



Joint + muscle Cream & Spray

Keeping Australia Healthy
Since 1845



Available from:
Symbion Customer Service:
1300 774 000
or Sigma Customer Service:
1300 132 293
Does not contain animal products
Available in 120ml spray and 100g jar
www.faulding.com.au

New look for Faulding

FAULDING'S Joint and Muscle creams and sprays have been re-launched with a new look, as part of a continued roll-out of Faulding's new packaging design.

The products are natural topical treatments providing immediate relief, and although the packaging has changed the formulation remains the same.

In keeping with consumer concerns about use of animal by-products the items contain no emu oil, and continue to offer good margins for pharmacists, with a \$16.99 recommended retail price.

The Faulding products are available from wholesalers including both Sigma and Symbion..

Call for COPD patients

GLAXOSMITHKLINE is calling for 80 Aussies who suffer from chronic obstructive pulmonary disorder, to participate in a worldwide study.

The research is being conducted simultaneously in 40 locations around the globe, and will investigate the effectiveness of a potential new treatment for COPD that delivers two bronchodilator (airway-opening) medicines in a single inhaler once daily.

At present international and Australian COPD treatment guidelines suggest the use of multiple bronchodilators daily as required to help breathless patients.

Participants will be asked to cease using their current medications and will be provided with study medication free of charge for up to six months.

For info call 1800 800 285.

Sydney supports moratorium

PROFESSOR Iqbal Ramzan, Dean of the Sydney University Faculty of Pharmacy, has added his support to a review of pharmacy schools in Australia, defending Sydney from recent suggestions that larger unis are to blame for the oversupply of pharmacists in Australia.

"This is a simplistic and narrow view of the issue for which there is no evidence," he told *PD* today.

"To continue our focus on research-informed quality teaching, we maintain a consistent level of admissions to ensure our students experience a higher staff to student

ratio, allowing for more time to spend with students," he said.

Ramzan said he also supports a moratorium on new schools, along with a freeze on numbers in existing courses, as well as an evaluation of current accreditation processes and standards.

He said that despite commentary on the oversupply, the Graduate Careers Australia report (*PD* 05 Jul) indicates that pharmacy graduates are in fact "securing full-time work at rates above other professions," with these figures backed up by employment rates for University of Sydney pharmacy alumni.

Sydney University would "happily contribute to a summit on the topic" as suggested by the Council of Pharmacy Schools, with Ramzan saying he supports an "educated, robust but respectful discussion about the issues so that the best outcomes are arrived at for this noble profession".

CPD accreditation

ACCREDITED continuing professional education activities for pharmacists will in future show an Australian Pharmacy Council CPD logo (below) along with an official accreditation number, according to the peak Australian Pharmacy Liaison Forum (APLF).

The APLF this morning released a series of Frequently Asked Questions about accredited CPD for pharmacists, in the light of the annual CPD requirements of the Pharmacy Board of Australia which this year require 20 credits for the 12 months to 30 Sep.

Next year this will increase to 30 CPD credits, and 40 for the year ending 30 Sep 2013.

See <http://bit.ly/APLF-CPD>



WTF are you FBing?

THIS year's upcoming Pharmacy Australia Congress includes a presentation from Senior Health Services Research Fellow in Medicine at Monash University, Greg Duncan, on how to use social networking sites, such as Twitter and Facebook, well.

The presentation will also canvass potential pitfalls to avoid.

"Numerous reports exist describing job losses, student exclusion and more in the pharmacy setting alone because of what has been accessible via a personal Facebook or other site that either identifies and/or criticises patients, gives unprofessional (and often uncivil) criticism of employers or teaching staff, displays of 'unprofessional' behaviours in social settings and so on," said Duncan.

"It is neither practical nor possible to prevent the use of such digital resources so guidelines for how to establish and manage a digital presence and maintain a professional public persona are essential," he added.

PAC11 is being held at in Melbourne from 6-9 October 2011 - to register see pac11.com.au.

Qantas prostate support

QANTAS has announced a new partnership with the Prostate Cancer Foundation of Australia to improve Australian prostate health.

As part of the agreement Qantas has agreed to fly nurses from across the nation to centres where they will undertake training to become Australia's first specialist prostate cancer nurses.

As an added bonus the airline will also boost awareness of the condition via advertising and onboard announcements.

"Earlier this year I was tested and discovered that I had an aggressive form of prostate cancer," said Qantas ceo Alan Joyce.

"My doctor told me that there was an 80 per cent chance that I would have been dead within 10 years if it hadn't been detected when it was.

"I consider myself to be one of the lucky ones and would encourage all men over 40 to be tested regularly," he added.

The new prostate nurses will provide a nursing service for men and families impacted by prostate cancer in metropolitan and regional communities and help educate patients and other health care professionals about the disease.

The Prostate Cancer CFoundation aims to build the program to about 15 nurses within three years, and then increase it further to 50-60 nurses within six years.

Prostate cancer is the most common cancer currently diagnosed in Australia.

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Fragile X awareness

A NEW study involving Aussie researchers from the University of NSW and Monash University will look at the spectrum of the rare Fragile X mutation, which is a leading genetic cause of autism and intellectual disability.

Fragile X is affects the X chromosome, and can cause a range of physical and intellectual disabilities and behaviours.

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.

- 30 Jul:** Renal Masterclass seminar; Coffs Harbour, NSW 02 9431 1125.
- 31 Jul:** First Aid Certificate Course; North Sydney Leagues Club - 02 9431 1125.
- 31 Jul:** Practical Diabetes Management for Pharmacy; Coffs Harbour - 02 9431 1125.
- 31 Jul:** Vitamin D Pharmacy Only Seminar; Sofitel - 1300 650 455.
- 31 Jul:** Using Medical Devices - hands on workshop, Guild House Sydney 02 9467 7132.
- 01 Aug:** Discussion Group - Travel Health; University of Tas School of Pharmacy 03 6231 2636.
- 14-18 Aug:** Medici Capital Pharmacy Snow Business Conference 2011, Mount Buller, Victoria - www.medici.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

Medicines help community

MEDICINES Australia will tomorrow officially unveil its new website and campaign which aims to highlight the benefits that the Australian Medicines Industry brings to the health and wealth of the nation.

Foreshadowed last month (*PD* 01

NZ pharmacy campaign

THE New Zealand Pharmacy Guild has this week been undertaking a concerted public lobbying campaign, including placing full page advertisements in major NZ daily newspapers to "highlight the valuable and essential role community pharmacists play in primary health care".

Guild members are also being encouraged to display collateral in their pharmacies as part of a Be Bold campaign which urges them to be more assertive in speaking out about the major issues facing the community pharmacy sector in NZ.

The campaign comes in the lead-up to this year's NZ election - see www.pgnz.org.nz.

Jun), the public website is part of a broader initiative to explain to the public who the industry is and what it does.

"Most people don't really know that we have a medicines industry in Australia," said MA ceo Dr Brendan Shaw.

He said the site highlighted the \$4 billion in annual exports generated by the pharmaceutical sector - more than the car or wine industries.

"There's a whole range of ordinary Australians doing extraordinary things and we want to get that message out there".

As well as information about making and using medicines, the site will have career advice, job advertisements, a section on the history of medicines and a regular industry blog by Dr Shaw.

There will also be consumer advertising in major newspapers, and Medicines Australia has produced a video which is now online  at youtube.com/pharmacydaily.

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.

More than _____ Carmex products are sold every minute around the world?

Hint! Visit www.mycarmex.com.au

Congratulations to yesterday's lucky winner, **Nora Fenton** from **The Pharmacy Guild of Australia, NSW**.

Indigenous projects

THE Federal govt has announced \$10 million in funding for 38 community driven projects around the nation to encourage Indigenous people to quit smoking, eat healthy, exercise more and better manage their own chronic health issues.



DISPENSARY CORNER

SOMEONE get the first aid kit.

Terrified swimmers at Lake Shira in Siberia, eastern Russia, swam for dry land after a pet crocodile escaped off its leash.

According to reports, the 180cm reptile was brought to the lake to pose with visitors for photos, but managed to slip into the water whilst its owner haggled with tourists over the price of souvenirs.

"I was swimming and suddenly realised there was a crocodile in the water," said one swimmer.

"I was so frightened I almost lost my mind," she added.

The croc was eventually recaptured by a specialist wildlife unit and taken to an aquatic centre to recuperate.

"It was quite a young crocodile and there is plenty of food in this lake - swimmers," said the wildlife officers.

"We didn't want him to escape and grow any bigger," they added.

YOU'VE heard of the dangerous practice of plankton - but it's got nothing on another new daredevil craze called 'balconing'.

The highly risky pursuit is apparently undertaken by mostly drunk British tourists staying in holiday resorts in Spain.

Balconing probably requires a bit of inebriation, because it involves guests on high hotel floors jumping from room to room via their balconies - or alternatively leaping from the balconies into hotel pools.

At least six people died last year undertaking the extreme sport, according to *USA Today*.