

Pharmacy DAILY

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Pharmacare blasted

THE Therapeutic Goods Complaints Resolution Panel (CRP) has recommended that Pharmacare Laboratories be ordered to comply with a series of recommendations about the advertising of products including Fatblaster Reducta and Fat Magnet.

The move follows a request from the CRP to Pharmacare for the withdrawal of advertisements and representations on 10 Aug, with evidence of compliance required within 14 days.

"The response to the determinations failed to indicate an intention to comply fully with the requests made by the Panel," according to a letter from CRP Executive Officer Judith Brimer.

She's now written to the Delegate for the Secretary at the Department of Health and Ageing requesting that the Secretary make formal orders in relation to the requests.

Pharmacy govt practice

THE upcoming Pharmacy Australia Congress will feature a session on Pharmacy Practice in Government, spurred by the large volume of reviews, reforms and new policy directions under way. See www.pac11.com.au.

RGH E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of anti-epileptic drug lamotrigine and its potential to cause skin reactions.

The bulletin can be viewed at auspharmist.net.au/ebulletin.php.

\$5.77m for preventive research

SCIENTISTS across Australia have been invited to apply for up to \$5.77 million in government funding to "investigate new and innovative ways to combat alcohol abuse, obesity and smoking".

Health Minister Nicola Roxon said the funding would help research and innovation become "key drivers in delivering better health

outcomes for Australians.

"With rising rates of chronic disease there has never been a more important time to pursue new and innovative ways to combat preventable diseases," she said.

The funding is being offered by the Australian National Preventive Health Agency under the new National Preventive Health Research Grants Program.

The initial tranche of funding is available for research projects commencing next year, with no specified limit for each application and projects able to run for up to three years in duration.

For more information including application templates and guidelines see www.anpha.gov.au.

Applications are due by 2pm AEST on Friday 30 September.

Xalkori approval

THE US Food and Drug Administration has approved Xalkori (crizotinib) for the treatment of certain patients with late-stage non-small cell lung cancers who have a particular genetic configuration.

The approval is in conjunction with a companion diagnostic test which will determine if patients express the abnormal anaplastic lymphoma kinase (ALK) gene.

Up to 7% of the NSCLC sufferers are estimated to have the ALK gene abnormality.

FIP congress kicks off

THE 2011 World Congress of Pharmacy and Pharmaceutical Sciences commenced in Hyderabad, yesterday.

About 3000 delegates from more than 120 countries are taking part, with the congress this year themed "Compromising Safety and Quality, A Risky Path".

The event was opened by the Indian President, with a key initiative being the signing of a joint WHO-FIP statement on the role of pharmacists in tuberculosis care.

Pharmacists NH growth

A NEW state law in New Hampshire, US, allows pharmacists to give Zostavax and bacterial pneumonia vaccination shots.

The move has been hotly debated in the medical community with some opponents saying that the lack of prescription requirement could cause some potential health concerns.

"The medical society feels pharmacists are competent to give shots, but we do not want patients confused about what shots they need or to be convinced by a strong marketing campaign to get a shot they do not need," said vice president of the New Hampshire Medical Society, Dr. Travis Harker.

PSA board goes blue

DIRECTORS of the Pharmaceutical Society of Australia have donned blue facepaint to be part of this month's Blue September cancer promotion - to see them in action click below or to our new look website at pharmacydaily.com.au. **CLICK HERE** to see the video.

new

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REPAIR
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Weekly Comment

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

This week's contributor is

Richard Manthey, National Development & Operations Manager for Pharmacy Choice.



The steps to success

IN a market where competition for the consumers' purse is continually increasing, driving foot traffic and improving customer retail behaviour has never been more important.

Ultimately, it is these two fundamental elements which increase overall store profitability.

However, for most, identifying this is the easy part. What can be more difficult is working out how to take action.

Breaking things down and focusing on key behaviours and specific areas of your pharmacy is a simple yet powerful way to make positive changes to the way you do business.

This can be done by following a step-by-step plan which allows you to drill down into key business elements such as:

- Buying
- Category management
- Marketing
- Training
- Operations

At the core of the Pharmacy Choice® program is a 5-Step Plan which is helping more than 700 pharmacists across Australia improve in each of these key areas and increase their overall store growth. In fact, stores which engage in the 5-Step Plan consistently achieve growth greater than the market average, with many experiencing double digit growth – excellent results in a very flat market.

Pharmacy Choice® is an integrated retail support program for the independent pharmacy market. For more information about Pharmacy Choice or the 5 Step Plan call 1800 036 367 or visit www.pharmacychoice.com.au.

Priceline pharmacy pain promo

PRICELINE has this month launched a campaign urging patients suffering chronic pain to share their condition with their pharmacist or general practitioner.

The company has compiled government figures which show every Australian takes more than 149 pain relief pills each year on average - or around 12,143 over their lifetime.

"Chronic or persistent pain is a common condition affecting about one in five Australians, yet many don't realise it is a chronic disease and are suffering in silence, or taking inappropriate medicines, sometimes at the wrong doses," said Priceline Pharmacy Service

Manager Brownyn Flanagan.

Priceline is offering free pain consultations over the next six weeks as part of the campaign.

Of the average of 149 pills taken each year, 70 are prescribed and 79 are self-administered, based on sales figures for paracetamol.

Access Economics has estimated that chronic pain costs the nation \$34 billion a year.

Consultation papers

TWO of the new national health practitioner registration boards have released consultation papers in the lead-up to their debut which will take place next year.

The proposed registration standards for the new Occupational Therapy Board of Australia and the Medical Radiation Practice Board of Australia include sections on CPD guidelines, criminal history, English language skills, professional indemnity insurance and recency of practice.

Comments are sought from interested parties by 07 October.

TGA risk approach

THE Therapeutic Goods Administration has updated its "risk management approach" documentation to include the new biologicals framework.

Version 3.0 of the paperwork is now available on the TGA website at www.tga.gov.au.

WIN A FABULOUS MIRROR SHINE



Pharmacy Daily has teamed up with **Keysun** and is giving away Fabulous Mirror Shine to three lucky readers every day this week.

Introducing Fabulous Mirror Shine! It's a top coat, dryer and sealer all in one!

It gives nails a mirror shine and longer lasting nail polish by forming a super-hard, protective shield that surrounds and seals nail colour, allowing the nail polish to last longer and remain chip free.

Mirror Shine protects your nails and helps to give them strength. No more chipping, No more breaking! It also has a quick dry application allowing nails to dry in seconds!

To win your very own Fabulous Mirror Shine, simply be one of the first three people to send in the correct answer to the question below to: comp@pharmacydaily.com.au

Fabulous Mirror Shine allows nail polish to last longer and remain _____.

Hint! Visit www.keysun.com.au



DISPENSARY CORNER

PUNCHING death in the face.

A 22-year old woman from the Alaskan city of Juneau had a near brush with death this month, after coming face to face with a black bear, then punching it in the face.

The woman, Brook Collins, was in her backyard with her two dogs, Fudge and Toki, when a large black bear appeared and snatched up Fudge in its mouth.

Acting on instinct, the woman rushed at the bear and punched it in the nose.

The blow stunned the bear, which in turn dropped its quarry and allowed Collins and her pooches to get to the safety of her house.

"It was a stupid thing but I couldn't help it," Collins said.

"I know you're not supposed to do that but I didn't want my dog to be killed," she added.

PAINFUL hunt.

An English tattoo enthusiast is set to buy-out his local pharmacist's supply of *Bepanthen* following a massive 24-hour tattooing session to create a "Where's Wally" scene.

The massive tattoo, takes up the whole of John Mosley's back, and features 150 characters, including Darth Vader, a man carrying a sabretooth tiger, a horse and chariot, and of cause, Wally.

Not just for fun, the tattoo helped Mosley raise UK£2,000 for the Great Ormond Street Children's Hospital in London.

"It will be a talking point for years to come," said Mosley.

"People will look at my back and have fun searching around for Wally," he added.

