

**How to build the financial strength of your pharmacy in the face of PBS price disclosure.**

**Independent Pharmacy Briefing June 2012**

Melb: 5th Perth: 6th Syd (5th): 12th

Syd (Nth): 13th Bris: 14th



PHARMACY ALLIANCE



## Magnesium guide

**THE** TGA is calling for comment on its Draft compositional guideline: Magnesium citrate - dibasic tetrahydrate, which includes the name of the ingredient, definition of the ingredient, as well as ingredient specific requirements.

The closing date for comment is 22 Jun 2012, see [www.tga.gov.au](http://www.tga.gov.au).

## Feeling sensitive?

**WOMEN** are more likely to suffer from sensitive teeth than men, according to the *Dentine hypersensitivity in a private practice patient population in Australia* study.

According to the study results, 61% of Australians who suffer from sensitive teeth are females, whilst 30 to 49 year olds are the most common age group among those affected.

Commenting on the subject of sensitive teeth, Dr Susan Cartwright, Scientific Affairs Manager, Colgate Oral Care, said "research shows that people affected by sensitive teeth often don't talk to their dentist about it, which is unfortunate as many don't realise how easy the solution can be".

To help Aussies with their sensitive issues, Colgate is setting up a tooth sensitivity stand in Sydney's Westfield East Gardens Shopping Centre between 09 and 13 May.

## Direct distribution warning

**SIGMA** CEO and Managing Director Mark Hooper has warned that any expansion of the Direct Distribution system pioneered by Pfizer could potentially undermine the objectives of the Government's National Medicines Policy.

Speaking at the company's Annual General Meeting Hooper said Sigma will continue with its efforts to seek regulatory change to ensure that all Pharmaceutical Benefits Scheme medicines are available via CSO wholesalers.

Hooper also used the meeting to reaffirm the company's strengthened financial position,

saying "we have delivered on undertakings we made last year", which included improving profitability and increasing the return on invested capital.

"We have increased profitability and now have a stronger balance sheet.

"Our net cash position was at \$113.6 million at year end," he added.

Also speaking at the event was Sigma Chairman, Brian Jamieson, who said that "despite the build up, PBS reform had minimal impact on our overall performance due to measures taken by the business, including reducing customer trading terms and making further cost reductions in the business".

Those same strategies, according to Jamieson, are also helping the company in managing the ongoing impact of Pfizer's direct distribution.

Moving forward, Jamieson said that the company plans to renew its focus on its retail offer and to place further investment into its Amcal, Guardian and Amcal Max brands.

**MEANWHILE** in other Sigma news, investors have approved a pay rise for the Sigma board which will see the pool of funds for paying the directors raise by \$150,000 from \$1.1 million to \$1.25 million.

Other measures approved by investors at the annual GM included new remuneration arrangements for Hooper, following his leadership in getting the company back to profitability.

## Living with arthritis

**A NEW** website has launched which aims to provide pharmacists and patients with information about arthritis, and how to manage pain safely and effectively.

For more info, or to view the site see [www.livingwitharthritis.com.au](http://www.livingwitharthritis.com.au).

## Guild Pharmacy Academy National Convention & Exhibition

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### 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 **Dettol**.

*Mission for Health*



#### GERM HUB TRAVEL TIP:

When you travel it's important to take enough of your regular medications with you. Also pack Dettol Healthy Touch Hand Sanitiser for convenience to help stop the spread of germs.



[www.germhub.com.au](http://www.germhub.com.au)

**EMIRATES** has released special Economy Class fares to Cape Town, Durban, Johannesburg and Nairobi.

Priced from \$1490 from Perth and \$1650 from Brisbane/Melbourne/Sydney, the fares are available for sale until 18 May, for travel from Brisbane, Melbourne and Sydney commencing 09 May until 07 June, and 05 July until 10 August and 09 September until 07 December 2012.

The deal is applicable on travel from Perth 05 July until 10 August and 09 September until 07 December 2012.

See your travel agent for details.

**GUESTS** who book Travel Indochina's 15 June 2012 10-day Mekong River Cruise package will save up to \$2,800 per couple.

Priced from \$2,845pp/ts departing Melbourne and \$2,865pp/ts out of Sydney, the package includes: return airfares, one night's accommodation in Saigon, an eight-day *Jayavarman* cruise, one night's accommodation in Siem Reap, all onboard meals, all tours and entrance fees during the cruise, English speaking guide, and transfers, tips and taxes.

See your travel agent, or visit [www.travelindochina.com.au](http://www.travelindochina.com.au).

## Complementary investment

**RESEARCH** into complementary medicines should be allocated a chunk of the \$760.5 million National Health and Medical Research Council (NHMRC) funding dished out in the Federal Budget, according to the Complementary Healthcare Council of Australia.

Although welcoming the Government's NHMRC investment, Dr Wendy Morrow, Executive Director of the CHC, said that it will be the allocation of this investment that will be the key to ensuring positive outcomes from the funding.

"With the Complementary Medicines Industry making up around 12.5% of the entire Medicines and Devices Industry, it would be appropriate for this to be reflected in the allocation of research funding by NHMRC" Morrow said.

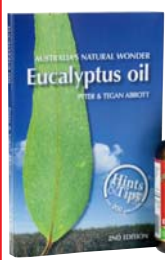
"The CHC hopes that the

conclusions of the recent review of NHMRC research priorities, currently out for consultation, will address concerns and result in a more appropriate level of investment in the industry" Morrow added.

The CHC further argued that as preventative health is increasingly becoming a critical element in the healthcare sector, it hopes that this will be "reflected in the distribution of the Government's extended investment in research and development in this area".

In its submission to the McKeon Review of health and medical research in Australia, the CHC highlighted the highly competitive nature of the complementary medicines industry, worth US\$83 billion annually and investment "in which would assist in maintaining Australia's place on the world stage".

## AUSSIE FAVOURITE TURNS 160



**Bosisto's Eucalyptus** is celebrating 160 years in pharmacy this year!

To celebrate it is giving 5 lucky **Pharmacy Daily** readers the chance to win a Bosisto's Eucalyptus 160<sup>th</sup> Commemorative Pack, valued at \$60 each.

First in eucalyptus since 1852, Bosisto's is famous for helping soothe coughs and colds in winter.

Use a few capfuls of the Oil in hot water as a vapour inhalant, or spray the lovely bushland aroma of Bosisto's Eucalyptus Spray to help kill 99.99 percent of germs.

Bosisto's has a range of 'birthday' activities planned this year - for more information contact 1800 003 431 or visit [www.fgb.com.au](http://www.fgb.com.au).

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

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

**Name two uses for Bosisto's Eucalyptus in winter.**

Congratulations to yesterday's lucky winner, **Jolyon Hawley** from **Aspen Australia**.

## DISPENSARY CORNER

### CURE for hiccups?

Having just reached the official teenage years, 13-year old American girl, Mallory Kievman, is set to launch what she is claiming is a cure for the dreaded hiccups.

Kievman's new company is set to sell the "cure" which she created after "curing" a particularly bad bout of hiccups in herself two years ago.

The cure, is formulated using apple cider vinegar, sugar and lollipops, and was arrived at after Kievman tried every so-called hiccup remedy under the sun, including drinking saltwater, drinking upside down, eating sugar and drinking pickle juice.

Now the CEO and Founder of her own Hiccupops company, Kievman said the combination of apple cider vinegar, sugar and lollipops "triggers a set of nerves in your throat and mouth that are responsible for the hiccup reflex arc".

"It basically over-stimulates those nerves and cancels out the message to hiccup," she added.

Currently the Hiccupops are being tweaked for taste, but Kievman has already applied for a patent and is set to launch them commercially with a full team of financial backers in the near future.

### DRIVING can be exercise.

Those that worry that driving to work gives them no exercise may want to invest in a pedal-powered car, like the one created by Austrian artist, Hannes Langerer.

The car is in-fact a pedal version of a Ferrari FXX (track-only) and is basically a bicycle surrounded by a Ferrari looking car shell which took over 12 months to create.

The eco-friendly car's name, *Fahrradi Farfall FFX*, was inspired by a butterfly, after it was described as moving 'silently and with the weightless elegance of a butterfly'.