

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

Step 2 Improve layout

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ETP program in Oct

NEXT month will see the launch of the Electronic Transfer of Prescription (ETP) Education Program, a new national initiative, funded through the Fifth Community Pharmacy Agreement.

"ETP is a means by which community pharmacy can participate in a quality use of medicines initiative which will reduce medication errors and enhance health outcomes for consumers," said the Pharmacy Guild of Australia.

The program is designed to educate pharmacy staffers about Electronic Medication Management and specifically the role of ETP in Australia's eHealth landscape.

The program will assist the nearly two-thirds of Australian pharmacies that are already equipped to process electronic prescriptions to consolidate their knowledge, as well as to help those pharmacies to be 'eHealth enabled' and ready to participate in other eHealth initiatives, including the Personally Controlled Electronic Health Record.

In addition, the program will assist the one third of pharmacies who have not yet made the transition to electronic prescriptions to adopt and maximise the benefits of ETP technology.

The key components of the program include: free information sessions conducted throughout Australia commencing in October, support for pharmacies to sign up for their organisational Healthcare Provider Identifier to be 'eHealth enabled', and provision of eLearning material.

For more info about the program and the information sessions visit the 5CPA website at - 5cpa.com.au.

Pharmacists family planning

PHARMACISTS are set to receive special training in the provision of emergency contraception thanks to the signing of a Memorandum of Understanding between the PSA and Sexual Health and Family Planning Australia.

Pharmacy shopping

VISITING multiple doctors and pharmacies to obtain medicines has been linked to prescription drug overdose deaths.

The finding was part of a study by researchers at West Virginia University, which examined data from the West Virginia Controlled Substance Monitoring Program and the Forensic Drug Database from July 2005 through December 2007, and which included more than one million people aged over 18 years.

According to the researchers, of those that were categorised as deceased, doctor shoppers accounted for about 25%, whilst nearly 17.5% of the deceased were pharmacy shoppers.

Interestingly, around 20% of doctor shoppers were also found to be pharmacy shoppers, whilst 55.6% of pharmacy shoppers were found to be doctor shoppers.

Discussing their findings, researchers emphasised the importance of collaboration and communication between doctors and pharmacists, with research head Dr Marie Abate suggesting that GPs and pharmacists contact each other, as well as other involved physicians, if a patient recently filled or is trying to fill similar prescriptions.

"Sexual and reproductive health and rights are important issues and often the pharmacist is the first health professional a person talks to in regard to such matters," said National President of the PSA, Grant Kardachi.

"This agreement establishes a basis for a nationally coordinated and structured approach to the provision of sexual health and contraception services through community pharmacies.

"It will promote the role of pharmacists as pivotal members of the primary health-care team who will work to improve patient outcomes in the area of emergency contraception," Kardachi added.

The agreement will also see the duo develop and implement training, education and practice tools in regard to emergency contraception, whilst the MoU will serve to help to identify tools and services which may be of benefit to both organisations and the Australian public.

"At PSA we recognise that the provision of a wide range of professional services is the key to the future of the profession," Kardachi said.

"This MoU is just one example of how pharmacy is expanding its operations to meet the changing health needs of all Australian consumers," he added.

PD comp winner

CONGRATULATIONS to the winner of Friday's PD comp, Lisa Robertson from Flinders Medical Centre.

Accreditation consult

THE draft Accreditation Standards for Pharmacy Degree Programs in Australia and New Zealand has now been released for public consultation.

The consultation period ends 30 September, [CLICK HERE](#) for details.

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Weekly Comment

Welcome to *PD*'s weekly comment feature. This week's contributor is **Paul Rowe**, Chief Executive, Razor Business Solutions.



Getting the 'Gold' from a conference

Is a conference an excuse to get away from the pharmacy and drink too much? Maybe, but a good conference is worth its weight in gold! It can be an opportunity to work on your pharmacy, not in it. It's a resource; you just have to use it! How? You must receive notifications of events that are relevant to you and your pharmacy. Then enroll! Don't procrastinate. This step is where many miss out. Now turn up. Many people pay and then don't attend. There will always be an excuse but if you want your business to grow then invest the time. You're at the conference, name-tag on and are hiding in the corner. **WRONG!** This is the opportunity to network. You must talk and most importantly listen. Most sessions are interactive which means a question & answer opportunity. Use it! There is no such thing as a stupid question. Try to keep an open mind. You never know when a real gem will pop up. The attitude "I have done it this way for 20 years and there is no reason to change" will get you nowhere fast! Make a commitment to go back to your business with fresh eyes and see where you can make positive changes. Happy Conferencing!!

Expanded International Code

THIS month the International Federation of Pharmaceutical Manufacturers and Associations' new expanded Code of Practice went into effect worldwide (*PD* 23 Mar).

In addition to addressing interactions, the Code now also includes high-level guiding principles for practice, a clear distinction between gifts, promotional aids and items of medical utility, guidance for supporting continuing medical education, and a provision on disclosure of clinical trials information.

The Code also provides guidance for filing complaints and prohibits preapproval promotional activities for pharmaceutical products, company-sponsored entertainment at events, and providing or offering personal gifts to healthcare professionals.

MEANWHILE Medicines Australia has responded to the

implementation of the Code by saying that "Australian consumers can be confident that the standards of ethical conduct and transparency demanded by the Medicines Australia Code of Conduct far exceed those of other countries".

Speaking in the wake of the Code's release, Medicines Australia CEO Dr Brendan Shaw said "The expanded global Code is a positive step forward, it articulates high-level principles that hold companies to a high standard of ethical conduct".

"It also imposes new requirements that have been in place in Australia for many years, such as banning personal gifts and the provision of entertainment at educational events," Shaw said.

"The global Code underscores how much further ahead of most countries Australia is in this regard," he added.

To view the expanded IFPMA Code **CLICK HERE**.

DISPENSARY CORNER

ARTISTIC instincts.

Species it seems, is no barrier to artistic temperament, with one elephant, Shanti, proving that she has the flair to not only create works of art, but sell them too.

Housed at Prague Zoo in the Czech Republic, Shanti, a female Asian elephant, was introduced to art by her keeper who taught her to hold a paintbrush with her trunk.

After a few months mastering the art of holding the brush, dipping it in colours and painting the canvas, Shanti could create her own artworks without any keeper assistance.

During the next two months she painted 12 artworks, before losing interest in the work.

Her artworks are now being auctioned off to raise money for zoo equipment in Sri Lanka, and are selling for up to \$1,500 each.

DEATH and taxes.

Last week zombies converged on the US Democratic Convention to announce their candidate for presidency, Mr A Zombie.

Backed up by his first lady, Patty Morgan-Zombie, Mr Zombie pledged to "highlight the plight of the zombie community".

Speaking to media about the presidential race, Patty Zombie said "My husband is running for president, because he could have taken a certain issue lying down, well, because he was already lying down, but he decided to stand up and pledge to fight for equal viewing opportunities for all".

The zombie campaign is actually part of a stunt to get the series *The Walking Dead* reinstated on the Dish Network after the network dumped the popular zombie television show due to contractual disputes.



WIN A LAVENDER PACK

Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Bosisto's Bedtime Bliss Lavender Pack, courtesy of **FGB Natural Products**.

Stressed? Tired? Sometimes you just need a little help from Mother Nature. Bosisto's Lavender Spray contains 100% pure premium grade Lavender Oil, so now you can enjoy Lavender's sleep-inducing, soothing properties at the touch of a button.



Each pack is valued at \$30 and contains a Lavender Spray, a Lavender Oil and Information Guide.

Spray around the bedroom to help sleep or onto a hanky to ease stress and headaches. It's also perfect to spray in a baby's nappy bin to eliminate odours. It even helps ease the itch of insect bites!

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

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