

## POTY for 2012

ENTRIES are now open for the Pharmacy Guild of Australia's Pharmacy of the Year Awards 2012.

The awards recognise pharmacy excellence across three areas: Business Management, Innovation in Professional Services and Community Engagement.

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2012 being selected from these three category winners.

"There is no better showcase of our individual and collective achievements than this rigorously judged and highly respected award," said Guild President Kos Slavos.

Winners will share in a cash prize, and will also receive an in-store trophy and a professional photo shoot - for entry details see [www.pharmacyoftheyear.com.au](http://www.pharmacyoftheyear.com.au).



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Wed 12th Oct 2011

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**12th October 2011**  
**11:00am (AEST)**  
Session Time - 60 min

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## Guild withdraws Gold Cross

THE Pharmacy Guild of Australia has withdrawn its Gold Cross endorsement of the Blackmores Companions range, following weeks of public debate over the issue.

According to the Guild the move to withdraw the deal was made jointly with Blackmores.

"The mutual decision has been taken in view of the strong level of public concern about the proposal, based on some media reporting of the endorsement which was ill-informed and inflammatory," the Guild said in a statement.

Defending its original arrangement, the Guild said it was entered into in good faith with "no intention of undermining the professionalism and integrity of participating pharmacists."

"There is not now and never would be any direction from the Guild for pharmacists to be involved in unprofessional, unethical or clinically unsound conduct," the Guild said.

"The idea that community pharmacists would take part in commercial "upselling" without regard to their professional standards is offensive to our profession and rejected by the Guild," it added.

The reasoning behind the move, according to the Guild is the "overwhelmingly clear" poor public perception, saying that current public opinion is damaging the reputation of community pharmacy.

"The Guild regrets any damage done to the image of community pharmacy and will do everything possible to ensure the public maintain their trust in community pharmacists as the custodians of medicines and the Pharmaceutical Benefits Scheme," the Guild said.

In addition to the Gold Cross

withdrawal, the Guild has also said the pilot of the GuildCare prompt, where clinical information for the patient to consider in relation to the Companions range would appear during the dispensing process, will not proceed.

Despite its withdrawal, the Guild defended Blackmores, saying its products are "well-established, and marketed by one of the best known and respected names in evidence-based complementary medicine", and that these complementary medicines are recommended by healthcare professionals every day.

"Blackmores developed this range of four to be available exclusively through pharmacies so that consumers would always obtain the appropriate information and advice," the Guild said.

"There was never any compulsion whatsoever on pharmacists to sell these products, nor was there any direct incentive to any pharmacist to sell them."

"At all times, community pharmacists would continue to be free - and indeed expected - to exercise their professional and clinical judgment in relation to these products," the Guild added.

**MEANWHILE** pharmacy union APESMA is claiming the back down as a major victory.

In the wake of the deal, APESMA CEO Chris Walton said pharmacists "should continue to be wary of the pharmacy owners' Guild now that their hunger for profits has been exposed by the fiasco."

"This is a pathetic backdown by an out of touch organisation," he said.

## Bayer to boost Japan

BAYER has said it expects its Japanese sales to grow by 6% per annum through to 2015.

The company also confirmed that for the first six months of 2011 it experienced a 4.6% year on year increase in the country, and plans to expand its business in the region.

## Today in PD

TODAY'S *Pharmacy Daily* features two pages of news, plus a full page detailing the upcoming Reform Conference at Penrith Panthers, NSW, on 29 October, see **p3**.

## LeGoo approval

THE US Food and Drug Administration has approved a new gel to stop blood flow, LeGoo.

The gel allows surgeons to temporarily stop blood flow during operations so that they can join blood vessels without clamps or elastic loops, and without damaging blood vessels.

## US pharmacy shots up

THE number of pharmacists in the state of New York trained and certified to deliver immunisation vaccinations doubled over the past 12 months.

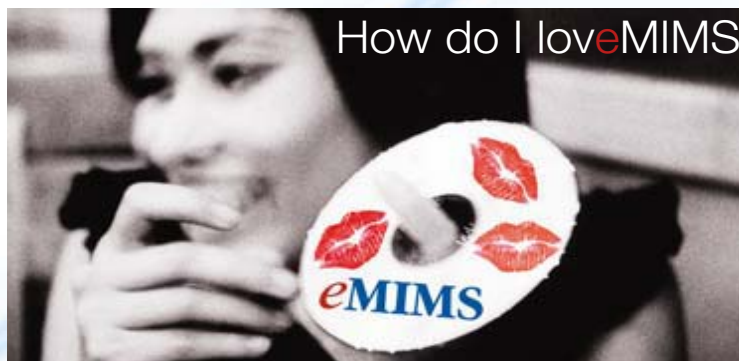
The news has been welcomed by the Pharmacists Society of the State of New York, with its President Robert Single saying that whilst the statistics are good, more pharmacists should get onboard.

"I think this is something that pharmacies and pharmacists need to grasp as an expansion of their scope of practice," he said.

"We certainly have the best access to the public," he added.

The increase has also brought praise from Doug Hosie, pharmacy director for Rochester General Health System, who said the trend could boost "herd immunity".

"The more people we can get vaccinated throughout the community, the better the flu season will be," he said.



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## No thyroid link?

A **STUDY** of 4000 Aussie men, published in the *American Journal of Geriatric Psychiatry*, has found that subclinical thyroid disease was not associated with depression.

The results call into question the routine screening for the disease in older adults with depression, with lead author, Professor Osvaldo Almeida, Chair of Geriatric Psychiatry at the University of WA saying "the results of this research show there appears to be no reason to either carry out, or wait for the results of these thyroid tests before helping older depressed men get the support they need".

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

**CHINA** Southern Airlines is offering introductory fares from Perth to Guangzhou from \$680.

The return economy fare includes taxes and represents a discount of around 20%.

The fare is available to book until 17 Oct, for travel between 09 Nov and 08 Dec 2011.

For details call 1300 889 628.

**AVALON** Waterways has released four new earlybird deals on sale until 31 Dec.

The deals include: savings of \$600 per couple for any 2012 'Suite Ship' voyage; a \$500 discount per couple off any 2012 European cruise of 12 days or more; savings of \$400 per couple for any 2012 European cruise bundled with Emirates flights to Europe; and \$300 discount per couple for any 2012 European cruise of up to 11 days - details at [www.avalonwaterways.com.au](http://www.avalonwaterways.com.au).

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## Time to check registration

**THE** Pharmacy Board of Australia is urging all pharmacists to check their registration and renew on time, as the 30 November date for registration draws ever closer.

Pharmacists who renewed their registration by 30 June this year were given a five month registration, and as such must renew again.

"The registration renewal cycle for all pharmacists in Australia will then be aligned and annual registration renewal will be due by 30 November," said Pharmacy Board Chair Stephen Marty.

To aid pharmacists in their efforts, the Pharmacy Board suggests that they should search the National Registers of Pharmacists by name and profession, published online at [www.pharmacyboard.gov.au](http://www.pharmacyboard.gov.au) to confirm their registration expiry date.

In addition the Board has said that pharmacists should take the time to update their AHPRA contact details, ensuring they are correct and current, allowing the

organisation to send reminders.

Pharmacists should also set email accounts to be able to receive communications from AHPRA and the Pharmacy Board to avoid junk box misdirection, and associated renewal complications.

"Under the National Law, all registered pharmacists are responsible for renewing their registration on time each year and there is no option for AHPRA or the National Board to renew your registration after it has lapsed without a new application," Marty stressed.

To renew your registration online visit [www.pharmacyboard.gov.au](http://www.pharmacyboard.gov.au).

## Plain packaging plans

**THE** Department of Health has released its plan for plain packaging on non-cigarette products (cigars, roll-your-own-tobacco etc) for public consultation, for details see [www.health.gov.au](http://www.health.gov.au).

## WIN MANICURE & PEDICURE KITS



Now you can enjoy professional *manicure* and that picture perfect *pedicure* in the comfort and privacy of your own home!

KISS are giving away the complete set of manicure and pedicure professional quantity tools (pictured left) to eight lucky *Pharmacy Daily* readers this week.

Each kit is valued at \$35 and contains durable stainless steel tools - the same quality used by salon professionals. Both packs also come in a convenient plastic travel pouch to keep all your implements in one place.

To win these great kits, simply be one of the first two people to send in the correct answer to the question below.

**The KISS Professional Pedicure and Manicure kits allow you to get salon perfect nails in the comfort and privacy of your own \_\_\_\_\_?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Hint: Visit [www.keysun.com.au](http://www.keysun.com.au)

Congratulations to yesterday's lucky winners, Felicia Woong from Pikes Day & Night Pharmacy and Kelly Forrester of Symbion Pharmacy Services.

**Kiss**

## DISPENSARY CORNER

**KLINGON:** a new treatment for dyslexia?

A 50-year old dyslexic sufferer, Milton Keynes has told the media that the fictional Star Trek language of the "Klingon" race, helped him to identify his problem and to work with his condition.

Keynes, a keen Star Trek fan, became interested in Klingon after he heard there was a dictionary for it, and soon after starting to study the language discovered he had no trouble reading it because he "used a different part of his brain".

"I realised I'd been trying to remember the words in the name part of my brain and because I can't remember names, I can't remember the words," he said.

"With the Klingon language games used on the CD, I tended to put words into a different place and it went into my long term memory," he added.

**SALT** can cure anything, right?

The latest visitor attraction in Queensland is a special new spa, offering "Australia's most advanced Salt Cave Therapy".

Located in the Brisbane suburb of Cleveland, the Salt Sanctuary invites patients to relax in themed Salt Rooms listening to soothing music while "negative ionised microscopic salt particles reach the innermost parts of your lungs".

According to the spa's website the salt rooms can help with: asthma, bronchitis, sinusitis, hay fever, COPD, cough, eczema, psoriasis and emphysema.

The spa claims its hypertonic saline aerosol inhalation treatment has been clinically proven in European studies to clear mucous from airways, enhance the mucociliary clearance mechanism and to improve lung function.

Salt sessions start at a cool \$25, and if anything, they must leave patients feeling like they've spent a day by the seaside.



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