existing customers to spend more!

Don't miss out. With printing and distribution of just \$130* per 1000 catalogues, Pharmacy Best Buys is the best value program in the market today, that's only 13 cents per catalogue.

This is the retail boost that will help drive sales and improve profits for your business. Sign up today and take advantage of our NEW CAR giveaway!

To find out more, free of any obligation; please contact your API Business Development Manager or API in your state.

NSW/ACT:	Kay Rice	P (02) 8844 2830
QLD:	Kim Munro	P (07) 3816 8601
VIC/TAS:	Marcia Ingham	P (03) 9904 0609
SA/NT:	Shoana Bannister	P (08) 8260 9400
WA:	Laura Di Pietro	P (08) 9350 0000

REGISTER NOW!

api

**+ PHARMACY
BEST BUYS**