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## Register with rewards

**PHARMACISTS** can now register for the Pharmacy Business Network event using their API Aspire Rewards or Sigma Rewards.

Sigma Rewards Full Rego will cost 269,863 points, API Rewards Full Rego will cost 88,000 points, see **p3**.

## Hep C overtakes AIDS

**HEPATITIS C** has eclipsed HIV/AIDS as the number one viral killer in Australia, according to a report by the Boston Consulting Group.

The report found that at least 300,000 Aussies have been infected with Hep C over the last 25 years, and estimates that around 11,000 new cases are diagnosed each year.

Launched in Parliament House today, the report also found that only 2% of people with chronic Hep C are treated each year.

"Hepatitis C is one of the very few chronic viral infections that may be cured, however the rate of treatment uptake is 40 times lower than the rate for HIV infection," said report contributor, Professor Andrew Lloyd of the Uni of NSW.

Interestingly study authors also found that for every dollar spent on treatment, four dollars are currently spent dealing with the consequences of untreated conditions related to hepatitis C, including cirrhosis, liver failure and liver cancer.

## Alliance forum

**THE** first Pharmacy Alliance Members Forum in Hobart this year will include presentations from Olympian Matthew Targett and sports commentator Tim Lane (**PD** yest).

## Heart attack depression risk

**PARTNERS** of people who suffer a heart attack have a greater risk of depression or suicide, according to new research published in the *European Heart Journal*.

The study looked at several Danish national registries involving tens of thousands of people to identify individuals whose spouses had fatal and non-fatal acute myocardial infarction (AMI).

Overall, 16,506 spouses of individuals dying of AMI were matched with 49,518 spouses of individuals dying of a non-AMI cause; whilst 44,566 spouses of individuals with a non-fatal AMI were matched with 131,563 spouses of individuals with a non-fatal, non-AMI hospitalisation.

Researchers then looked at the rates of antidepressant and benzodiazepine use, as well as, depression care and suicides, and compared them pre- and post-event.

According to the results, both those whose spouse died of AMI and those whose spouse had a non-fatal AMI (compared with a non-AMI cause) had increased antidepressant and benzodiazepine use.

In addition, researchers found that spouses of fatal AMI patients also had an increased risk of depression and suicide.

Overall the study found that people who lost their partner to a heart attack were three times as likely to be taking antidepressants in the year after their death compared to the year before.

Antidepressant use also went up 17% for people whose partner survived.

Interestingly, researchers also found that males whose spouse had a fatal or non-fatal AMI had a relatively higher increased risk of depression than females whose spouse had a heart attack.

Speaking in the wake of the study Dr Robert Grenfell, Clinical Issues Director at the Heart Foundation said "We've known for some time that having a heart attack can lead to depression and this study shows that the emotional impact also hits partners very hard".

"It's another reason why we need urgent action to improve cardiac rehabilitation services, which provide counselling for patients and their partners and the opportunity to identify and manage cases of depression early," he added.

**MEANWHILE** the Heart Foundation also used the study to again urge healthcare practitioners with patients who have suffered a heart attack, heart surgery, or other heart or blood vessel disease to refer them to an appropriate cardiac rehabilitation program.

The Heart Foundation also renewed its calls for the Government to fund a national program and increase cardiac rehabilitation availability.

According to the Heart Foundation, if the Govt funds a national program more Australians will take part and get the support they need.

"This will reduce the chances of heart disease patients having further cardiac events and prevent costly hospital admissions," Grenfell said.

## Weekend workshop

**GUILD NSW** is reminding pharmacists that there are still places available at the Guild Primary Healthcare Workshop being held in Randwick this coming Sunday 26 August.

The workshop will include an Asthma Clinical Case Study for pharmacists, lunch and a S2/S3 Cough & Cold refresher for assistants - **CLICK HERE** for details.

## Antibiotic weight

**ANTIBIOTIC** use in infants may predispose them to obesity later in childhood, according to a study by researchers from the New York University School of Medicine.

The study looked at more than 11,000 children during three stages of their life: birth to 5 months; 6 to 14 months; 15 to 23 months; and studied their weight at five different periods: 6 weeks, 10 months, 20 months, 38 months, and 7 years of age.

The researchers found that antibiotic use in infants up to six-months of age was found to correspond with increased body mass in their toddler and childhood years.

"Although effects of early exposures are modest at the individual level, they could have substantial consequences for population health," researchers said.

"Given the prevalence of antibiotic exposures in infants, and in light of the growing concerns about childhood obesity, further studies are needed to isolate effects and define life-course implications for body mass and cardiovascular risks."

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## Pharmacy Business Program – Register NOW

Identify opportunities to grow your business, develop retail strategies and benchmark your business against your competitors. These practical workshops will highlight the key issues and enable you to create an action plan to take away and implement in your business today. The following topics will be held at St Leonards and presented by Good Pharma and Instigo.

**Stand Up Against Your Competitors – September 4th**  
**Market Strategy & Outcomes – October 2nd**



**Click HERE for further information or call Guild Clinical on 02 9467 7132**

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Cruise Weekly**.

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**ROYAL** Caribbean and Celebrity Cruises are taking the stress out of Christmas, by offering great deals on three Christmas cruises.

Deal one involves a 12-night Christmas and New Year cruise to New Zealand onboard *Celebrity Solstice*, which departs 23 December 2012, and is priced from \$2,675pp - see [celebritycruises.com.au](http://celebritycruises.com.au).

Deal two is priced from \$1,505pp for a 10-night Tropical Queensland Christmas Cruise onboard *Radiance of the Seas*, departing roundtrip from Sydney on 20 December 2012 (and back in time for Sydney's spectacular New Year celebrations!).

Deal three is priced from \$1,345pp and includes a 10-night South Pacific voyage onboard *Rhapsody of the Seas*, departing Sydney on 18 December 2012. See [royalcaribbean.com.au](http://royalcaribbean.com.au).

## Chemmart starts man-hunt

**CHEMMART** is bringing men's health to the foreground, urging women to bring the men in their lives into its stores for a 20-minute Chemmart Health Check.

Part of a national preventative initiative launched this week, the call for males to have a health check follows a move by Priceline to focus its health consultation program on women (**PD** 17 Aug).

"The problem is men often don't make their health a priority, which can put them at serious risk," said Katie Fala, Chemmart Pharmacy's Health Services Manager.

"With the support of women, our 'Man Hunt' initiative is a simple way for men to put their health first by undertaking a quick, convenient and professional health assessment at their local Chemmart Pharmacy," she added.

Backing up its call, Chemmart said that that men are less likely to talk to a health professional, and quoted figures from the Australian Bureau of Statistics (2008) which found that men are also more likely than women to have serious health problems.

"Men don't seem to find the time for a check-up.

"It's women who often play the lead role in family health," said Wynen.

"We know that from the three thousand Chemmart customers that have had a health check, 27 per cent have been alerted to a high risk health issue that has required referral to their doctor, so

this initiative is important in improving men's health and our overall community health and wellbeing.

"There is a role for pharmacies to be proactive in the area of health promotion.

"As a local pharmacy it's part of our responsibility to the community," she added.

The Chemmart Health Check cover blood pressure, cholesterol and glucose levels, Body Mass Index (BMI), waist circumference and includes a lifestyle questionnaire.

As part of the national initiative Chemmart is offering every customer that purchases a Chemmart Health Check, a Health Check gift card or a Bowel Screen Australia Kit during the period 23 August to 12 September 2012.

Customers who get a Health Check will also go into the draw to win one of 10 \$250 EFTPOS cards from the pharmacy chain.

## DISPENSARY CORNER

**LARGE** appetite can be a bonus.

A cat with a huge appetite was returned to its owner after a cat-napper decided that they did not want the bill for keeping the fat cat.

Rather than just being greedy, the cat's appetite is the result of his Maine Coon pedigree, which as a breed are known to be one of the largest domesticated feline species in the world.

Main Coons also devour three to four times the amount a normal cat will eat daily, and prefer fresh meat to dry or tinned food.

The enormous cat was kidnapped from his owner's mother's house two weeks ago, only to be returned this week to the owner's house 9kms away.

"I went to put out the rubbish and left the door open. When I came back, there he was sitting in the living room as if he'd never been away," his owner said.

## 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. Whether you spray it, pump it or spread it, Australia's favourite artificial tan & original award winning formula means there is no excuse not to fake the bake this season.

Providing Australians with their secret to a bronzed glow, Le Tan's self tanners provide a natural, streak free look that smells gorgeous.

For your chance to win this great prize pack, simply be the first person to send through the correct answer to the question below.

### What is Australia's #1 self-tanning product?

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

Hint! Visit [www.letan.com.au/self-tan](http://www.letan.com.au/self-tan)

Congratulations to yesterday's winner Cheyenne Sullivan from **Flinders Medical Centre!**

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# PHARMACY BUSINESS NETWORK

An initiative of the Pharmacy Guild of Australia



## STRAPPED FOR CASH, BUT DROWNING IN POINTS?

Thanks to API and SIGMA you can now register for the Pharmacy Business Network event using your API Aspire Rewards or Sigma Rewards. Visit the website to register and take advantage of this fantastic offer.

### Sigma Rewards

*Full registration = 269,863 points*

*Student registration = 84,332 points*

*Day Registration = 92,400 points*

### API Aspire Rewards

*Full registration = 88,000 points*

*Student registration = 26,666 points*

*Day Registration = 29,333 points*

○ **Register now** ○

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## WEEKS TO GO!

### 13 - 16 SEPT 2012

### CANBERRA

Here are some of the other numbers you might like to know.

**19.5** Hours of activity  
**29** Group 2 CPD credits  
**5** Group 1 CPD credits

More information and registration  
visit [www.guild.org.au/pharmacybusiness](http://www.guild.org.au/pharmacybusiness)



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