

Pharmacy DAILY

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PHARMACYDAILY.COM.AU



PHARMACY ALLIANCE

Freedom to choose

STAND UP AND BE COUNTED

100% independent of wholesalers & manufacturers

PD comp winners

CONGRATULATIONS to Lisa Robertson of Flinders Medical Centre, SA; Renae Williams of The Pharmacy Guild of Australia, ACT; and Vivienne Shortt of Boehringer Ingelheim, NSW, who were the lucky winners of last Friday's Mirror Shine competition.

WIN A BABY PACK



Pharmacy Daily has teamed up with **Aromababy** again and is giving five lucky readers the chance to win a baby pack, valued at \$26.95.

As used in select hospitals for fifteen years, Aromababy is a professional, world-leading brand not sold to supermarkets assuring you of a pharmacy-focused approach to expanding your baby care category.

To win this great baby pack, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au

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Hint: Visit: www.aromababy.com

PSA approves health plan

PHARMACISTS can play a big part in creating healthy communities, according to the SA branch of the Pharmaceutical Society of Australia.

The comments come on the back of the release of the state govt's new Strategic Health Plan which looks at the link between lifestyle choices and health, stating that "staying active, maintaining a healthy weight, reducing drinking and eating well can all increase our wellbeing and enjoyment of life".

According to the plan, obesity is the number one cause of preventable deaths in South Australia, whilst smoking causes the deaths of 22 South Australians every week.

In addition one third of all state residents were found to consume risky or high risk levels of alcohol.

The PSA said that pharmacists are perfectly positioned to help consumers make lifestyle changes.

"Pharmacists have a significant role in contributing towards healthier communities in helping to reduce the smoking rate, helping to attain healthy weight, and improving the health status of people living with chronic disease," said SA PSA branch president (and national president), Grant Kardachi.

Conference database

A **NEW** medical conference grading system has been set up by the European Federation of Pharmaceutical Industries and Associations, in order to help drug companies avoid sponsoring inappropriate conferences.

The pre-assessments are conducted in line with the European Federation of Pharmaceutical Industries HCP Code.

"One of the aims of the scheme is to help the pharmaceutical industry build trust and credibility with healthcare professionals through transparency," said José Zamarriego, head of the practice surveillance unit at Spain's pharmaceutical industry association, Farmaindustria.

Initially the database will focus on major international events taking place in Europe, and at present, the database has graded 100 upcoming conferences, whilst a further 250 have been earmarked for assessment.

To view the database visit www.efpia-e4ethics.eu.

Pfizer petition

THERE are 32,000 signatures on a petition presented to the House of Representatives in Canberra at 11am today, calling for the government to insist that all PBS drugs be available for distribution via full line wholesalers, and opposing the Pfizer Direct system.

Aussie TB measures

THE Australian govt has announced a further \$1.1m to help improve TB health services in PNG's Western Province (closest to Australia).

The announcement follows calls by the International Pharmaceutical Federation for pharmacists to increase their role in TB prevention and treatment (*PD* 05 Sep).

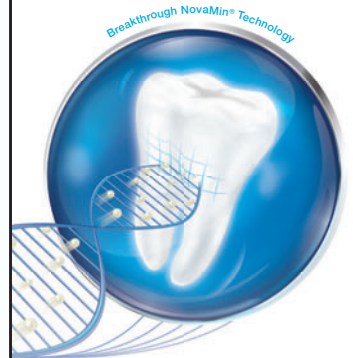
Breast improvements

NEW polycystic ovary syndrome guidelines have been released by the Department of Health this month, backed by an extensive Australia-wide awareness and education program titled *Jean Hailes for Women's Health*.

For details see www.health.gov.au.

new

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SENSITIVE TEETH*
*When used twice daily as directed on pack



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Just one click away from keeping up to date with all the breaking news as it comes to hand...



Weekly Comment

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

This week's contributor is

Jonathan Layton,
Executive Director
of Chemmart
Pharmacy.



Revenue Streams

WITH the industry facing more competition and pressures than ever before, there's no doubt that pharmacies need to look to additional revenue streams in order to survive.

One way to differentiate and grow your business is through the delivery of quality health services to the community.

At Chemmart® Pharmacy we clearly demonstrate to customers our point of difference by offering a portfolio of professional services that deliver meaningful results for customers.

Our 20 Minute Health Check, a paid service which was launched in all of our pharmacies in May 2011, is a great example of this.

It's an approach that is increasing foot traffic, customer loyalty, solution selling, and introducing new revenue streams for Members.

Importantly, it's also helping to improve people's lives in an easy and cost-effective manner.

It's certainly a strategy that is working commercially.

Retail sales over the last quarter have grown by more than 5% in like for like Chemmart® Pharmacies and earlier this month the Chemmart® 20 Minute Health Check was awarded the Best Pharmacy Health Promotion at the 2011 AJP Awards for Innovation and Excellence.

And with 33 new pharmacies joining the Chemmart® brand since the start of 2011, it's also a strategy that's being recognised by the industry.

This is the way forward for community pharmacy and Chemmart® Pharmacy will continue to lead the way.

Herbs are medicines too

AUSTRALIANS who take herbal supplements and vitamins should be aware that they are medicines and can cause side effects and interact with food and other drugs, according to NPS Australia.

Discussed in this month's *MedicinesTalk*, complementary medicines should, according to NPS Head of Programs, Karen Kaye, be given the same consideration as other medicines.

"When someone is selecting a medicine – whether prescription, over-the-counter or complementary – they should ask questions about whether a medicine is needed in the first place, how effective the medicine might be for their condition, and what the possible side effects could be," said Kaye.

"No medicine, even natural and herbal medicines, is completely free of side effects," she added.

Pharmacists and doctors, according to the NPS, need to

know about all patients' medicines, in order to consider all possible interactions when recommending medicines.

Knowing the right complementary dosages for individual situations is also important, the NPS said.

MEANWHILE the NPS' comments coincide with a recent warning from Australian law firm, Tindall Gask Bentley Lawyers, to Australian consumers regarding the dangers of homeopathy.

Tindall which represents 14 Australians who were struck down with a variety of illnesses after being injected with a homeopathic therapy contaminated with mycobacterium chelonae in 2008, said that the main issue with the industry is that it is self-regulated.

[This] "isn't enough to hold the practitioners to account and ensure that high health standards are met," a Tindall lawyer said.

"These people underwent biomesotherapy hoping for health benefits but instead they have been left seriously ill with their quality of life significantly hampered," the lawyer added.

Pharmacist bust

A US pharmacist, Earl Newsome, from Pharmore Drugs in Skokie in Chicago has been busted by police for illegally selling around 700,000 pills on the street.

The pills had a value of around US\$7m and included hydrocodone painkillers such as Vicodin.

Newsome was able to get a hold of such large quantities of pills because his job responsibilities included placing wholesale drug orders for healthcare facilities.



PHARMACY FOR SALE

TWC Charlestown Pty Limited (Receivers & Managers Appointed) T/A Terry White Chemists Charlestown is being offered to the market for sale.

For a copy of the information memorandum please contact Sean Roffey (PBS Pharmacy Brokers) on email pbs@healthbusinesssales.com.au or call 0408 882 111.

DISPENSARY CORNER

TWIST on a favourite.

A US pianist and Ehlers-Danlos Syndrome (EDS) sufferer, Evan Petrone, has become an online hit, after a YouTube video surfaced of him playing the piano backwards.

EDS is characterised by extremely loose ligaments and joints, which meant Petrone was able to bend his arms completely backwards with his body facing away from the piano, to play Coldplay's popular Clocks song.

"I've always been able to bend my arms all over the place," he said.

"And I eventually began to wonder if I could play piano backwards," he added.

It took Petrone five hours to master the song, as he had to teach himself to play "in a completely different way".

"I feel bad getting attention for my EDS, because I literally have the fun kind," he said.

"I know people who suffer chronic pain because of their EDS and live very restricted lifestyles," he added.

GO nuts for healthy breasts.

A new study published in *Nutrition and Cancer* has found that the simple walnut can slow the development and growth of breast tumors in mice.

The research was led by Prof Elaine Hardman of Marshall University's Joan C. Edwards School of Medicine, who looked at the effects of a modest amount of walnuts included in the lifespan diets of mice (equivalent of two ounces for humans daily).

Mice who received walnut nutrition via the mother from conception through weaning and then through eating the food directly, developed breast cancer at less than half the rate of the control group with a corn oil diet.

"The walnut-containing diet changed the activity of multiple genes that are relevant to breast cancer in both mice and humans," said Dr. Hardman.