

Pharmacy DAILY

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GSK brand changes

GLAXOSMITHKLINE is advising the industry that the Pharmannuity and Valtrex agreements with Ascent ended effective 31 July, and that last week it divested the majority of its Classic Brands in Australia to Aspen Global Incorporated (PD 16 Aug).

"Pharmacists are advised that they will be able to still purchase the GSK brands through Ascent for the month of August 2012," GSK said in a statement.

"GSK brands will continue to be available from their preferred wholesaler," the company added.

New manager at DDS

DISCOUNT Drug Stores has appointed Adam Goss to the role of National Merchandise Manager for the chain.

Goss comes to the position from Australian Pharmaceutical Industries where he spent two decades in a number of different roles including, most recently, State Sales Manager for Queensland.

Coupons for drugs

PHARMACEUTICAL companies in the US are offering Americans coupons for brand name drugs in a bid to overcome generic competition.

Coupons are currently available for Lipitor, Plavix, and Diovan, as well as several antidepressants and cancer drugs.

The coupons themselves reduce the patient copayment paid by Americans with health insurance to as little as US\$4 for drugs incl Lipitor.

MedsCheck support online

THE PSA has developed a series of online guidelines and resources for use by pharmacists providing the new medicines use review (MedsCheck) and diabetes medication management (Diabetes MedsCheck) services.

According to the PSA, the guidelines are designed to support the 5th Community Pharmacy Agreement rollout of the MedsCheck and Diabetes MedsCheck programs, which began last month.

"MedsCheck and Diabetes MedsCheck aim to improve the quality use of medicines and reduce adverse drug events among people using multiple medicines by helping them better understand and manage them," said the PSA's Grant Kardachi.

"These PSA guidelines help pharmacists to provide the best possible services with optimal health outcomes for patients.

"They also provide assistance to pharmacists on professional issues and obligations related to MedsCheck and Diabetes MedsCheck activities," he added.

Meanwhile the PSA has developed additional resources to support the implementation of the new services, including fact and FAQ sheets and online case studies.

The PSA has also created an online Motivational Interviewing module to support pharmacists in effective interviewing, information gathering and communication with consumers during consultations.

"In addition, PSA will be delivering a filmed MedsCheck and Diabetes MedsCheck workshop which will be

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Pharmacists hit slopes



LAST week a group of intrepid Australian pharmacists took on the slopes of Mt Buller during the annual Medici Capital Pharmacy Ski Race.

The race was held during the Pharmacy Snow Business Conference last week in Victoria, and saw the pharmacists compete on a challenging race course on Skyline run at Mt Buller.

The Pharmacy Ski Cup was won by Melbourne pharmacist Greg Goldby with second and third places going to Mark Henry and Martin Nowak respectively.

The women's division saw Cathy Henry take the top spot followed by Caroline Diamantis, whilst the junior division was hotly contested with Bridget and Mary Henry going head-to-head to finish with some of the fastest times of the day.

"While many of the competitors were eager to meet the challenge and win the race, the ultimate race is addressing the new frontier of pharmacy management post PBS Reforms," said Frank Sirianni, Managing Director of Medici Capital.

Pictured above from left are: Caroline Diamantis, Frank Sirianni (Medici Capital), Kaye McIntyre and David Hanna.

NPS' kids cough advice

NPS has gotten behind the TGA's recent warning that cough and cold drugs should not be given to kids under 6, (PD 20 Aug) saying there are a range of ways parents can help manage their child's symptoms when they are unwell with a cough or cold.

"Parents often think that a medicine is required when their child has a cough or cold, but there are many simple remedies that can help to relieve their symptoms, including making sure your child gets plenty of rest, ensuring they drink plenty of water and avoiding exposing your child to cigarette smoke," said NPS MedicineWise Head of Programs Karen Kaye.

"You can supervise your child while they breathe in steam from a hot bath or shower in a closed room, a drink made with hot water, honey and lemon is a simple and effective home remedy, and for older children an ice cube or a throat lozenge can soothe a sore throat.

"If your child has a fever (a temperature higher than 38.5°C) and this is making your child uncomfortable or miserable, paracetamol can be given to help ease any discomfort," Kaye added.

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Problem: kids on couch

COUCH potato children have been listed as the biggest child health problem in the US, according to the *University of Michigan C.S. Mott Children's Hospital National Poll on Children's Health*.

The Poll, an annual tradition, lists the top 10 biggest health concerns that adults see for kids in their communities.

For the first time, not enough exercise was rated by most adults at the top of the list (39%), followed closely by childhood obesity (38%) and smoking and tobacco use (34%).

First Members forum

PHARMACY Alliance has announced it will hold its inaugural Members Forum in Hobart on 07 September.

Facilitated by Olympic bronze medalist, Matthew Targett and respected sports commentator Ti Lane, the Forum has been developed to provide Pharmacy Alliance members with the opportunity to come together and develop a roadmap for the future of independent pharmacy.

Topics set to be canvassed include generics, professional services, compliance, and the direction of Pharmacy Alliance over the next 12 months.

The Forum is being sponsored by Sanofi and Swisse and will hear from Matthew Targett who will share tales from his recent Olympic stint, as well as tips as to what motivates him each day.

See www.pharmacyalliance.com.au.

Aussies Dare for Diabetes

AUSTRALIANS are being encouraged to dare to make a positive lifestyle change in a new campaign by Merck Sharp & Dohme Australia.

The Dare for Diabetes public awareness initiative is designed to raise awareness of the fast growing problem of diabetes across the country and also to raise funds for Diabetes Australia.

“Each day 275 Australians are diagnosed with type 2 diabetes which is a serious disease,” a Merck statement said.

“This figure, together with a further 700,000 who may have undetected type 2 diabetes in Australia is raising alarm bells for health professionals.

Given that the major risk factors for diabetes are obesity, lack of exercise and an unhealthy diet, the Dare for Diabetes campaign is rallying Australians to make simple

adjustments to diet, exercise and losing weight.

As such, The Dare for Diabetes website www.darefordiabetes.com has been launched this week to encourage Australians to dare their family, friends and/or themselves to undertake a six week challenge to lead a healthier lifestyle.

The challenges could be physical or dietary and aim to help raise awareness about the impact simple lifestyle changes can have on improving one's health and potentially preventing the development of type 2 diabetes.

Speaking about the launch, the public face of the campaign, Aussie rules legend Robert ‘Dipper’ DiPierdomenico told media “Type 2 diabetes is a serious but preventable disease and one many people might not know too much about.

“Simple life changes, such as 30 minutes of exercise a day and a healthy diet are two things you can do to reduce your likelihood of developing this disease,” he added.

Pioglitazone generic

RANBAXY Pharmaceuticals has launched generic pioglitazone hydrochloride tablets in the US market, under an agreement with Takeda Pharmaceuticals.

Pioglitazone hydrochloride tablets are an oral antidiabetic agent that acts to decrease insulin resistance.

MEANWHILE the US FDA has also approved Reckitt Benckiser Pharmaceuticals' 4mg and 12mg doses of Suboxone (buprenorphine and naloxone) sublingual film, which is indicated for maintenance treatment of opioid dependence.

MHRA water warning

THE UK Medicines and Healthcare products Regulatory Agency has issued a medical device alert for Baxter Healthcare's Sterile Water for Irrigation 1000ml due to a contamination risk.

The warning is the result of a report in France that bottles within the batch 12D10B26 were contaminated with *Aspergillus*.

HCN Framework

HEALTH Communication Network has launched an Integration Framework for its clinical software program Medical Director.

The framework manifests as the MD *Sidebar* in Medical Director, and is billed as a “safe, secure and supported integration interface into Medical Director” which also allows a limited amount of write back capability into the patient file.

In addition, partner companies can now develop Widgets which can be downloaded by Medical Director customers.

The MD *Sidebar* will be available from November 2012.

WIN A LE TAN PRIZE PACK



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Fast Tan Prize Pack from **Le Tan**, valued at over \$60.

The pack includes Le Can in Deep Bronze 150g; Flawless Legs in Deep Bronze 75g; Foaming Mousse in Deep

Bronze 110ml; Instant Face Tan 75ml; Le Tan in Le Can in Bronze 45g.

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DISPENSARY CORNER

CHANGES in taste.

Hundreds of thousands of tastebuds across Australia are set for a shock, with the announcement that iconic icecreamer Streets has changed the recipe of its beloved Chocolate, Caramel and Banana Paddle Pops.

According to Streets, the change has come about to make the sweet treats a more healthy option for Aussie consumers.

Dropped ingredients include vegetable oil- which has resulted in 27% fewer kilojoules and 34% less saturated fat, but according to some has also resulted in a "rubbery" new taste.

"This proactive change will provide Australian parents and children with an even healthier treat option that is more nutritionally sound than many alternatives," a Paddle Pop spokesperson said.

WALNUTS help make babies.

Couples looking for ways to improve their chances of conceiving may now have a new weapon, the humble walnut.

The walnut has become an overnight star in the baby-making world after research published in the recent issue of *Biology of Reproduction* found that 75g of walnuts consumed per day improved sperm vitality, motility, and morphology in a group of healthy young men between 21-35 years of age.

According to study head Prof Wendie Robbins, the research suggests that walnuts provide key nutrients that may be essential in male reproductive health.

"Walnuts are the only nut that are an excellent source of alpha-linolenic acid[2] (ALA) – the plant-based omega-3 fatty acid, and this study reported higher amounts of ALA provided by walnuts correlated with less frequent aneuploidy or abnormal cell sperm chromosome numbers which can result in genetic abnormalities such as down syndrome," Wendie said.

Excuse me, you have some Candy on your face

As Spring creeps tantalisingly closer, **Designer Brands** is pre-empting the season, launching an explosion of on-trend **Candy Coloured** lip glosses. The bright sugar-coated colours enhance lips and make them appear fuller. The spring candy colours have bloomed on two of the company's lip gloss branches, the **Infinite Gloss** range and **Lavish Lip Gloss** range. The Infinite Glosses are based on a formulation of Manuka Honey, Argan Oil and Paw Paw for soft shiny lips and now offer two candied additions, the ravishing red **Allure** shade and bold pink **Fairytail** hue. Meanwhile Designer Brands has also launched on-trend candy colours for its ultra-glossy Lavish Lip range including the aptly named **Watermelon Shine**, the romantic soft pink **Fairy Floss** and the deeper **Passion Pink** which adds a touch of sparkle to lips for added glam.

RRP: \$7.99

Stockist: 1300 765 332

Website: www.dbcosmetics.com.au



Feed your face to feed others

Clarins has partnered with Lauren Bush's FEED Project to release a **FEED 15 Pouch** which not only invests in user's skin health, but the health of children across the globe. The FEED Foundation, founded in 2007, is a non-profit organisation which raises funds for the United Nations World Food Program. Since its creation, FEED has raised over \$6 million and distributed 60 million meals to hungry children worldwide. Each Clarins FEED 15 Pouch provides 15 school meals to the United Nations World Food Programme and contains Beauty Flash Balm 50ml, Instant Light Lip Protector 5ml and Hand and Nail Treatment Cream 30ml in a FEED 15 Pouch.

RRP: \$60 (available from 03 September)

Stockist: 02 9663 4277

Website: www.int.clarins.com



Test for Marijuana

Drug Alert's Marijuana Saliva Drug Test Kit is a one step rapid immunoassay for the detection of THC in saliva at a cut-off concentration of 12 ng/mL. The test is non-invasive and provides 97% accurate results in five minutes. In the absence of drug or if drug concentrations are below the cutoff limit (12ng/mL) in the oral fluid, the coloured conjugates attach to the drug antigen immobilised in the test line region, forming a coloured band (T line). If the drug is present in the oral fluid, the drug competes with the coloured antibody conjugates for the limited antibody binding sites. If the drug concentration is at or above the cutoff limit, the drug will saturate all the binding sites of the antibody, preventing the attachment of the coloured conjugates to the antigen in the test line area of the membrane. Therefore no coloured line will form.

RRP: \$14.95

Stockist: 02 8709 8800

Website: www.drugalert.com.au



Make your legs and arms hydro silky

Schick's new Hydro Silk razor is designed to provide a closer shave, reduce irritation, and replace moisture in skin without the use of shaving cream. The razor features a hydrating water activated moisturising serum, as well as five curve sensing blades, a patented skin guard to reduce skin irritation, a cartridge designed exclusively for women's contours and an ergonomic handle with a soft rubber grip.

RRP: \$14.95 (Hydro Silk Kit), \$19.95 (Schick Hydro Silk 4 Cartridge refill pack)

Website: www.schickfreeyourskin.com.au

