

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

Step 2 Improve layout

Step 1 Buy better

## New AACP Chair

PAUL Sinclair has been named as the 2012-2014 Chair of the Australian Association of Consultant Pharmacy.

Sinclair comes to the position with over 30 years of community pharmacy experience, and will replace outgoing Chair Debbie Rigby.

## Ex-manufacturer pricing

PARLIAMENT is currently considering proposed amendments to the National Health Act 1953, which would introduce ex-manufacturer pricing for the Pharmaceutical Benefits Scheme from 01 October 2012.

Introduced into parliament at the end of May, the proposal would see prices to be agreed or determined at the ex-manufacturer level rather than the price to pharmacists level, i.e. the approved ex-manufacturer price (AEMP) would replace the approved price to pharmacists (APP) as the core price in the Act.

Other key elements of the policy include the stipulation that there may be only one AEMP for each brand of pharmaceutical item and that the AEMP for each brand must be agreed or determined for the pricing quantity, which is the lowest PBS priced pack price of any brand of the pharmaceutical item, and that the AEMPs for every brand of a particular pharmaceutical item must be the same.

In addition, the ex-manufacturer price for all other pack quantities (i.e. PBS priced manufacturer pack sizes) will be a multiple of the AEMP for the lowest pack size (these ex-manufacturer prices for other pack prices will be known as proportional ex-manufacturer prices).

Under the proposal, claimed prices for brands with resulting special patient contributions/premiums may still apply to any pack quantity.

If the proposed amendments

come into effect, from 01 October 2012, statutory price reductions and price disclosure price reductions will be applied to the AEMP, whilst the AEMP will also be used as the basis for calculating all PBS subsidies.

According to the Department of Health, the use of the AEMP will not affect the approach to the PBS subsidy, and where appropriate to the method for supply, the wholesale markup will be added to the AEMP using the 5CPA scales.

Patient premiums will also not be affected by the changes.

## More home care

THE Department of Health has provided \$21.9m to the Victorian Home and Community Care Program to help seniors in the State with more support to stay in their homes.

## Antioxidant for autism

RESEARCHERS at Stanford University School of Medicine and Lucile Packard Children's Hospital have found evidence that the antioxidant N-acetylcysteine may be an effective therapy for some features of autism.

The study, published in *Biological Psychiatry*, looked at 31 autistic children between the ages of three and 12, some of which were given the antioxidant, whilst the others were given a placebo for 12 weeks.

The children were evaluated before the trial began and every four weeks during the study using surveys that measured problem behaviors, social behaviors, autistic preoccupations and drug side effects.

The results found that the children taking the supplement PharmaNAC, (which contains pharmaceutical grade N-acetylcysteine) had lowered irritability scores (down from 13.1 to 7.2) and lowered repetitive behaviors.

"The change is not as large as that seen in children taking antipsychotics but this is still a potentially valuable tool to have before jumping on these big guns," said the study's lead author, Dr Antonio Hardan, who was quick to add that the study's findings must now be confirmed in a larger trial.

## WIN A MOR ESSENTIALS PACK



Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win a set of MOR Essentials Sugar Rose Tiger Lily, valued at \$132.65 each.

Each set includes: Hand & Body Wash, Hand & Body Lotion, Body Butter, Hand Cream, Candle, Salt & Sugar Scrub and Soap Bar.

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

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What five fragrances make up the MOR Essentials Collection?

Hint! Visit [www.morcosmetics.com](http://www.morcosmetics.com)

## Win Cabot health

TO celebrate the \$1.5 million Cabot Health Livatone Shots National Metro TV campaign, *Pharmacy Daily* is offering readers the chance to win a Cabot Health Gift Pack which includes Livatone Shots, a potent once-daily liver detox formula, and Dr Cabot's new book *Fatty Liver- You Can Reverse It*.

To be in the running to win, correctly answer- True or False to the following question: Cabot Health Livatone Shots are a one-a-day formula to help to protect liver cells from toxic substances and assist with detoxification.

The first five correct responses will win.

For help with the answer visit [www.cabothealth.com.au](http://www.cabothealth.com.au).

Send your answers to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

## Looking to... Increase sales? Drive foot traffic?

The Good Price Pharmacy Warehouse model might be the right solution for you!



"There is no wonder that the Good Price Pharmacy Warehouse brand is quickly becoming a market leader, the prices are unbeatable, the Head Office support network is excellent and the stores look fantastic. Good Price Pharmacy Warehouse offers an excellent deal to both customers and franchisees, a win for all!" S. Baxter

To find out how Good Price can help you compete in today's changing landscape speak to Anthony Yap or Milton Burrell (07) 3907 0533

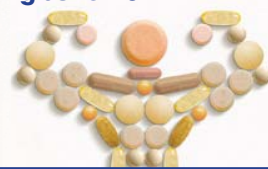
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actegy health



## Weekly Comment

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

This week's contributor is **Shannon Kerr**, Marketing Manager, instigo.



### Why is Loyalty important?

Building a successful retail business is really no longer achievable without creating a loyal base of customers.

Loyalty should not be confused with satisfaction; customers can be satisfied with your service but not particularly loyal.

Customer loyalty is far more complicated than merely offering customers discounts, however.

It is about driving profitable customer relationships and creating a community of shoppers who want to spend more in your store, more often.

Pharmacy is at a unique crossroads – there is an increasing emphasis on price and 'buying' customers' business through discounting in what is traditionally a very strong relationship environment.

To succeed, you need to find the right balance between perceived value and relationship build.

The vast majority of stores can benefit enormously from building a loyal base of customers and then effectively marketing to them in order to build basket size and frequency of purchase; the major supermarkets are focusing on this area for the expected return.

You want your customers satisfied but also motivated to keep coming back again and again.

Being strategic and consistent is essential, as is making sure your loyalty program is really integrated into your store's strategic plan.

*instigo is a consulting company that focuses on three areas of retail pharmacy specialisation: people, marketing and retail solutions.*

For more information visit [www.instigo.com.au](http://www.instigo.com.au) or call 02 9248 2600.

## Free drugs are concerning

**ADVERTISING** which offers free atorvastatin is sending the wrong message to consumers, according to the Pharmaceutical Society of Australia.

The advertisements were created by Chemist Warehouse, and have been published in newspapers including the *Courier Mail*, featuring the tag line in large bold print "Generic Lipitor now available from \$0".

In offering the supply of medicine in this manner, the adverts are, according to the PSA, in opposition to the PSA Code of Ethics.

"Advertisements like this do not take into account Quality Use of Medicines issues which are paramount in ensuring the best possible health outcomes for patients," said PSA National President Grant Kardachi.

"I have full confidence that the relevant authorities will take whatever appropriate action is required over this advertisement and those responsible for it,"

### Ethical changes

**THE** Pharmacy Board of Australia is inviting submissions to its consultation regarding proposed changes to the Code of Conduct for registered health practitioners.

The proposal would add a paragraph on codes of ethics and the need for pharmacists to be guided by those codes relevant to their practice.

See [www.pharmacyboard.gov.au](http://www.pharmacyboard.gov.au) for details.

Kardachi added.

Meanwhile the PSA also expressed concern that the adverts may undermine the current push for professional services, by conveying the message to the public that the supply of medicines is the only concern of pharmacists.

"This is not the case and at PSA we are more focused on pharmacists engaging with consumers to improve the use of medicines and achieving their optimal use," said Kardachi.

### Track dispensary

**ASCENT** Pharmaceuticals has launched a new application which allows its Ascent Generic customers to access live mobile analysis of their dispensary's performance from an iPad.

Titled, Apptitude, the user-friendly application provides up to the minute dispensary data across all molecules, with options to view everything from top line substitution levels to performance by molecule.

Particular focus has been placed on off patent molecules with weekly tracking alerts automatically sent to customers.

"With PBS reform now firmly entrenched, we felt the next step was to ensure that our customers were maximising every opportunity for profit within the dispensary," said Mr Andrew Heine, General Manager Sales and Marketing Ascent.

## High Tech Health becomes Actegy Health.

The new Actegy name was chosen for its uniqueness as well as suggested benefits of keeping "Active" and bringing "Energy".

All that has changed is the company name and email addresses. All phone numbers, fax number, accounts, payment details, ABN details stay the same. There has been no change to ownership, management or staff. It's business as usual.

REVITIVE  
Circulation Booster®

Ultralieve PRO  
Ultrasound Therapy

actegy™  
health

## DISPENSARY CORNER

**CLAUSTROPHOBIC** conditions.

Staff in the UK's Alton Towers Resort are being given training to deal with the claustrophobic conditions of the resort's newest attraction, the aptly named Nemesis Sun-Terra.

The ride takes around four minutes to complete and is made up of catacombs, black tunnels and lightless cramped cages, and is designed to terrify visitors.

Whilst visitors are only in the cramped conditions for less than five minutes, staffers are finding the ride much tougher, having to stay underground for up to 8-hrs.

To help staffers overcome their fears, the resort has hired a contortionist trained in working in small spaces to run claustrophobia workshops to help them to "zone out" their fear in small spaces.

**INJURY** cannot stop the burn.

A determined Australian bodybuilder has staged a remarkable comeback to the bodybuilding circuit this month, after suffering severe injuries in a car wreck almost a decade ago.

Forty year old Lee Sharrett had his pelvis and sections of his spine smashed in a car accident which led his medical team to tell him that he may never walk again.

Sharrett then spent three months in hospital and a further six months in a wheelchair, but spurred on by determination to compete, Sharrett, whose svelt physique billowed out to 120kgs during his recovery, learned to walk again.

Sharrett then started to progressively build his fitness back up, and in 2005 was able to do a 2km walk which he said would leave him in pain for days.

Not deterred, Sharrett continued to build himself up, until last year he was able once again to get back into serious bodybuilding training.

"I broke it down into small goals," he said.