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Today in pharmacy

TODAY'S PD features two pages of news, plus a full page from Blink Pharmacy Brokers (see p3).

Ageing Australia

THE upcoming Medicine Australia conference will tackle the implications of an ageing Australia.

Set to be opened by Mark Butler, Minister for Mental Health and Ageing, the conference will hear its keynote address from industry veteran Dr Richard Barker, Director of the Oxford Centre for Accelerating Medical Innovations and former Chief Executive of the Association of the British Pharmaceutical Industry.

The biannual event will take place on 24 October in Sydney, see www.medicinesaustralia.com.au for details.

Priceline launches online

THIS week Priceline entered the world of online shopping, with its new online store.

The store features more than 10,000 products to choose from, which, according to the company, makes it one of the largest and most comprehensive health and beauty websites in the country.

Speaking about the new site, the company said that its development was based on extensive research into Priceline customer behaviour, and how they like to shop online.

According to the research, the customers were fairly evenly split between those who want to make quick, efficient purchases and those who like to spend time reading, researching and checking products.

As such, the interactive online store offers quick and easy navigation, as well as content for those who want to learn and research products.

Key features of the site include comprehensive product details, customer ratings and reviews, instructional videos and expert advice through blogs.

"We've listened to our loyal shoppers to find out what they

want from an online store and we've developed a site that offers fantastic shopping functionality and brings to life the women's playground they experience in our stores, in the virtual world," said Stephen Roche, Priceline & API CEO and Managing Director.

In terms of comparisons between its internet offering and Priceline's 350 stores nationally, the company said that its online store will offer product price, sale and promotional consistency.

The online store will also provide exclusive benefits for Priceline Sister Club and Beauty Club members including access to exclusive online content, and will, at a later stage, also offer 'Secret Sister Sales'.

In addition, Priceline's online store will deliver to most locations within Australia, and will offer customers the choice between standard (\$5.95) or express (\$9.95) shipping (as well as free delivery for single purchases of \$100 or more).

"We're very happy with the new site," said Roche.

"It embodies all the things that are really important to Priceline customers – it offers great value and also provides the service and advice that we know people want when they shop online.

"Our virtual store reinforces the experience our customers have when they visit our real stores and I'm sure our shoppers will enjoy using both channels to discover and purchase products from Priceline," he added.

See www.priceline.com.au.

Medicare reminders

MEDICARE is reminding pharmacists that they must supply PBS medicines according to the prescriber's instructions and legislative requirements.

"Some pharmacists may be supplying generic brand medicines even though the prescriber has ticked prescription brand substitution not permitted," Medicare said.

"If you supply the generic brand and the prescriber hasn't authorised it, you won't be paid for supplying the medicine," Medicare added.

MEANWHILE Medicare also reminded pharmacists that as of 01 September The Camerons Group has been taking orders for and sending out your PBS stationery.

To order PBS stationery visit www.camerons.net/pbs (login name will be your pharmacy approval number and the password was sent to individual pharmacies in August).



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Always read the label. Use only as directed. Vitamin supplements should not replace a balanced diet.

PBS resource changes

A NUMBER of PBS dispensing and claiming education resources have been updated and are now available, including quick reference guides, dispensing and claiming checklists, and prescription writing guides to help with PBS dispensing and claiming.

CLICK HERE for details.

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WIN A MILKY FOOT CARE PACK!



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

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, be first to send in the correct answer to the question below to comp@pharmacydaily.com.au

What is Milky Foot Exfoliating Pads' active ingredient?

Congratulations to yesterday's winner **Kim Novak** from **Ayr District Hospital**.

Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

14 Oct: Regional Seminar: Sad Blokes, Understanding Men and Depression; 7-8pm; Gold Coast University Hospital; educationqld@psa.org.au.

15 Oct: Evening Lecture, Gold Coast Herbal Medicine- The Inside Story; Batemans Bay; 7.30am-3.30pm; beryl.park@psa.org.au.

16 Oct: Evening Lecture: Wellness in Children from 0 to 2; 7-8.30pm; The Canberra Hospital; call 02 6283 4739.

17 Oct: Drugs and Diseases 9: Management of the Behavioural and Psychological Symptoms of Dementia; 7.30pm-9.30pm; PSA SA Branch Office, Unley; call 08 8272 1211.

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.psa.org.au/pac.

21 Oct: Senior First Aid and CPR; 9am - 4pm; PACE, Cornwall St Woolloongabba, Qld; visit www.pulsestart.com.au.

After hours pharmacists

THE Pharmaceutical Society of Australia's ACT Branch has been granted ACT Medicare Local (ACTML) funding to develop an After Hours Program, to enhance access to after hours primary healthcare services.

"ACTML conducted an initial needs assessment which confirmed that pharmacists play a key role in providing assistance to Canberrans during the after-hours health care period," said ACTML's Dr Rashmi Sharma.

"We are pleased to be funding the PSA program to develop and deliver this training package to pharmacists," he added.

The program will raise the awareness of pharmacists in after-hours services and develop their skills for managing and triaging common after-hours presentations.

The After Hours Program will also

improve the knowledge and skills of pharmacists and their staff with regard to referral of common after-hours presentations.

"In addition, the pharmacists will be better informed of services that can be accessed after-hours by the community and in so doing reduce the load on the acute care hospitals," said ACT PSA Branch President Professor Gabrielle Cooper.

"The program aims to further address the gaps in after-hours care in collaboration with other primary care providers and the ACT Medicare Local," Cooper added.

MEANWHILE the ACTML also said that it will soon be implementing a consumer awareness program to educate Canberrans on what their healthcare options (including pharmacy) are after hours.

Customers not welcome

AUSTRALIAN retail customers are not getting exceptional levels of service, according to new data released by Australian consumer research company, Mystery Customer.

The study examined the service standards of retail staff across a variety of industry sectors through mystery customers and found that 30% of staff failed to acknowledge customers entering the store; 38% could not adequately explain product features and benefits; and 15% of customers were not served within a reasonable time frame.

DISPENSARY CORNER

VOTE and get drugs for free.

A 32-year old political candidate, Carme Cristina Lima, has been busted trying to amp up her electoral following with cocaine.

Lima was running for a spot on the city council in Itacoatiara, in the northern state of Amazonas, when she was busted by police on election day.

According to reports, police became suspicious when they noticed that Lima's car was getting swamped with would-be voters.

Upon a search of the vehicle, the officers found hundreds of pamphlets on how to vote for Lima, attached to which were packets of cocaine.

Speaking to media, Police Chief Daniel Ottoni said "There was a large gathering of people around Ms Lima, but when they saw the police they all ran away".

"The candidate and another man also fled by car but officers caught up with them.

"According to locals, she had been distributing the drugs since early in the morning, on condition that people vote for her," Ottoni added.

Needless to say the hopeful candidate did not win her spot on the council, and has since been charged with a range of lawbreaking activities, including corruption and drug dealing.

New look pension card

PHARMACISTS across Australia may have already noted the refreshed new look of the Pensioner Concession Card, Health Care Card and Commonwealth Seniors Health Card.

The new cards started rolling out in August, with concession holders receiving a new card when their existing card expires, or when they need a replacement.

Pharmacists who use images of the cards to promote concessions can access the new card images by visiting- www.humanservices.gov.au/customer/contact-us.

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Jobs of the Week

- **Pharmacist Manager** - Geelong, VIC (Job# 2009376)
Newly created role, focus on customer care and professional services.
- **Pharmacist in Charge** - Port Stephens, NSW (Job# 2009313)
Mon-Fri + Sat mornings only. Immediate start. Future partnership potential.
- **Pharmacist/PIC** - Coral Coast, QLD (Job# 2009331)
Diverse rotational role. Customer focused pharmacy group. Regional.

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Selling your pharmacy...

Blink Pharmacy Brokers offer an innovative, holistic and focused pharmacy broking service and specialise in listing and selling pharmacies throughout Victoria, South Australia and Tasmania. We work with you to deliver the successful outcome that **you** define.

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Buying a pharmacy...

If you're a first pharmacy buyer or looking to expand your existing group, once you've signed the appropriate confidentiality deed, Blink provide you with the relevant pharmacy opportunities that suit your profile.

If you're a registered buyer with Blink, we will contact you when we list a pharmacy for sale and ask whether you wish to view our "Pharmacy Profile Package" (PPP). The PPP is specifically designed so that you can make an informed decision and details the relevant pharmacy particulars including financial reports, script reports, staffing details, the commercial environment, demographics and lease summary.

Register as a Buyer online...

www.blinkpb.com.au

The better we know your purchase profile, the sooner we can present you with new opportunities, or, for a confidential discussion please contact Stewart Grigg so he can update and add your details to Blink's National Database of buyers.

FREE Pharmacy Appraisal...

Whether you're a potential seller or just curious to know what level of interest your pharmacy may attract if sold in the current market please contact Blink for a confidential appraisal.

*Disclaimer: Neither Blink Pharmacy Brokers nor any of its directors are licensed valuers. Appraisals provided by Blink Pharmacy Brokers do not constitute formal valuations.



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