

Compliance push

FREEPATIENTSUPPORT.COM has announced a "national media campaign" to raise awareness of the health consequences of non-compliance to medication.

The campaign will include radio and online search, and "covers a major gap in existing service provision which relies on busy dispensary staff actively engaging with customers, many of whom are reluctant to discuss health issues in an open environment," said spokesman Michael Clayton.

The freepatientsupport.com website is a channel focusing on customer self-enrolment as well as prompting consumers to actively discuss compliance with their favourite pharmacy.

Pharmacies can brand the website to drive loyalty, customer service and return patronage - details via info@freepatientsupport.com.

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"In the time since we installed our robot, we've eliminated the "mish mish" of sick and busy clients waiting for their scripts. I've fitted a large CCTV screen in the pharmacy so clients can see what's going on inside the Rowa - kids love it! I love it!"

Guy Ewing
Owner of Barossa
Chemplus Pharmacy



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PBS reforms to continue

PHARMACY Guild executive director David Quilty has pledged to continue to campaign against the latest rounds of PBS reforms, after revealing that Health Minister Peter Dutton "has indicated that, at this point, the government is not in a position to ameliorate the impact of the 2 August changes to price disclosure".

The changes, which have been the subject of the massive Guild "Save your local pharmacy" campaign gathering more than 1.1 million signatures, accelerated the latest round of PBS reforms and according to Guild estimates will hit the average community pharmacy by a \$90,000 reduction in gross profit.

Writing in the latest issue of the *Forefront* newsletter, Quilty welcomed Dutton's commitment to resolve the chemotherapy funding issue and his clear support for the current pharmacy model (PD yest).

But despite Dutton's disappointing stance on the PBS changes, Quilty says the issue is "too important for

Good Price winners

GOOD Price Pharmacy Warehouse founders Anthony Yap and Hanh Luu have been announced the back-to-back winners of Brisbane Business News Young Entrepreneurs of the Year Awards for 2013.

They began the business in 2001 and have grown steadily since then.

Introducing the franchise model in 2009 has helped further fuel the growth with stores now throughout Queensland, New South Wales, Victoria, Tasmania, South Australia and Western Australia.

"We started franchising the brand to independent pharmacists to allow them to compete with other big retailers such as supermarkets and discount department stores," says Yap.

"It is important to remember the engine behind the growth comes from the infrastructure behind the business," said Mr Yap.

"The three key ingredients that we have found help our success are passion, persistence and most importantly people," he added.

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pharmacies to throw in the towel.

"The Guild will keep campaigning until a solution is found that ensures the ongoing viability of local pharmacies," he said.

Quilty said it's essential that the Guild and its members "stand up and be counted at this critical juncture as the decisions that are taken over the next 12 to 18 months will largely determine the future of community pharmacy in Australia".

BioCeuticals for HCP's

THE second BioCeuticals Research Symposium will take place at the Sydney Sofitel Wentworth Hotel on 11-12 April next year, bringing together global experts in key disease areas to share the latest advances in nutritional and integrative medicine.

The annual event, this time titled *Unravelling 21st Century Epidemics*, will feature presenters including Dr Lise Alschuler, Dr Mark Houston, Dr Michael Murray and Dr Alex Vasquez covering naturopathic oncology, cardiology, rheumatology and inflammation.

Priceline satisfies

PRICELINE Pharmacy has released the results of its annual *Franchise Satisfaction Survey*, which shows that franchisee satisfaction has again increased over the previous year.

Stephen Roche, API managing director and CEO, said: "It's pleasing that we're improving our satisfaction scores every year, particularly because we're coming off such a high base."

Roche also pointed out that for the past 6 years, franchisees' satisfaction with Priceline Pharmacy has consistently grown "making it a franchise sector leader in this area."

"The survey results also show franchisees remain strongly satisfied with the Priceline Pharmacy field support team and rate highly other support services such as communication, training and dispensary support particularly in relation to Priceline Pharmacy's competitive generics deal."

At the heart of the Priceline Pharmacy Marketing program is the Sister Club loyalty program, which has a membership of 4.3 million, up 10% on 2012, and basket sizes that are typically 50 per cent greater than those of non-members.

WIN A PLUNKETT'S PACK

Every day this week **Pharmacy Daily** is giving two lucky readers the chance to win a **Plunkett's Aloe Vera** pack.

Get Fresh Summer Skin with Plunkett's Pure Aloe Vera!

Plunkett's Pure Aloe Vera is now available as a moisturiser for everyday use. This light, refreshing cream is 90% pure certified organic aloe vera plus the restoring goodness of natural Vitamin E. Aloe Vera is "Nature's Medicine Plant" and is renowned for its cooling, soothing and moisturising properties. These Australian-made products do not contain fragrance, colour, parabens or alcohol. To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.



True or False – Plunkett's Pure Aloe Vera is certified organic?

Congratulations to yesterday's lucky winners, **Lisa Piercy** from **Terry White Management** and **Linda Luczak** of **Cranebrook General Practice**. The correct answer was **90%**.

- Cost Effective
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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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TRAVELMARVEL is offering free one-way flights to either Perth or Darwin, in conjunction with bookings of one of its Western Australia tours in 2014.

The offer is based on two people travelling together, with example trips including the 18-day *Last Frontier* which starts in Darwin and travels down Australia's west coast to Perth, taking in Katherine, Halls Creek, Kununurra, Broome and the Pilbara.

It's priced from \$6,995 per person twin share and includes luxury air-conditioned coach travel, 17 nights superior hotel and resort accommodation, 33 meals, all sightseeing, entrance fees, airport transfers and tips.

For info see your travel agent or call 1300 300 036.

CELEBRITY Cruises is offering savings of up to \$400 per stateroom on its *Celebrity Solstice*, with the deal available for bookings made before 30 Nov on the ship's worldwide sailings of five nights or longer.

It's valid for departures between 1st Jan 2014 and Apr 2015 in Alaska, NZ, the Pacific and more - 1800 754 500.

PSA honours Nick Shaw

LEADING Queensland pharmacy figure Professor Nick Shaw has been awarded this year's prestigious *Bowl of Hygeia Award* which recognises an exceptional individual service to the profession.

The award was announced at the annual dinner of the Queensland Branch of the Pharmaceutical Society of Australia by Branch President Professor Lisa Nissen.

Nissen said that Professor Shaw was recognised for his contribution to education leadership, his advocacy for the profession as Head of School at the University of Queensland, and also for his work as a member of a number of key professional committees.

"The *Bowl of Hygeia Award* is presented to a member of PSA who has demonstrated a consistently high standard of professional practice in support of the principles of pharmacy service to the

community," Nissen said.

"Nick Shaw is known to most people in his many leadership roles as someone who goes about his work with commitment, dedication and grace; underneath which lies a strong and enduring passion for the profession."

Shaw's past roles include Chair of the Committee of Heads of Pharmacy Schools in Australia and NZ and also leading the group which in 2009 incorporated the Council of Pharmacy Schools, of which he is currently Chair.

In addition he has held positions Australian Pharmacy Liaison Forum and Councillor of the Australian Pharmacy Council as well as being a member of its Accreditation Committee.

MEANWHILE Griffith University's Rebecca Curran has been named the Professor James Dare PSA Pharmacy Graduate of the Year for 2013.

The award is in the name of Emeritus Professor James Dare who was a member of the Council of the PSA Qld Branch for many years and was awarded a Fellowship of the Society as well as a Fellowship of the Society of Hospital Pharmacists.

Walgreens' adherence

US pharmacy giant Walgreens has reported higher HIV medications adherence rates for patients with associated comorbidities if they were attending Walgreens HIV-specialised pharmacies.

Two cohort studies were presented at the Cell-Lancet conference "*What Will it Take to Achieve an AIDS-free World?*" in San Francisco.

According to the US pharmacy journal *Drug Topics*, the mean proportion of days covered for patients using Walgreens' HIV-specialised pharmacies was significantly higher than for patients using the chain's other pharmacies.

Walgreens has about 2,000 HIV-trained pharmacists at more than 700 locations.

Rego renewals

MORE than 65% of pharmacists have already renewed their registration, with less than two weeks before the 30 Nov deadline after which a late fee is payable.

The majority have renewed online according to Pharmacy Board of Australia chair Stephen Marty.

A series of reminders have been sent by the AHPRA, and anyone who has not received a reminder to renew should call 1300 419 495 to check that their registered contact details are up to date.

ACMS address

THE TGA has updated its website with a new street address for the Advisory Committee on Medicines Scheduling, which is Sirius House, Atlantic Steet, Woden ACT 2606.

DISPENSARY CORNER

THE operator of a London casino has plumbed a new low in political incorrectness, by advertising for six so-called "door dwarves" to become bouncers.

The diminutive security guards will "bring a smile to people's faces" when they visit the Hippodrome Casino, according to ceo Simon Thomas.

"Nobody messes with a dwarf," he told the UK *Telegraph*.

Advertisements for the new roles state that duties will include door control and customer relations, adding that "we welcome applications from those under 4ft 10 inches".

DONUTS were such an issue for a Florida, US man that he has been arrested for impersonating a policeman in an attempt to get some of the sweet treats for free.

48-year-old Charles Barry allegedly flashed a fake badge to staff at a Dunkin' Donuts drive-through on a regular basis, demanding a police discount.

Occasionally he would turn up with his family and also ask for a special deal, with staff at the outlet eventually becoming suspicious and calling the police.

A surveillance operation was launched which caught the impostor in the act, with Barry telling investigators "I did a stupid thing" according to a sheriff's report.

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