

Advertising review

THE Therapeutic Goods Administration has launched a new consultation on proposals for the future regulatory framework for advertising of therapeutic goods to the general public.

It's the next stage in the process which saw a consultation paper on improving advertising arrangements for therapeutic goods released in June 2010 and a series of roundtables to discuss feedback on issues including pre-approval of advertisements, complaints handling, sanctions for non-compliance and transparency.

There's also been major change in the environment with the proliferation of electronic media and new advertising options.

A range of proposals are canvassed in the latest consultation regulatory impact statement, with comments sought by 12 Jul.

CLICK HERE to view the statement.

Latrobe pharmacists quit

THE Society of Hospital Pharmacists of Australia has urged governments around the country to ensure that hospital funding is sufficient to support and sustain the services required to ensure patient safety, in the light of the resignation of two highly respected hospital pharmacy managers from Latrobe Regional Hospital in Vic.

Anne Leversha (who's been working at Latrobe for 27 years) and Lyn Billington have both stepped down as pharmacy managers after finding their positions untenable "because the hospital's current senior executive is placing financial objectives ahead of patient safety," the SHPA said.

The number of pharmacists at the hospital has not been increased to cover higher workloads since 2009, despite the hospital offering additional patient services in



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Self care relaunch

THE Pharmaceutical Society of Australia has relaunched its popular Self Care Program, with PSA National President releasing details of the update at last weekend's PSA CPExpo in Sydney.

The revamp sees the program's Fact Cards now online and accessible from any desktop, laptop or tablet device, with pharmacists also now able to email branded information to customers.

New topic-based ACTION kits have also been launched, as resources designed to support in-store health promotions and implementation of new professional services.

See psa.org.au/selfcare.

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Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is Peter

Marshall, CEO of Pharmacy Solutions Australia.



Pharmacy Values

Retail pharmacy has become a very competitive environment which is unduly exposed to high rentals and threatened by a continual ratcheting of the PBS.

Where will prices of pharmacy head in the future? Certainly there are unknowns that are difficult to factor in, but with the volume of loan delinquencies it will take banks sometime to allow money to flow more freely. Future governments will continue to look for ways to wind in the PBS, online shopping will increase and competition will continue.

It is important to remember that pharmacy remains an integral part of the health system and that pharmacists provide a key role in the detection and prevention of health issues. It is hoped that our system remains unchanged and that successive governments continue to realise that the retention of a regulated industry provides a strong and viable anchor of our health system.

Prices of pharmacies will remain stagnant or ease slightly over the next two years before a more measured assessment of price disclosure is completed. It is hoped that the next government stops the waning confidence in small business and, in line with an improved economy, we will see a much needed boost to the net profit of pharmacy.

Do not hesitate to contact peterm@pharmacsolutions.com.au to discuss.

New DDS training portal

DISCOUNT Drug Stores has launched a specially designed online training portal for its employees and pharmacists, with the aim of strengthening its current in-house training systems and further boosting efficiencies.

As well as providing a means of updating pharmacy staff on new products and services, the portal incorporates continuing professional development for DDS pharmacists across the country.

GM Douglas Kuskopf-Dallas said the company is "looking to position itself as Australia's leading pharmacy brand for delivering quality customer service."

"Discount Drug Stores has achieved significant and rapid growth over the past six years due to our systems and internal strategies that focus on providing customers with comprehensive, high quality healthcare services."

"In 2013 we want to strengthen this point of difference and we believe that to do this we needed a new internal system that would give our in store personnel access to the very latest training and

resources," he said.

Discount Drug Stores now has 110 stores nationally, seven years after launching its franchise offer.

Kuskopf-Dallas said that "by bringing all training in-house it will be easier for our pharmacists to not only complete their required training, but to access education resources and information that they would not have otherwise come across."

"It will ensure our pharmacists are among the best in the industry and will give us an added edge over our competition," he added.

Almitrine withdrawal

THE European Medicines Agency has endorsed a recommendation that oral medications containing almitrine should be suspended across the EU from next month.

The move follows a safety review of oral almitrine initiated by the French medicines agency, which concluded that the available evidence did not support the use of the medicine in the current management of COPD.

DESIGNER BRANDS EYE PRODUCTS UP FOR GRABS



Every day this week, *Pharmacy Daily* is giving one lucky reader the chance to win a **Designer Brands Eye** prize pack (pictured left), valued at \$35.97 each.

Each prize pack includes Extend A Lash brush on lash fibres, Lash Primer and Absolute Precision Liquid Eye liner.

NEW breakthrough fibre technology from Designer Brands Cosmetics allows you to add an amazing 8mm in

length instantly doubling lash length!*

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What type of mascara is included in Extend A Lash?

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DISPENSARY CORNER

HEALTH officials in New York are selling an unusual refrigerator via online auction site eBay.

It's ideal for someone who needs to keep lots of things cold, because it was formerly used to refrigerate bodies in a morgue.

It has four good-sized rolling drawers, with bidding on the weekend reaching US\$475 - but that didn't include delivery from the fridge's current location at a Manhattan psychiatric hospital.

AUSTRALIAN scientists have made another stunning breakthrough - left-handed dogs are likely to be more aggressive than those which favour their right paw.

Dr Luke Schneider from the University of Adelaide said that when it came to aggression towards strangers, "the left-pawed dogs scored almost twice as high as ambilateral (ones with no preference) and also higher than dogs with right paws".

The study was reported in the *Journal of Veterinary Behavior*, and interestingly, unlike in humans where many more are right handed, in dogs the preference is more even, with about a third being left-pawed, a third being right-pawed and the rest using both paws evenly.

SEVERAL thousand nappies are expected to be needed over the next few years by a couple in the Czech republic who are now the proud parents of five babies.

23-year-old Alexandra Kinova gave birth to the country's first recorded set of quintuplets, with the four boys and a girl conceived naturally.

They already had one child, and Kinova initially thought she was pregnant with twins, but in Mar doctors revised their estimate to four - and then five in Apr.

The babies' father, Antonin Krosocen, was thrilled at having such a huge family.

He said "the babies are beautiful but they look quite alike".