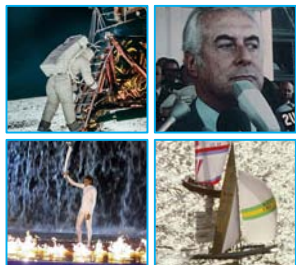


APP2014 earlybird

THE Pharmacy Guild has reintroduced earlybird rates for APP2014, with delegates who register before 31 Jan able to save up to \$100 off their registration fee. Accom bookings are also now open - [CLICK HERE](#) to register.

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PSA honours excellence

THE Pharmaceutical Society of Australia has hailed the achievements of pharmacists from across the country, with a range of awards as part of its Pharmacy Australia Congress held in Brisbane over the last few days.

Warwick Wilkinson has been named as recipient of the **Lifetime Achievement Award**, after an extensive career in pharmacy in NSW including roles as a community pharmacist, a senior executive with Merck Sharp & Dohme and as chair of the University of Sydney's Pharmacy Practice Foundation for 25 years.

The **PSA Pharmacist of the Year** is **Jenny Gowan** from Victoria, recognised for her tireless efforts driving CPD for pharmacists and involvement with Medicare Locals.

And the **Young Pharmacist of the Year** for 2013 is Tasmania's **Katie**



Hayes, with the PSA saying she has shown an "intense commitment to seeing pharmacies transition from being traditional places of medication supply to destinations where customers are provided with a whole range of pharmacy experiences as well as a broad scope of health solutions".

Victorian **Rebecca Boschert** from La Trobe University was named the **Pharmacy Student of the Year**, and also won the audience choice award after a challenging counselling session.

And Broken Hill community pharmacist **Alex Page** has won the 2013 PSA Award for **QUM in Pain Management**, after obtaining a Masters in Pain Management from the University of Sydney to help him highlight the area as a priority for Broken Hill.

Price war warning

PHARMACY Guild executive director David Quilty has warned pharmacy groups waging price wars that the approach is unsustainable in the long run.

"This strategy is a recipe for disaster, particularly if it foregoes the remaining trading terms on off-patent dispensed medicines, focuses unduly on highly commoditised categories, or competes head-to-head with the big supermarkets in the open retailing space," he wrote in the latest Guild *Forefront* newsletter.

Instead he urged pharmacies to focus on their most valued customers - [CLICK HERE](#) to view.

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NZHPA conference

THE New Zealand Hospital Pharmacists' Association conference will be held this year from 8 to 10 November at the Rydges Hotel, Queenstown.

The preliminary program is available by [CLICKING HERE](#).



INCREASED EFFICIENCY

"Previously I would only allow a trained technician, or pharmacist to put stock away, otherwise the potential for picking and dispensing errors was far too high. The CareFusion | Rowa will also dispense the stock that is closest to its expiration date, so we no longer have the constant worry about stock rotation, or ensuring medications are put away in a certain order."

David Heiner
Proprietor of Range Pharmacy, Toowoomba

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Need extra help within your pharmacy?

Dear Pharmacist, the day has arrived! To the many pharmacies who have joined the medAdvisor network, we officially 'go-live' tomorrow, **15th October 2013**.

Your medAdvisor start-up packs will start arriving from today. If you are yet to place your order, please email marketing.au@actavis.com with your name and pharmacy address details.

We look forward to working with your pharmacy and once again, welcome to medAdvisor.

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'Commonsense' award changes rejected

THE Pharmacy Guild says it's disappointed that three proposed variations to the Pharmacy Industry Award have not been agreed by the Fair Work Commission.

In a judgement rendered on Fri Fair Work Commissioner Riordan rejected the application relating to:

- a full time employee being able to be full time at something less than 38 hours per week
- an annualised salary clause for Pharmacy Assistant L4 staff
- a 90 minute shift for secondary school students in limited circumstances.

"All three of these proposed variations would have afforded greater flexibility to both employers and staff without undermining minimum standards," the Guild said in a statement.

"It is unfortunate that the current system does not appear to facilitate such common sense enhancements to the award," it added.

Other matters already varied in the Pharmacy Industry Award became effective from 01 Oct including clauses relating to clothing allowances, overtime meal allowances, pharmacy assistant classifications and rostering - **CLICK HERE** for the final decision.

EU valproate probe

THE European Medicines Agency has started a review of valproate and related substances and their use in pregnant women.

The review of the medicines, which are used for treating epilepsy and bipolar disorder, has been requested by the UK's Medicines and Healthcare products Regulatory Agency following the publication of new studies suggesting that in some children problems in development, including autism, may be long-lasting.

2014 flu vaccine

THE Australian Influenza Vaccine Committee has issued its recommendations for influenza viruses to be used in the composition of 2014 flu vaccines.

They evaluated data relating to epidemiology, antigenic and genetic characteristics of recent influenza isolates circulating in the Southern Hemisphere, as well as serological responses to 2012-13 vaccines.

The TGA has accepted the recommendations that trivalent vaccines for the 2014 influenza seasons should contain 15µg of A (H1N1), 15µg of A (H3N2) and 15µg of B/Massachusetts-like virus, while quadrivalent vaccines should add 15µg of B/Brisbane-like virus.

WIN A NATURAL INSTINCT PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **Natural Instinct** Pack, including shampoo, conditioner, body wash, body lotion and a moisturiser.



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Natural Instinct is bringing a range of affordable face, hair, body and baby care that are made with carefully selected natural ingredients. These Australian-made products are formulated with the finest plant-derived ingredients, free from any potentially harmful chemicals and toxins.

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Priceline Optrex star power

MEDIA personality and model Kris Smith made a special in-store appearance at Priceline's World Square store in Sydney last week, in his role as star representative for Optrex ActiMist.

Smith's presence attracted a large crowd of customers, fans and pharmacy staff, with Reckitt Benckiser national account manager, Kelly Marshall, saying the event was part of the company's commitment to supporting the pharmacy channel.

"We are thrilled to be able to work with API to organise this special Priceline in-store appearance with Optrex celebrity spokesperson Kris Smith for their Sydney CBD staff and loyal customers," Marshall said.

Reckitt Benckiser offers a range of resources for pharmacists and pharmacy assistants including training, education, incentive



and reward programs which are accessible at rbhealthhub.com.au.

Consumers awareness of Optrex is also currently being driven by a TV advertising campaign.

Smith is **pictured** above with Priceline World Square staff Shalvin Krishna and Sharon Lee.

CSL settles action

CSL Limited has announced the signing of an agreement to settle long-running US antitrust class action litigation filed by certain US and Puerto Rican hospital groups.

The case has been ongoing since 2009, and alleged that CSL had conspired with a competitor to artificially increase the price for plasma therapies in the USA by restricting product output.

CSL said it continues to deny any wrongdoing, but has negotiated a settlement of the litigation because "to pursue the case further would have required several more years of management time and focus as well as substantial additional legal costs with no absolute certainty of the outcome".

The company will pay \$64m to settle the case, with the agreement resolving and dismissing all claims and potential claims of class members against CSL in the suit.

Revive rebate win

WESTERN Australia's Revive Clinics has opened five new outlets in Perth pharmacies, after nurse practitioners working in the clinics won the right to bulk bill patients at the same rate as doctors.

According to a report in the *West Australian*, director Louise Stewart said the roll-out had been slower than expected because the Medicare rebate for nurses had been lower than for doctors which meant patients had to pay a gap.

The clinics launched some years ago with aspirations to rapidly expand to 60 locations (*PD* 01 Nov 2010) but have encountered strong opposition from general practitioners meaning that most of the \$60m allocated to fund nurse practitioners in the 2009-10 Federal Budget had not been spent.

The bulk-billing in-pharmacy clinics offer vaccinations, prescriptions and test referrals.

Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Paul Rowe**, Managing Director of The Business Squad.



The Pharmacy Partnership

MANY pharmacies are bought in partnership, costs are split, the workload is shared and different skill sets can be combined to maximise productivity and success.

Nevertheless there can be pitfalls and they can be devastating.

A business partnership is like a marriage-you are in it for good times and bad, the now and the unforeseen.

So, no matter how confident you are in your partner you cannot afford not to have a legal Partnership Agreement.

It can be a simple document that works like a rule-book for your pharmacy business.

It should lay down rules for wage increases, new partners, financial evaluation, succession planning, buy/sell requirements, distribution of profits, partner duties and responsibilities.

I have seen the upset caused when one partner becomes sick, dies, divorces or simply doesn't live up to their side of the bargain!

Without a formal agreement the fall-out can be catastrophic and even lead to the eventual sale of the pharmacy, let alone the emotional cost.

So please, if you take away one thing from my advice, let it be that you draw up a formal partnership agreement BEFORE setting out on your business journey – it will help to ensure a long a fruitful working relationship.

APHS leader recognised

THE *Australian Financial Review* has honoured APHS Managing Partner Cathie Reid by including her in the publication's list of top 100 Women of Influence in the Business Entrepreneur category.

Reid, **pictured right**, leads the APHS Group which has grown into one of Australia's largest suppliers of pharmaceutical and clinical services for the hospital, oncology, aged care and community pharmacy sectors.

"My inclusion in this list is a testament to the important role pharmacists play in delivering quality healthcare and their ability to make a substantial impact on the way our community are cared for" Reid said.

Reid was also the Telstra Women's Business Owner of the Year for 2011 and received the 2012 Distinguished Alumni Award for Professional Achievement from



Monash University.

Several years ago, Ms Reid and the APHS Advisory Board put in place a strategy to diversify from a pharmacy to a national healthcare business with three arms each with their own focus.

The AFR 100 Women of Influence will be celebrated at an event in Sydney this Thursday 17 October, with a single winner of each category announced on the day.

Lariam vision effects

THE Therapeutic Goods Administration has issued a Safety Advisory on the anti-malaria drug mefloquine hydrochloride (Lariam).

Both the PI and the CMI have been updated to include new information about visual disturbances such as impairment and blurring caused by cataract, retinal disorders and damage to the optic nerve.

Some reports have referred to transient effects but in some cases the disturbances have proved to be permanent.

CLICK HERE for more information.

New teledermatology

SKIN Patrol, Australia's only mobile tele-dermatology service, has launched a new initiative in which it aims to save 250 lives of outdoor workers through the early and remote detection of melanoma and other skin cancer.

Program manager Tom Hastwell says the company's model had helped find an incidence rate of melanoma in outdoor workers over 10 times the national average.

This summer the company is launching a new service that allows health professionals to access Skin Patrol's dermatologists to assist with melanoma diagnosis via Secure Messaging - for info email tom.hastwell@skinpatrol.com.au.

Medicinewise Week

TODAY NPS MedicineWise, with the help of ambassadors Bert Newton and Dr John D'Arcy, launches *Be Medicinewise Week*.

The week is designed to encourage the quality use of medicines and support people to make safer and more informed decisions about their medicines.

Now in its third year, *Be Medicinewise Week 2013* will focus on Australia's ageing population, providing older Australians with tools and information to be active partners in their health care and medicines management.

CLICK HERE for more information.



DISPENSARY CORNER

DIALLING the 000 emergency line is really only for emergencies.

That's the clear message from a campaign launched in the UK this week which has highlighted the huge number of trivial matters which are regularly reported.

The London Fire Brigade says last year it received about 100 non-emergency calls every week, with many relating to wildlife.

One woman called saying that a squirrel was caught behind her wardrobe, while another dialled the emergency number after she threw a glass of water containing her false teeth at two dogs which were fighting.

Another caller wanted the firefighters to climb onto the roof to retrieve a shoe which had been thrown up there inadvertently.

TOOTHPICKS have been a staple of dental health for millions of years, according to scientists at the University of Zurich.

A team of archaeologists studied jaws from skulls some 1.8 million years old found in the eastern European country of Georgia, which are the earliest evidence of ancient humans outside Africa, according to the *BBC*.

They found evidence of gum disease which have been attributed to repeated use of a basic toothpick.

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