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Pharmacy winners

CONGRATULATIONS to the lucky winners of last week's Bath and Body competition: Alex Moores, Pharmabroker Sales; Sally Brown, Flinders Medical Centre; Felicity Huxhagen, AFS Friendly Care Pharmacy; Linda Luczak, Cranebrook General Practice; and Sergeja Bosanac.

For more chances to win, see page 2 of today's issue.

MEANWHILE, today's *Pharmacy Daily* features two pages of news, plus a full page from Synthon- see p3 for details.

Phebra on Naproxen

PHEBRA has welcomed the Government's decision to approve Naproxen Suspension for reimbursement through the Pharmaceutical Benefits Scheme, saying it is particularly important given its relation to pain relief for younger patients.

Naproxen Suspension is manufactured in Australia for patients who cannot take a solid dose form of a non-steroidal anti-inflammatory agent, and is indicated for the treatment of rheumatoid arthritis, osteoarthritis, ankylosing spondylitis; for the symptomatic treatment of primary dysmenorrhoea; for the relief of acute and/or chronic pain states in which there is an inflammatory component and as an analgesic in acute migraine attack.

Phebra was granted marketing approval for Naproxen Suspension by the TGA in September this year, replacing the previously available Naprosyn oral suspension.

Australia's funky feet issues

FIFTY-five percent of Australians have experienced something 'funky' on their feet (including fungal conditions such as nail rot, tinea or athlete's foot), according to a new survey from Chemists Own.

The same survey also found that despite over half the nation having suffered a funky foot symptom, many go to great lengths to cover up their affected feet with 30% saying they never take their shoes off in public, 23% steering clear of thongs, 24% avoiding open toed shoes, and 16% painting their toenails to hide their condition (including one in 20 men).

"Our feet are one of the most used and important parts of our bodies," said Chemists' Own Pharmacist, Gerald Quigley.

"We should care for our feet with as much attention as we care for our face.

"The importance of having a foot care routine is essential for everyone, checking for infections, and cleaning and drying feet properly every day," he added.

The *Chemists' Own Healthy Summer Report*, which looked at responses from 501 parents of children aged 5 to 11, also found that the reason so many suffer from foot conditions, may in fact stem from poor hygiene practices, with 25% admitting to failing to dry between their toes, a fifth not bothering to wear thongs while using public showers, and one in 10 failing to wear socks with trainers.

Interestingly, although some

people were too ashamed to seek treatment almost three quarters (72%) did.

In addition, when faced with funky feet issues, the most popular health care provider that consumers turned to, according to the survey, was their community pharmacist, with 61% saying they visited their pharmacist to treat their condition.

Speaking about the findings Quigley touted the importance of pharmacy assistants, adding that it is important that they have the confidence to discuss feet issues with patients, and that they are competent in their knowledge of feet conditions and treatment.

Aged care grants

THE Department of Health has opened applications for a slice of its \$17 million funding for projects to better connect Australia's aged care system with the health and hospitals systems.

Speaking about the funding, the Minister for Mental health and Ageing, Mark Butler said "Successful applicants will carry out innovative projects that will see aged care providers work intensively with healthcare providers and medical insurers".

"This will help give older people better access to complex health care, including palliative and psycho-geriatric care," he added.

Butler also said that the funding will help projects in which aged care organisations will work alongside multidisciplinary teams that may include GPs, nurses, primary healthcare providers or specialists.

Some projects will also test whether video consultations are effective in improving access to GPs for residents of aged care homes.

"New healthcare opportunities in the sector will be opened, breaking down the significant barriers to getting frontline health care often faced by older people, particularly those in residential care," Butler said.

Funding applications close at 5pm on Friday 21 December 2012.

See www.health.gov.au.

Dental transparency

THE Australian Dental Industry Association is pushing the TGA to adopt recommendations from a recent Senate inquiry to increase the amount of information provided to patients about the source of their dental laboratory work.

"ADIA has made formal representations to the TGA, requesting that the regulator adopt a Senate committee recommendation to consider if the approach used in the UK of requiring a statement of manufacture to be provided to patients, and retained by the dental practitioner, has merit," said Troy Williams, ADIA CEO.

According to AIDA, this statement would include the name and address of the manufacturer and a statement that the device in question conforms to the essential principles set out in the regulatory framework administered by the TGA.

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Guild Update

Two major deadlines loom at the end of November; submissions close for Pharmacy of the Year 2013 (POTY), as well as the Guild eCensus.

POTY 2013

Entries for QCCP Pharmacy of the Year (POTY) close on Monday 26 November 2012 at 5pm. All details can be found at

www.pharmacyoftheyear.com.au.

Winners will share in a cash prize and receive a stylish trophy to display in their pharmacy.

Travel and registration costs to attend the award ceremony at APP on the Gold Coast, 21-24 March 2013, will be paid for category winners.

Category winners will have ongoing exposure through QCCP and Guild publications after participating in a professional photo-shoot.

The award has three categories in which a pharmacy can be considered as a finalist: (1) Excellence in business management, (2) Excellence in community engagement, and (3) Innovation in professional services. Each category winner will be in the running to win the overall Pharmacy of the Year Award.

eCensus

The completion date for the eCensus is November 30. That gives community pharmacy owners just under two week weeks to complete this important survey which will add great value to the work done by the Guild on behalf of community pharmacies.

To complete the census, go to <http://ecensus.guildlink.com.au> and request a username and password which will be emailed to you.

It could take 20 minutes to complete the census - but they're 20 minutes that could greatly benefit the future of the community pharmacy industry.

For information or assistance with the census phone 1300 764 088.



**The Pharmacy
Guild of Australia**

Consumer input needed

OVER half of all Australians would be open to participating in clinical trials if they had a relevant condition, according to Research Australia.

The comments come on the back of research into consumer health involvement in the Australian health landscape, which looked at a randomly selected national sample of 1,052 Australians aged 18 and over.

The research found that whilst 59% of Australians would be open to participating in clinical trials if they had a relevant medical condition (a figure that has remained constant over eight years), the number of those who are unsure but who would participate in trials if they had more information has grown (jumping from 21% to 37% over the past eight years).

Interestingly, the research also found that the number who would definitely not participate in a clinical trial has fallen from 20% to only 4%.

"We need to empower the people by telling them more about what the medical research is for, and to foster greater value and understanding within the community of health and medical research," said Elizabeth Foley, Chief Executive Officer of Research Australia.

"The community wants more information and engagement, which has come through in the public submissions made by consumer health organisations to the McKeon Review, and avenues for meaningful engagement and partnership have also been an important part of Research Australia's response to the McKeon Review consultation paper.

"The sector needs to partner with 'patients' more, and ensure that we are integrating health and medical research into the health care system," she added.

Around 600 new clinical trials commence in Australia each year, in which, according to Foley, less than 1% of all Australians are involved.

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Hint! Visit: www.maskinacup.com.au

Congratulations to yesterday's lucky winner, **Rebecca Kennedy** from **The Pharmacy Guild of Australia**.

This week **Pharmacy Daily** is giving five lucky readers the chance to win some exciting prize packs valued at \$35, courtesy of **Terra 2 Skin**.

Maintain optimum skin health with this great pack consisting of a: Mask in a Cup - combining natural antioxidants with the rich trace elements of the natural active clay, Konjacu Fibre Sponge - 100% natural vegetable fibre, exfoliates and



DISPENSARY CORNER

SORE tooth?

A polar bear in the Scottish Highland Wildlife Park has been given the royal treatment, having his tooth ache attended to by a team of 12 dentists, vets and dental nurses.

The procedure was prompted after the usually buoyant polar bear, Arktos, began to feel a bit sorry for himself.

Arktos soon let keepers know the problem when he opened his mouth wide, as he has been trained to do, to reveal some serious dental issues.

In fact, Arktos' 42-razor sharp tooth grin needed root canal, due to damage to the tip of one of his teeth having caused rotting.

Fortunately for the pudgy polar bear, the three-and-a-half hour dental work went smoothly, and he is now back to his old tricks.

IRRATIONAL love of Brian Adams?

Well there's a remedy for that, according to a Real Estate Agent currently selling the iconic building backdrop to Adams' smash hit *Everything I Do I Do It For You*.

The moss-covered ruin, Silk Mills in Somerset, Britain, is currently up for grabs, and for a mere \$91,000 Adams' aficionados can own their own slice of the pop icon's musical history.

Silk Mills helped Adam's song sit at number one on the UK pop charts for a record breaking 16-weeks after the release of the blockbuster smash hit movie *Robin Hood: Prince of Thieves*, for which it was the title track.

The agency selling the property, Seddons, has said that so far it has been "inundated" with enquiries.





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