

Pharmacy DAILY

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PHARMACYDAILY.COM.AU

Today's issue of PD

TODAY'S issue of *Pharmacy Daily* features two pages of news, plus a full page from the Pharmaceutical Society of Australia which gives details of its Offshore Refresher Conference 2012 in Istanbul (p3).

MEANWHILE PD's congratulations go out to Joanne Shalala of John's Chemist Guildford who was last Fri's competition winner.

For more chances to win see page 2 of today's issue for the first instalment in our Carmex comp.

Phebra DA approval

AUSTRALIAN pharmaceutical company Phebra has received final approval for its new manufacturing plant in Sydney's inner north-west.

Lane Cove Council has approved Phebra's Development Application with building expected to commence next month.

Plant equipment on order will arrive in Australia in late 2011, with a cornerstone of the facility being a new multi-purpose sterile injectables plant.

"The new plant will expand our current research programs for the development of medicines which we can supply for all-important clinical trials throughout Australia," said CEO Dr Mal Eutick.

Synthetic cannabinoids

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of the use and availability of a range of synthetic cannabinoid products being promoted as an alternative to marijuana.

The bulletin can be downloaded at auspharmlist.net.au/ebulletin.php.

GMiA looks to pharmacy

PHARMACISTS across Australia can expect to see more from the Generic Medicines Industry Association (GMiA), with this week's launch of a national brand campaign into pharmacy.

The promotion will highlight who GMiA's members are and what its membership stands for.

Putting a face on GMiA, representatives of its member companies will themselves directly deliver the campaign to pharmacists working in both community and hospital pharmacy.

"Members of GMiA adhere to a high standard of conduct and provide a high level of support to pharmacy and community health generally," said GMiA chief executive officer Kate Lynch.

"We wanted to remind our customers of this fact," she added.

Throughout its campaign GMiA will highlight the common set of principles to which its members adhere, including: making high quality medicines affordable for

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Diabetes and the mind

A NEW report released by the Australian Institute of Health and Welfare has found that Australians with diabetes have a higher prevalence of poor mental health and general wellbeing, compared with diabetes-free Australians.

The *Diabetes and poor mental health and wellbeing: an exploratory analysis*, report found over 17% of diabetes sufferers aged 16-85 also had anxiety, affective or substance abuse issues.

Australians today and in the future and providing ongoing education and professional development to Australian healthcare professionals to support community health outcomes that assist all Australians.

Other principles include high standards for manufacturing; making Australian generics consistently safe, effective, of high quality and a global benchmark; as well as respecting the "intellectual property rights of truly innovative medicines".

GMiA members include Aspen, Ascent, Apotex, Alphapharm, Hospira and Watson - gmia.com.au.

NAPSA future fund

THE National Australian Pharmacy Students' Association has launched a Future Fund, in a bid to secure the organisation's ongoing financial security and to facilitate further education opportunities for members.

Peter Saccasan from the Pharmacy Guild of Australia, NAPSA Honorary Life Member Patrick Reid and the Pharmaceutical Society of Australia's Grant Kardachi have been named as the inaugural trustees of the Fund.

"I'm excited to see NAPSA on a new path of self-sustainability, future planning and management," said NAPSA's National President, Ashleigh Coome.

"I hope to see NAPSA continue to move forward, grow and build on its successes in the years to come because of the initiation of this Fund," Coome added.

WA pharmacist winner

THE Pharmaceutical Society of Australia has bestowed its 2011 PSA Award for QUM in Pain Management upon West Australian pharmacist Penny Tuffin.

Sponsored by Mundipharma, the award recognises Tuffin's exceptional and outstanding contribution to the quality use of medicines through direct clinical care of patients suffering from persistent pain.

"Penny Tuffin is indeed a very worthy recipient who through her actions, words and deeds has been one of the most inspiring pharmacists in ensuring people with pain are considered a national health priority," said PSA National President Warwick Plunkett.

"Throughout her pharmacy career, Penny has been a leader, not only in the provision of clinical pharmacy services for patients with pain, but a strong advocate for expanding the role of pharmacists in this area, and improving the understanding of pain medications in the healthcare and general community," Plunkett added.

Amgen top employer

AMGEN has been named as one of Australia's top 50 employers, by the Great Place to Work Institute.

Placing in the top 25 (out of the top 50) out of a pool of 207 organisations, Amgen scooped up the title after an extensive assessment of its policies, benefits and programs including initiatives that focused on work/life balance, environmental sustainability, health and wellness, diversity and career advancement.

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Weekly Comment

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

This week's contributor is Shannon Kerr, Marketing Mgr from Instigo Retail Solutions.

Loyalty, Lifetime Value and Profitability

THE ongoing challenge in a pharmacy/ retail business is understanding what motivates and influences your customers and is far more complicated than merely offering your customers discounts; it is about driving profitable customer relationships.

In a tight retail market, the value of holding onto your current customers makes far more sense than spending your entire budget attempting to lure new customers (it is 7-10 times more expensive to attract a new customer rather than retain one).

Gaining greater awareness of who your customers are and what drives customer loyalty is essential in today's retail environment.

All customers are not created equal in what they give to your business.

Recent research into independent pharmacy loyalty has shown that members who are engaged and participate in a loyalty program visit twice as often and spend four times as much as those that don't, and an average loyal member shops 11.8 times a year and contributes to 65.7% of total loyalty sales v a non engaged customer who transacts just 1.1 times per year on average.

Loyalty programs are sometimes perceived as giving away margin, but they are actually a means of providing an offering that strategically places your store at the forefront of customers' minds and wallets.

A good loyalty program results in increased profitability, increased competitive advantage and increased market intelligence about your customers and their spending habits – enabling you to market to them accordingly.

Symbion's Faulding growth

SYMBION'S strategy to revive its Faulding brand has paid off, with the company reporting strong sales growth across Faulding's five new products.

Of particular note is Faulding's Probiotic 30s which is achieving an average of 8% month-on-month sales growth since its launch last year.

In a bid to further push sales growth and build brand awareness the company also recently launched a TV advertising campaign, as well as a new website in support of Faulding Probiotic 90 which has been added after feedback from pharmacists at the APP conference..

Symbion has also extended its TV campaign and is sponsoring Ch 7's *Sunrise* program for a six week slot.

"It's certainly an exciting time for the brand. As well as the new advertising campaign we have a number of new products in the pipeline which will be launched in 2011," said Melanie Bosanko, Product Manager for Symbion Consumer Products.

Picasso funds research

THE University of Sydney is set to scoop up AU\$20.6m for scientific research, after a Picasso painting, *Jeune fille endormie*, given to the uni by an anonymous donor fetched £13.5 million at auction.

"The proceeds of the sale of the Picasso will go to a wonderful cause," said Dr Michael Spence, Vice-Chancellor of the University of Sydney.

"They will create multiple endowed chairs across several disciplines within a new multidisciplinary University centre dedicated to research into obesity, diabetes and cardiovascular disease," he added.

SensaSlim assets frozen

THE Australian Competition and Consumer Commission has had all assets of the SensaSlim diet company frozen, after finding that research cited in its marketing campaign was fabricated, according to *Fairfax Media*.

The SensaSlim website claims the product is based on "the world's largest weight loss trial".

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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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.

Try it for yourself and experience why this award-winning lip balm is a favourite of celebrities and make-up artists all over the world!

For your chance to win this fantastic prize, simply be the first person to send in the correct answer to the daily question below:

In what year was the Carmex® lip balm traditional jar created?

Email your answer to: comp@pharmacydaily.com.au.

Hint! Visit www.mycarmex.com.au

DISPENSARY CORNER

PEOPLE in need of a comforting cuddle - search no more!

Inventors from the University of Electro-Communications in Tokyo have created a device which can dish out the hugs - albeit with strings attached.

The Sense-Roid looks like the torso of a mannequin and is covered in silicone skin, inside of which features pressure sensors.

To score a hug, users need to don a special jacket with an inbuilt air compressor.

Instead of literally being embraced by the torso, the air compressors react to the user embracing the mannequin and replicate the pressure of a hug.

Additional vibrations in the jacket add to the effect.



Sense-Roid makes everything OK

WHO loves shopping the most?

Surprisingly it's not Americans, with a recent poll showing only 39% enjoy shopping for clothes, whilst 30% don't really care and 30% dislike it.

Conversely around nine out of ten people in India told researchers that they enjoyed clothes shopping, with just over half (58%) saying they loved it.

Large majorities of citizens of China (79%), Singapore (69%), Spain (60%), Italy (60%) and Great Britain (53%) also said they liked shopping for wearable items.

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