

## Winners are grinners

**CONGRATULATIONS** to Michael O'Donnell, locum pharmacist; and Georgia Lloyd, aeffect, who were the lucky winners of last Friday's Hamilton competition.

## Blackmores partner

**BLACKMORES** has upped its environmental cred with a new partnership with global conservation organisation WWF.

The three-year Sustainable Fish Oils Partnership is designed to help Blackmores achieve the highest possible standard of sustainability for its fish oils by 2015.

Coinciding with the partnership, is the release of Blackmores Eco Krill, the only krill oil in Australia certified as sustainable by the Marine Stewardship Council (MSC).

## DDS looks to NSW for growth

**DISCOUNT** Drug Stores is well on the way to achieving its goal of 200 stores nationally by 2017, having just opened its 100th store in Hillsdale NSW.

According to the General Manager of the pharmacy franchise, Douglas Kuskopf-Dallas, the opening of the 100th store in NSW is also reflective of the company's strategic focus on the state to drive its 2017 vision.

"Our current New South Wales stores are very strong performers and record some of our highest turnovers," he said.

"It therefore made the most business sense to focus on

maximising this success as we continue to expand across Australia," he added.

Currently the company has 20 stores in NSW making the state its second most prosperous region behind Queensland where it has established over 60 stores since the company was founded in 2001.

## Vaccine waning?

**A CASE** controlled study published in the *New England Journal of Medicine* has found that the acellular pertussis vaccine may not offer long-lasting whooping cough protection.

The study looked at children who received the fifth dose of the diphtheria-tetanus-acellular pertussis vaccine from 2006 to 2011, to assess their risk of whooping cough.

Researchers compared 277 children, four to 12 years of age, who were PCR-positive for pertussis with 3,318 PCR-negative controls and 6,086 matched controls.

According to their findings PCR-positive children were more likely to have received the fifth DTaP dose earlier than PCR-negative controls ( $P < 0.001$ ) or matched controls ( $P = 0.005$ ).

In addition, comparison with PCR-negative controls yielded an odds ratio of 1.42 (95% confidence interval, 1.21 to 1.66), indicating that after the fifth dose of DTaP, the odds of acquiring pertussis increased by an average of 42% per year.

## PBAC looks at diabetes

**THE** Pharmaceutical Benefits Advisory Committee (PBAC) has commissioned a review of products and medicines used for diabetes management.

The objective of the review is to systematically evaluate the body of clinical evidence regarding diabetes interventions to ensure the most appropriate management of diabetes in clinical practice.

According to the Department of Ageing the review aims to ensure that patients are using the most appropriate medicines and products, effectively, and safely, to achieve optimal health outcomes and support quality use of medicines.

The first stage of the review is now open for submissions, see [www.pbs.gov.au](http://www.pbs.gov.au) for details.

**BLACKMORES**  
**Alive!**  
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## Kids codeine review

**THE** European Medicines Agency's Pharmacovigilance Risk Assessment Committee (PRAC) has commenced a safety review of codeine-containing medicines when used for post-operative pain relief in children.

The review follows recent concerns over an increased risk of morphine toxicity when codeine is given to children after surgery.

It was prompted, in particular, by a small number of cases where a rare but fatal or life-threatening respiratory depression in ultra-rapid metabolising children who were given codeine after surgical removal of the tonsils or adenoids in the treatment of obstructive sleep apnoea.

As such the EMA will evaluate the impact of the new information on the benefit-risk balance of these medicines when used for post-operative pain relief in children.

## WIN A MILKY FOOT CARE PACK!

This week **PD** is giving five readers the chance to win a Milky Foot Care Pack, courtesy of **BioRevive**.

Every day our feet are under constant pressure, resulting in rough, hardened skin with painful dry cracks. Smooth silky feet are essential, especially with summer around the corner. If you don't have time for salon pedicures, simply make a date with Milky Foot Exfoliation Pads and Milky Foot Essence. Milky Foot provides you with an effortless two-step at-home pedicure system. For your chance to win this pampering prize, be first to send in the correct answer to the question below to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

### What's the price of Milky Foot Essence?

Hint! Visit [www.biorevive.com/products/milky\\_foot/](http://www.biorevive.com/products/milky_foot/)

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## Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Frank Uccellini**, Pharmacist and Owner, Terry White Chemists Browns Plains.



There is a new set of rules for pharmacy.

We all know for example that dispensary profits will no longer be the grunt behind our retail pharmacy businesses.

Pharmacists who value the customer experience are set to come into their own.

Deriving profit from the 'front-of-shop' will require a different approach to that of the past, and to the dispensary, which is essentially a pre-sale by the time a customer hands over their script.

Success in front of shop is pegged to customer experience.

At Terry White Chemists we are answering the monumental shift in retail and pharmacy in a number of ways not the least of which is a return to clear customer journey.

We are revisiting our own front of shop tools and we're finding value in an enhanced customer experience.

At my pharmacy at Browns Plains (on Brisbane's south side) we are trialling the group's new approach to health in the area of Children's Health.

It is one element of Terry White Chemists' series of health-centred solutions whereby merchandising, planograms and store layout give clear condition-based focal points.

The first four weeks have seen a solid increase in net sales and GPs.

It is not enough to shift our businesses to take account of changes specific to our industry.

In order to be successful we need also, to take into account the shift in customer behaviour.

Our experience is the market will reward those that do.

## Chemmart captures men

AUSTRALIAN men have responded with gusto to Chemmart's recent Man Hunt Campaign, with the company reporting that it had four times as many men come into its stores for a health check than in the previous period.

The Chemmart Man Hunt Campaign launched in late August as part of the company's national preventative initiative, and ran until mid September, calling for Aussie males to visit a Chemmart pharmacy and have a health check up.

According to the company, the greatest concern for most men who came in for a health check was weight, with 81% being identified as having a waist measurement above the healthy range.

In addition to weight, Chemmart pharmacists also noted two other health issues which were worryingly common in men that had their health check during the campaign, including high glucose and high total cholesterol.

"The number of high-risk patients that Chemmart saw during the period were alarming, not only the actual readings but many Chemmart Pharmacists reported that most of the men had no idea of their current state of health, or the potential risks associated with their results," the company said in a statement.

## ACP clinical skills

THE Australian College of Pharmacy is set to host a seminar later this year in Cairns to assist pharmacists to develop their clinical skills for clinical interventions and MedsCheck.

Topics covered will include drug interactions; drug-disease interactions; CYP, PGP, OATP, UGT interactions; grapefruit and warfarin interactions; drug-gene interactions; and current topics in drug interactions.

See [www.acp.edu.au](http://www.acp.edu.au) for details.



## DISPENSARY CORNER

### SUPER hearing.

US comic book giant Marvel has come to the aid of a four year old boy, Anthony, who refused to wear his hearing aid to school.

According to reports, the boy told his parents that he didn't want to wear his "blue ear" to school because superheroes don't wear hearing aids.

His parents then wrote to Marvel to see if any superheroes had ever worn a hearing aid.

To their surprise within 24 hours Marvel had sent the family a copy of a comic published in 1984 where a superhero, Hawkeye, wore a hearing aid after suffering temporary deafness.

Marvel also created a new hero The Blue Ear in honour of Anthony.

"Our job is to make kids like Anthony believe in heroes and we will do that job," said Marvel.

Anthony has since begun to wear his hearing aid to school.

### MIRACLE escape.

A four year old boy and his mother have escaped a horror car crash unscathed, leaving rescuers shaking their heads and calling the duo "extraordinarily lucky".

The calamity began when the mother and child were driving through Oberengadin in Switzerland and were suddenly rammed by a 115kg stag.

The stag's impact threw the car out of control and into the path of an oncoming train.

The mother then fought frantically to free her toddler from the car before the train struck but was too late, with the train hurling headlong into the car at full speed, throwing the mother clear of the car, whilst her child remained inside.

Unbelievably however, the mother was able to pick herself up and run to the car, to find her son unscathed, but a little unsettled.



## Pharmacy Practice Incentives (PPI)

## DAAs/Clinical Interventions claim form **DUE NOW**

The DAAs/Clinical Interventions claim form **MUST** be lodged with Medicare between 1- 14 October 2012

**Click to access Claim form**

**IMPORTANT:** Claims received by Medicare after 14 October 2012 will be rejected.



Australian Government  
Department of Health and Ageing



The Pharmacy  
Guild of Australia

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