

Liquid Calcium + D
Calcium RDI Just 20ml
Equivalent to Calcium in 4 cups of milk

Click Here for More Information

www.mylifespace.com.au/retailer

Exclusive to Pharmacy | Call: 03 9314 3337

Superior
Absorption
Natural
Banana Flavour
Lactose
Free



Pertussis protection

THE Department of Health has launched a new public health campaign centered around pertussis (whooping cough).

The campaign aims to provide parents and healthcare providers of newborns with the latest advice on what they can do to protect babies from whooping cough, including how they can become better at identifying the disease, how babies can be protected, and how to help prevent whooping cough from spreading.

The campaign will include a mail-out to new parents, whilst GPs and other immunisation providers will be provided supplementary education workshops.

MEANWHILE the Govt has also announced a reform of Australia's childhood immunisation arrangements with the aim of increasing the immunisation rates of Australian children over time.

As a result of the reforms families will now need to have their children fully immunised to receive the \$726 Family Tax Benefit Part A end-of-year supplement.

Other changes include the introduction of a new immunisation check for children at two and five years of age, whilst children will for the first time be required to receive vaccines for meningococcal C, pneumococcal and varicella (chicken pox).

A combination vaccine will also replace individual doses of vaccine for measles, mumps, rubella and chicken pox – which means children will be immunised against measles, mumps and rubella earlier, at 18mths instead of the current four years.

Guild attacks Forum stance

THE Pharmacy Guild of Australia has gone on the attack against the Consumer Health Forum's (CHF) calls for a Senate Inquiry into the Fifth Community Pharmacy Agreement, saying the CHF is "mixed up" on its 5CPA stance.

The comments are in reaction to a review of a 5CPA analysis by the CHF in May last year, which welcomed the Agreement saying "for the first time in the history of Community Pharmacy Agreements, the views of consumers were specifically sought, and some of their concerns appear to have been taken into account in the final version of the Agreement".

According to the analysis the "CHF received funding from the Australian Government Department of Health and Ageing (the Department) to inform the Government about consumer views on the content and implementation of the Fifth CPA.

"CHF's consultation process involved initial informal consultations, two focused teleconferences, a national consultative workshop and a discussion paper on the implementation of the Fifth CPA.

"On the whole, CHF is pleased with the final version of the Fifth CPA," the CHF analysis said.

In light of the analysis the Guild called the CHF's call for a Senate Inquiry into the 5CPA "bewildering".

"Last week a statement issued by the forum said: 'The secrecy surrounding this deal is a real concern,'" the Guild said.

"It is frankly bewildering that the CHF would now describe the Agreement as a 'secret deal,'" the Guild added.

As such, the Guild is now calling on the CHF to withdraw its attacks on the Agreement, or to explain "how it got it so wrong in May 2010".

"The Fifth Community Pharmacy Agreement delivers quality pharmacy services to all Australian consumers, and underpins the viability of our highly regarded community pharmacy network," the Guild said.

"The results in the first 17 months of the Fifth Agreement regarding services and programs roll-out have been outstanding," the Guild added.

Qld PSA award winners

THE Queensland Branch of the Pharmaceutical Society of Australia has awarded its annual Gold Medal to Peter Mayne for his outstanding contribution and exceptional service to the Pharmacy profession and to PSA.

The Gold Medal is usually awarded to a PSA member who has clocked at least two decades of continuous service to the organisation that includes service at the state and/or national levels.

During his time with the PSA Mayne has worked on the PreReg Training Committee, been a Member of the Queensland Branch Council then Committee, held the position of Treasurer for seven years and received the Bowl of Hygeia award in 2005.

Mayne was also Chaired the Organising Committee for PAC 2006 in Cairns, has been the author of the *Guide to Regulated Restricted Drugs in Qld* since 2002 and has organised and run the Queensland Pharmacy Student of the Year final for many years.

MEANWHILE Madeline Orange from the Queensland University of Technology has also been recognised by the Qld PSA branch, having been named as the Professor James Dare Graduate of the Year.

MA on gene patents

MEDICINES Australia has thrown its weight behind the Government's *Raising the Bar Bill*, which supports gene patents for genetic materials.

Currently before Parliament, the Bill, according to Medicines Australia, will bring Australia's intellectual property system into line with intellectual property systems in other OECD countries.

"Patents on biological materials are important because they guarantee ongoing investment in developing cutting-edge medicines and therapies," said the Chief Executive of Medicines Australia, Dr Brendan Shaw.

"There is no doubt that Australia's patent system needs to be reformed.

"The *Raising the Bar Bill*, is more balanced and constructive than the proposed ban on gene patents," he added.

REGISTER NOW FOR 2012

GUILD CLINICAL INTERN TRAINING PROGRAM



With final exams over, now is the time to enrol! The Guild Clinical Intern Training Program is a practical, Community Pharmacy based program which prepares Interns for a career in Pharmacy. Offer an Intern placement today and recommend they enrol with Guild ITP.

Guild Interns highlight their enthusiasm for the program "*We felt valued as individuals, love the support and interaction as well as the networking with owners – thank you Guild – Class of 2011!*". Don't delay, interns should enrol NOW for 2012.



Guild
Pharmacy Academy

Register NOW by contacting Guild Clinical on
02 9467 7124 or email david.bryant@nsw.guild.org.au

new

TOOTHPASTE THAT HELPS
REPAIR
SENSITIVE TEETH*

*When used twice daily as directed on pack

Breakthrough NovaMin® Technology

new
SENSODYNE REPAIR
Sensodyne Repair and Protect toothpaste box.

For the relief of sensitive teeth. ALWAYS READ THE LABEL. Use only as directed. Consult your healthcare professional if symptoms persist. Sensodyne®, NovaMin® and the rings device are registered trade marks of the GlaxoSmithKline group of companies.

GSKJPDPR0911

“Boost Your Financial Management”



At Hyatt Regency Sanctuary Cove
GOLD COAST 20-22nd March 2012
Essential skills you need for profit & growth.
Over 2,000 pharmacists have attended.
CLICK HERE to go to brochure.
CPE Accredited.
“The most practical, demystifying course I have been to” - Megan Kelly, Kiama



Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is **Darren Dye** from **Pharmacy Alliance**.



What makes your pharmacy different?

As a busy independent pharmacy owner, often dispensing pharmacist, bookkeeper, councillor and go-to person for your pharmacy, it's difficult to find the time to think about the point of difference of your pharmacy in relation to your competitors and improving/sustaining your profits.

What makes your pharmacy a destination for customers?

To answer this you need to look at areas including: range, service and services-disease state management.

Range - The first step to looking at range starts with your customers. Who are your customers? What do they buy? Secondly, you need to understand what is and isn't selling. Reviewing your sales data provides accurate insight into what product is moving and what isn't. An important measure to help you manage your range is stock turns. Stock turns tell you how many times stock or inventory is being sold or purchased over a given period of time. Stock turns should average 12 per year (ie. once a month).

Services and Services-Disease State Management - Many of those who visit your store are seeking help on managing a condition. Understanding the ins and outs of asthma, weight management, cholesterol, depression and anxiety, diabetes, etc., isn't practical.

Again it comes down to finding out what your customers' needs are so you can focus on providing advice to the majority of your customers.

Complementary knowledge

COMPLEMENTARY Medicines are a distinct class of medicine from over the counter and prescription medicines and as such require a separate base of knowledge and understanding, according to the Complementary Healthcare Council of Australia (CHC).

Speaking in response to comments from PSA National President, Grant Kardachi, which suggested that it is the role of Industry to ensure pharmacy staff hold knowledge of the complementary medicines that they are selling, the CHC said that it has established a professional development program designed for those looking to improve their complementary medicine knowledge base, in particular pharmacists and pharmacy assistants.

“Industry accredited and soon to be attracting significant CPD points, it exists to bridge the gap for Pharmacists, Pharmacy assistants and anyone else looking to gain further knowledge and

understanding of the Complementary Medicines Industry,” said Dr Wendy Morrow, Executive Director of the CHC.

“In addition to our Professional Development Program, the CHC continues to actively work with the TGA and other stakeholders to develop better guidance documents for those in Industry, as well as offering regular education and training seminars for both Industry and Consumers,” she added.

According to the CHC, complementary medicines education is particularly pertinent for pharmacy staffers as approximately 40% of all complementary medicines in Australia are purchased in pharmacies.

The CHC's training program provides “in-depth an up to date non product, non-brand training”, and is made up of individual certificates which are designed to complement existing skills, see - www.chc.org.au/Education-Programs.

DISPENSARY CORNER

GOOD exercise.

A British animal lover dragged a piano up the side of a mountain to play Beethoven for a group of blind elephants munching on grass.

The man, Paul Barton, told media that he did the stunt to raise money for the endangered animals, as well as to fulfill a life long dream, and because he thought the elephants might like a bit of Beethoven.

“It was a 50th birthday present to myself,” he said.

“I have a really bad back, but I wanted to make the effort so I could feel like I had undergone a personal challenge,” he added.

There is no word yet on whether the elephants actually enjoyed the Slow movement 2 from Beethoven's Pathitique Sonata, but they certainly didn't rush to stomp the piano or its player during the tune.



FAMILY transplants.

An 18 year old US teenager, Melody Nesbit, has given her mother an unusual early Christmas present, a kidney.

The teen, whose mother had been on dialysis since she gave birth to her youngest son, waited to turn 18 to secretly get tested for compatibility, and when she found out she was a match, did not hesitate to sign up.

The only problem was then having to inform her mother, Sarah, who did not receive the news well.

“I was mad,” she told reporters.

“That's my baby girl and nobody wants to have surgery when they don't have to.

“[Melody is] Just a typical teenager and the sacrifice - I can't believe,” she added.

WIN THE PERFECT EYE PACK

This week *Pharmacy Daily* is giving readers the chance to win the Perfect Eye Pack valued at \$45.80, courtesy of Australis.

Create multidimensional eye looks with Australis Double Decker Eye Duos containing loose and cream eyeshadow combined.

These amazingly pigmented and intense shadows are available in five hot shades including; Cosmic Rays, Moon Rocker, Give Me Some Space, Greenhouse Effect and Supernova Casanova. Compliment the eyes with a simple line above the eye with Australis IntensifEYE Liquid Eyeliner and finish with Australis Killer Curves Mascara that has a special ‘wash-off’ formulation for dangerous curls!



Visit www.australiscosmetics.com.au for more information and Become a FAN on Facebook www.facebook.com/loveaustralis.

To win, simply be the first person to send the correct answer to the question below to: comp@pharmacydaily.com.au

What is the name of Australis' weekly competition every Friday on Facebook?