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Last days to sign up

API is reminding pharmacists that there are only a few days left to sign up for its monthly promotion where customers can win a car in September.

See **page three** for details.

WIN A KISS & TELL PACK



This week **PD** is giving 10 lucky readers the chance to win a Kiss and Tell pack, courtesy of **Designer Brands**.

Kissable lips is the promise from Designer Brands' Kiss and Tell Collection, it features: Eternal Colour Lipstick, Chubby Lipstick Crayon and Lip & Cheek Rouge.

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Visit www.dbcosmetics.com.au.

For your chance to win, be the first person to send in the correct answer to the daily question below to: comp@pharmacydaily.com.au

What is the RRP of the Lip & Cheek Rouge?

Congratulations to yesterday's lucky winners, **Jolyon Hawley** from **Aspen Australia** and **Adrian Sung** of **Pharmacy Online Discount Outlet**.

MA generic disadvantage?

A **TOTAL** prohibition on the provision of brand name reminders to healthcare professionals including pharmacists and doctors removes an important element of competition in the generic medicines market, according to the Generic Medicines Industry Association.

The comments come as part of GMiA's submission to the Australian Competition & Consumer Commission (ACCC) regarding updates to Medicines Australia's Code of Conduct currently being considered.

Changes to the MA Code proposed in its 17th edition, include a total ban on the provision of brand name reminders to healthcare professionals.

This ban, according to GMiA disadvantages the generics medicines sector because the "expensive methods" of promotion utilised by Medicines Australia members are "often not affordable in respect of generic medicines as they cannot be covered within the narrower cost margins for these medicines".

"Prescription medicines cannot be advertised or sold directly to the public so there is little ability for a supplier of a generic medicine to differentiate its product," GMiA said.

"The key competitive mechanism available to a supplier to differentiate a generic medicine is to offer discounts to pharmacists.

"Brand name reminders are not used to induce prescribing, rather, they are regularly used by GMiA members to remind a pharmacist that there are substitutable (and often lower cost) generic medicines

available," GMiA added.

Taking this option away, according to GMiA will reduce competition.

"The choice of which brand of competing bioequivalent medicines to dispense has little or no impact on the health outcome for a patient and, in fact, a decision to dispense an alternative cheaper brand drives savings of hundreds of millions of dollars for the government, the Pharmaceutical Benefits Scheme and the public," GMiA said.

"This is in stark contrast to the focus of MA members; promotional activities in respect of medicines where only one brand of the medicine is available.

"The promotional activities of MA members are targeted at influencing the choice of medicine prescribed by a doctor and this has a direct impact on the health outcome of the patient.

"Promotional activity by members of MA may also have the potential to result in the over use of medicines by doctors that can cause a blow out of PBS costs," GMiA added.

Tudorza approval

THE US FDA has approved Tudorza Pressair (aclidinium bromide) for the long-term maintenance treatment of bronchospasm (narrowing of the airways in the lung) associated with chronic obstructive pulmonary disease, including chronic bronchitis and emphysema.

Zinnat reimbursement

ZINNAT Suspension (available as cefuroxime axetil granules for oral suspension, 125 mg/5ml, 70ml) will be listed on the Pharmaceutical Benefits Scheme as an unrestricted General Benefit Item from 01 August 2012.

The listing follows a recommendation by the PBAC that Zinnat Suspension be placed on the PBS on the basis of a clinical need in the paediatric population and acceptable cost effectiveness.

Zinnat Suspension is indicated for the treatment of mild to moderately severe tonsillitis, pharyngitis and acute bacterial otitis media in paediatric patients 3 months to 12 years.

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Guild Update

Student Business Plan semi-finalists

The finalists for the National Student Business Plan Competition (NSBPC) have been announced.

NSBPC is an Australia-wide challenge promoting creative entrepreneurship among students preparing for a career in community pharmacy.

Six teams, from four Universities - Sydney University, University of South Australia, University of Queensland and Queensland University of Technology - have been awarded places in the semi-finals of the competition.

The teams progress to the semi-finals based on their business plans and their scores in the quarter final round, which consisted of an online quiz and essay questions.

The semi-final round closes on 24th August 2012, with the top three teams progressing to the finals at the Pharmacy Business Network, Canberra 13 - 16 September 2012.

The competition was open to all pharmacy schools in Australia, with a total of eighteen entries received this year.

The competition is an initiative of the Pharmacy Guild of Australia and is sponsored by Blackmores (principal sponsor), Gold Cross Products and Services and Pharmaceutical Defence Limited (PDL).



The Pharmacy Guild of Australia

The future is collaboration

COLLABORATION between healthcare professionals is essential to future healthcare models in Australia and NZ, according to a consensus by delegates at the World Health Care Networks Conference held in Cairns this week.

Titled 'Integrating Pharmacy with General Practice' the session included a panel of prominent GPs and pharmacists from Australia and New Zealand and highlighted the collaborative models of care being delivered to consumers by GP and pharmacist teams in both nations.

Typhoid vaccine

AUSTRALIAN immunisation specialists are urging all healthcare professionals to encourage patients to consider typhoid vaccinations before travelling to developing and endemic countries.

The call comes on the back of the recent Coalition against Typhoid congress which took place in Bangkok last month.

"Typhoid is an extremely serious, life threatening disease, which is increasing in a number of places Australians are travelling to, in particular the Indian subcontinent including India, Pakistan, Bangladesh and Sri Lanka," said National Medical Advisor for Travel Doctor - TMVC, Dr Tony Gherardin.

"Most Australian cases of typhoid infections are acquired overseas by individuals eating contaminated food or water while visiting developing countries," he added.

"One thing that emerged very clearly is the realisation that pharmacists and GPs now understand they are not competing, they are complementary and have a shared need to get the best for the patient," said Chief Executive Officer of PSA, Liesel Wett, who facilitated the session.

Moving forward, Wett said the challenge is for the health professions to get it right when developing and implementing the drivers for shared care.

"The session built upon themes that had emerged during the conference particularly around the need for GPs and pharmacists to both see value from the relationship," she said.

"Communication is a key at the local level and understanding one another's roles is critical to developing a more collaborative model of practice," she added.

CHC nominations

NOMINATIONS are now open for the Complementary Healthcare Council's (CHC) Annual Industry Awards.

The CHC Industry Awards are an opportunity to recognise and celebrate outstanding contributions made by companies and individuals to the industry over the past twelve months, with awards including 'Manufacturer of the Year' and 'Raw Material Supplier of the Year'.

Nominations close on 17 August, see www.chc.org.au/Conference.



DISPENSARY CORNER

LIQUOR, razors and jerky- beware what you wish for.

A joke which started at a supermarket in New York about compiling everything a man would shop for into one place has turned into a reality after the store decided to reserve an 'aisle of man'.

The aisle is packed with liquor, condoms, razors, beef jerky and steak sauce.

THE nose knows.

Eli Lilly has signed on to support research into hypoglycemia alert dogs (pups trained to detect hypoglycemia), in a bid to understand how they are able to detect hypoglycemic events.

Compared to humans, who have approximately five million olfactory cells, dogs possess up to 220 million meaning that a dog's nose may actually be 1,000 times more sensitive than a human's.

Lilly's latest study is designed to examine the reproducibility of hypoglycemia recognition with a newly trained group of hypoglycemia alert dogs.

The goal of the study is to show reproducibility of the dogs' ability to recognise hypoglycemia from multiple samples in a laboratory setting.

"We understand some of the biochemical changes which occur with hypoglycemia, but we do not yet have a full picture of the timing of these changes, nor do we understand what exactly the dog is sensing," said a Lilly spokesperson.

"The scent seems to be very specific, in fact, dogs are trained to their owner's individual scent.

"So if we can identify what the dogs smell, it may be possible to expose them to larger quantities of that compound for faster, more efficient training.

"But, what's exciting still is how that may apply to finding a practical treatment solution for people with diabetes," the spokesperson added.

PHARMACIES FOR SALE

Roy Young Chemist & Pulse Pharmacy Chatswood

Receivers and Managers Appointed

Located in the northern suburbs of Sydney in the Westfield Shopping Centre. Expressions of interest are sought with the closing date being 5pm Thursday 16th August 2012.

All enquiries to: Michele Roache - Pharmacy Guild Sales & Valuations NSW Pty Ltd. Email: michele.roache@nsw.guild.org.au



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