

Inter professional Communication

Overcoming Psychological Barriers

Event details:

Liverpool	1 May
Illawarra	5 June
Coffs Harbour	17 July
Penrith	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

Accredited cultural competence course

THE Pharmacy Guild of Australia is pleased to announce CPD accreditation of the online Aboriginal and Torres Strait Islander Cultural Competence Course, provided by the Centre for Cultural Competence Australia (CCCA).

The course, which has recently been developed by CCCA to meet the needs for cultural competence training, has been accredited for 14.0 Group 2 CPD credits.

The course forms the foundation step within a pathway to cultural competence, and has been adopted within both public and private sectors for delivery to all employees.

CCCA are also pleased to announce a half-price offer to all Guild members, available until the end of the financial year.

For more information about CCCA and the course, visit www.ccca.com.au



The Pharmacy Guild of Australia

PBS targeted in trade pact?

TRADE negotiations between Australia, the US and other Asia-Pacific countries may have implications for the Pharmaceutical Benefits Scheme, with an influential group of US senators pushing for the proposed Trans Pacific Partnership (TPP) to include the "highest standards of protection for intellectual property rights".

About 30 US senators have reportedly written to President Barack Obama about the proposed pact, saying they are concerned about issues relating to US "biopharmaceutical innovators".

Makers of new medications "gain little if the authorities responsible for pricing and reimbursement are able to set the terms of sale through arbitrary and non-transparent means," the senators said in their letter - clearly alluding to systems such as the Australian PBS as well as New Zealand's Pharmac, which buys drugs in bulk on behalf of the government.

New Bisolvon promo

BISOLVON has today launched a new social media campaign featuring Australia's "Fully Sick Rapper".

The company is urging consumers to learn the difference between a chesty cough or a dry cough, which has "important implications for the way people manage their coughs".

In the latest Bisolvon Cough Survey only about 11% of people followed the recommended cough etiquette method of coughing into their elbow, despite most people thinking this was an extremely or very important public health issue.

A Facebook page and a Youtube video are both part of the campaign, with the video also able to be viewed on the *Pharmacy Daily* YouTube channel at youtube.com/pharmacydaily.

Today's Pharmacy Daily

PHARMACY Daily today has two pages of news plus a third page promoting the InstantFX Instant Eye Makeover product which contains Hyadisine.

For details see page three.

Generic Depakote

MYLAN Pharmaceuticals has announced the US launch of a generic version of Abbott's Depakote Sprinkle Capsules (divalproex sodium) which are used to treat certain types of seizures.

Total US sales of divalproex sodium capsules amounted to US\$89m for the year to 31 Mar, according to IMS Health.

Macular Degeneration winners



ABOVE: John and Kathy Assaparin of Parkside Pharmacy were special guests at a dinner in Sydney last Friday night to launch Macular Degeneration Week.

They were hosted by Blackmores, which invited the couple because their pharmacy won first prize in a competition for the most eye-catching window display of its vision health products.

"Pharmacists play a strong role in helping Australians maintain their eye health," the company said, with

a percentage of sales of products such as Lutein-Vision, Macu-Vision and Lutein-Vision Advance donated to the Macular Degeneration Foundation to help fund its work.

Blackmores ceo Christine Holgate said that over the past decade Blackmores had helped to raise more than \$2 million for the Foundation to help find a cure for blindness from the disease.

She also announced a further \$200,000 contribution over five years for a research fellowship.



Don't want your customers to get Fully Sick this winter? Then watch the new Bisolvon cough rap by clicking here.





At Novotel Darling Harbour
SYDNEY 21-23 September 2011
Presented by Geoff Perry, FMRC Bus Dev.
Over 2,000 Pharmacists have attended
Click here for brochure.
Gain 26 CPE points
"The most practical, demystifying course I have been to."
- Megan Kelly, Kiama



FDA approves new hepatitis C medication

THE US Food and Drug Administration has approved Incivek (telaprevir) for the treatment of adults with chronic hepatitis C infection.

The approval will see Incivek used for patients who have either not received interferon-based drug therapy for their disease, or have not responded adequately to other therapies.

Incivek, marketed by Vertex Pharmaceuticals is taken in tablet form three times a day with food, and is recommended to be used for the first 12 weeks in combination with peginterferon alfa and ribavirin.

Special Expo issue

PHARMACY Daily will produce a special printed issue to be handed out during the upcoming Pharmacy Expo which will take place in Sydney 17-19 Jun.

For advertising opportunities in this special Expo issue contact our marketing mgr Lisa Maroun on advertising@pharmacydaily.com.au.

US community pharmacy push

HUNDREDS of pharmacists are expected to visit Washington DC this week as part of a lobbying effort to boost the profile of community pharmacy in the US.

B. Douglas Hoey, ceo of the National Community Pharmacist Association, has launched a call to arms to highlight the "unique role that independent community pharmacies play in America's health care system today".

That's despite the proliferation of massive national pharmacy chains in the USA, with Hoey saying that independent community pharmacies still dispense about 40% of all retail prescriptions.

"These small businesses employ 315,000 people, including some 63,000 pharmacists.

"As community pillars, they contribute greatly to their local economy and tax base," he said.

Hoey also added that the independent community pharmacists dispense a greater percentage of "cost-saving generic drugs" than some other pharmacy

providers such as mail order.

Echoing similar rhetoric to that heard in Australia recently, he said community pharmacists are a "natural resource to help tackle some of the biggest health care challenges" facing the US.

Key issues include the incorrect use of legitimately prescribed medications, which is estimated to cost the US health system up to \$290 billion every year.

He said formalised patient-pharmacist counselling had been shown to produce as much as a 12 to one return on investment, with legislation currently before the US congress aiming to fund medication reviews and face to face consultations with pharmacists.

Also currently at stake is a bill which would allow independent US community pharmacies to collectively negotiate the terms and conditions of contracts with health insurance companies.

BioCeuticals incentive

BIOCEUTICALS is reminding pharmacists to enter its Fish Oil Challenge, which has a first prize of \$5000 in cash and five \$1000 second prizes.

The BioCeuticals account holder who sells the most products will win, with each participants' current points tally viewable online at www.bioceuticals.com.au.

The competition is open until 30 Jun for all account-holding pharmacists, GPs, specialists and health care practitioners.

Nasal innovation

BIO REVIVE has launched a new OTC nasal spray which uses one daily dose to provide relief for acute and chronic sinusitis.

Nasodren is an aqueous solution developed in Europe containing cyclamen extract which is claimed to help drain, clear and decongest the sinuses.

The company says Nasodren's efficacy has been proven through 15 published clinical trials.

It costs \$39.95 for one pack - see www.nasodren.com.au.



DISPENSARY CORNER

SOCCER fans be warned - an expert in infections says that vuvuzelas could spread disease.

The tuneless plastic trumpets rocketed in popularity during last year's FIFA World Cup in South Africa, with the droning of thousands of vuvuzelas forming a backdrop to most of the games in the tournament.

A paper presented in the PLoS One journal shows that a single person blowing on a vuvuzela in a crowded venue could easily infect many others with illnesses such as influenza or tuberculosis, due to the "spittle shower" emitted when it's being played.

Organisers of the London 2012 Olympics are currently considering whether to allow vuvuzelas to be used.

Researcher Ruth McNerney from the London School of Hygiene and Tropical Medicine suggested that instead of an outright ban, a "vuvuzela blowing etiquette" could be instituted so that people who are unwell don't blow their trumpets near others.

PHARMACIES looking into expanding their optical range could stock a new product developed by a Chinese farmer.

Zhang Xiaolong has fitted his roosters with specially made glasses (below) to stop the aggressive birds from fighting.

The optical innovation is actually a type of "blinker" which stops the chickens from being able to see straight ahead, which makes confrontations harder.

The farmer from Xiamen said he was losing ten birds a day due to the fighting, but now the coop is much more peaceful.



WIN A WOMEN'S PAMPER PACK FROM GAIA SKIN+BODY



This week **Pharmacy Daily** is giving five lucky readers the chance to win a Women's Pamper Pack from **GAIA SKIN+BODY**.

Each prize pack is valued at \$59.80 and includes a Creamy Cleanser, Intensive Moisturiser, Facial Exfoliant and a Skin+Body Collection.

Everyday stresses can leave your skin feeling dry, sensitive and in need of renewed freshness. GAIA SKIN+BODY harnesses the power of organic oils, active organic botanical extracts, natural vitamins, anti-oxidants and amino acids, to effectively combat dryness, calm sensitivities and retain moisture.

For your chance to win this fantastic GAIA SKIN+BODY pack, email your answer to the question below by COB on Friday.

In 25 words or less tell us what makes GAIA so great for women's skin?

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

Five most creative entries will win this fantastic prize pack and their names will be announced in **PD** on Monday 30th May.

INSTANTfx™

Instant Eye Makeover

The first product to contain **NEW** wonder anti-aging ingredient **Hyadisine™** – the most hydrating skin care ingredient in the world – **NEW INSTANT FX™** will be selling out in no time and **YOU** can be one of the world's first stockists!

Leading Australian bio-tech company The IGEA Group - behind breakthrough super brands David Babaii, Super Slim, and Skin Physics Cellugen – continues to break scientific boundaries.

We are proud to introduce the latest BUZZ in anti-aging that has scientists and beauty experts asking: “is this the best eye-makeover product ever made?”

INSTANT FX™ Instant Eye Makeover by Skin Physics®

This NEW unique sonic vibration device contains 11 powerful active ingredients and is backed by at least 9 clinical studies to guarantee the ultimate in anti-aging effectiveness.

3-in-1 INSTANT FX targets fine lines and wrinkles, dark circles AND puffy under-eye bags.

And what's more, this neat little device delivers **INSTANT effects** while working on delivering **LONG TERM results** at the same time!

Our first batch has already COMPLETELY sold out!!

The next batch is arriving on 26th May and as stock is limited to 250 units per store, make sure you get your order in NOW!!

- HIGH YIELDING
- HIGH VOLUME

PLUS FREE tag advertising opportunity for your store:

A massive national advertising campaign on Fox TV and in Body and Soul, Sunday Telegraph, Sun Herald, Herald Sun, Woman's Weekly, Woman's Day, New Idea, OK Magazine, Famous and many many more.

Help your customers get their hands on this incredible anti-aging revolution.



DON'T MISS OUT!

Ensure you get stock in time for one of the biggest beauty product launches in Australia **BUT HURRY!** This exclusive offer will only be sold in Myer, Priceline and a maximum of 300 stockists in each state... make sure you're one of them!

Don't miss out! Call your friendly IGEA representative on 1300 853 833 for more information.

