

## Teething problems?

PHARMACIES are being offered a 15% discount on 12 units of Hyland's Baby Teething Tablets which temporarily relieve symptoms of wakeful irritability due to cutting teeth - for details see page four of today's PD.

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## Pharmacy transformation

"CHANGE is sweeping pharmacy and healthcare on a global scale".

That was one of the key points from the opening address of the International Pharmaceutical Congress in Dublin yesterday, where FIP President, Dr Michel Buchmann laid out his vision for the development of the profession.

"The future is inevitably interdisciplinary," he said, with the development of more effective medicines only producing the desired health outcomes for patients if supported by competent practitioners.

### Guildcare subs

ANNUAL subscriptions for GuildCare in 2014 have now opened, with pharmacies who subscribe before 30 Sep able to lock in for next year at 2013 prices, with the new Admin Module functionality included.

The Admin Module will be released before the end of the year, giving pharmacists a way of electronically documenting adverse events reported in pharmacy, assess and record details of patient leave requests, and provide patients with a handout outlining professional service programs from which the patient may benefit.

Pharmacies can also increase patient interaction and loyalty via the new MemoCare communication solution, which is available for the special price of \$300 for the year including free installation and training (but usage fees apply).

**CLICK HERE** for more info.

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## Kirstie takes the cake!

**CHEMMART** Pharmacy has announced the winner of its inaugural Chemmart Pharmacy Retail Manager of the Year award.

Kirstie Rolls of McLaren Vale Chemmart Pharmacy in South Australia has been awarded the national honour for her contribution to retail innovation and excellence, and her commitment to delivering wellbeing solutions.

Chemmart Executive Director Jonathan Layton said, "We rely heavily on our Retail Managers, Pharmacy Assistants and their staff and it is fantastic to have the opportunity to acknowledge and reward the most outstanding examples".

Rolls has been manager of the McLaren Vale store for a decade, and said "whilst this is an individual award, it would not have been possible without the support and dedication of our team."

"I thrive on the satisfaction of being able to influence the health and wellbeing outcomes of my local community," she added.

"I now want to use this award to inspire my team...I want them to be proud of their chosen profession and the difference they make to many peoples' lives every single day".

Kirstie has won an all expenses paid trip to Singapore for the 2013 Chemmart Member Conference, where she will speak about how she approaches her role as a successful Retail Manager.

McLaren Vale Chemmart



Pharmacy owner Con Kassapis said he's absolutely delighted at the award which recognises Rolls' exceptional leadership skills.

"She has the ability to recognise the needs of the business and tailor these to the skills of the individual team members," he said.

Chemmart also recognised State Retail Managers of the Year winners, each of whom has received a \$500 gift card and celebratory plaque.

The state winners were:

**NSW:** Priscilla Price, Winmalee Chemmart Pharmacy

**Qld:** Kate Robinson, Currimundi Markets 7 Day Chemmart

**Tas:** Sarah Lockyer, Prospect Vale Chemmart Pharmacy

**Vic:** Tracey Lampitt, Casey Central Chemmart Pharmacy

**WA:** Kaitlin Wright, Brooks Garden Chemmart Pharmacy.

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## CHF needs strategy

**THE** Heart Foundation is calling on both sides of government to commit to urgent action on chronic heart failure (CHF).

More than 45,000 Australians were hospitalised due to CHF in 2009-2010, equating to more than 360,000 bed days, costing the national economy \$1 billion a year.

"As many as one in five people will return to hospital within one month of their last admission," said Prof Tatouli, The Heart Foundation's Chief Medical Advisor.

The Heart Foundation is calling for the development and implementation of a National Policy Framework to improve the systems of care for patients with chronic heart failure.

## NPS on NOAC's

**NPS** MedicineWise has provided a resource for health care professionals prescribing or dispensing any of the three NOVEL AntiCoagulants (NOAC's) now available on the PBS from Sept 1.

The three new products are rivaroxaban (*Xarelto*) from Bayer, dabigatran (*Pradaxa*) from Boehringer Ingelheim and apixaban (*Eliquis*) from Pfizer/BMS.

**CLICK HERE** to access the info.

## Medication safety in multicultural week

**THIS** year's Multicultural Health Week has seen the NSW Multicultural Health Communication Service partner with NPS MedicineWise and the Clinical Excellence Commission.

The aim is to raise awareness about the importance of communication between healthcare professionals and their patients, and the impact good communication can have on improving medication safety.

"With the increasing diversity of patients in Australia there is a need to address culture and language within the health system," according to NPS MedicineWise Executive Manager of Program Delivery, Gloria Antonio.

See [multiculturalhealthweek.com](http://multiculturalhealthweek.com).

## Pharmacy E-Bulletin

**THE** RGH Pharmacy E-Bulletin this week focuses on *Memantine: Behavioural/Psychological Symptoms of Dementia*.

Memantine is a N-methyl-D-aspartate receptor agonist approved for the treatment of moderate to severe Alzheimer's Disease - to download the free bulletin **CLICK HERE**.

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### Guild Update

## ePSI payment

The new incentive payment to eligible community pharmacies to boost the uptake of electronic prescriptions is a very welcome and cost effective application of existing Fifth Community Pharmacy Agreement funds.

This incentive will be applicable for the 2013-14 financial year.

The incentive payment is an important step in supporting community pharmacy's role in improving the use of medicines and reducing the number of adverse medication events by embedding Electronic Transfer of Prescriptions (ETP) into practice. It will encourage more pharmacies to adjust their workflow to facilitate the scanning of barcodes on all electronic prescriptions.

The ePSI will be funded through a reallocation of existing ETP funding within the 5th Community Pharmacy Agreement (5CPA). For eligible pharmacies, it will mean a payment of around \$2000 per pharmacy.

To qualify for the ePSI, pharmacies will need to:

1. Be eligible for the Pharmacy Practice Incentive (PPI) Community Services Support priority area, and
2. Meet (or exceed) specified ETP Scan Rates over two review periods. The first target is an ETP Scan Rate of 15% of all original prescriptions, and you should be aiming to achieve this rate of scanning, or higher, by November 2013.

Visit the ETP Education Program at the 5CPA website by [clicking here](#).



The Pharmacy  
Guild of Australia

## Priceline beauty campaign

**PRICELINE** Pharmacy has this week launched a major marketing campaign, in partnership with Bauer Media which is the publisher of major consumer magazines including *Cosmopolitan* and *The Australian Women's Weekly*.

Dubbed '30 days of fashion and beauty,' the campaign will this year see Priceline's 360 stores nationwide turned into Australia's Biggest Beauty Playground, according to API gm of marketing, Mark O'Keefe.

He said the promotion was a "key component of Priceline Pharmacy's strong and differentiated marketing. "This is a campaign we've been proud to support since its inception seven years ago.

"We know our customers love it and our franchisees even more - across the entire month of September we connect with millions of Australian women, be that through our special beauty workshops for Sister Club members, in-store make-overs, catalogue offers or special events around the

country," O'Keefe said.

A key date in the campaign is Thur 12 Sep, when Sydney's Martin Place will become a "life-sized beauty playground."

See [www.priceline30days.com.au](http://www.priceline30days.com.au).

## GSK PATY award 2013

**ALL** the state judging is now complete for this year's Pharmacy Guild / GSK National Pharmacy Assistant of the Year Award 2013.

State winners are Martin Shenayde (NT), Dreyer Dominique (WA), Kylie Gauci (Vic), Emma Lindner (SA), Georgina Rapley (Tas), Richelle Welsh (NSW), Kim O'Dea (ACT) and Kara Uden (Qld).

Finalists now compete for the National Final prize of \$5,000 cash plus a Guild Training course and the title of The Pharmacy Guild of Australia / GSK Pharmacy Assistant of the Year 2013.

The winner will be announced at this year's PA Conference on the Gold Coast on 18 Oct - for more info see [www.pharmacyassistants.com](http://www.pharmacyassistants.com).



## DISPENSARY CORNER

**TREATING** more bumped heads?

It's no wonder, with the *BBC* reporting that the average height of British males has increased by more than 11cm over the last century or so.

According to data collected on hundreds of thousands of males in 15 European countries, the average height at age 21 rose from 167.05cm (5 feet 5 inches) in 1871-75 to 177.37cm (5 feet 10 inches) 100 years later.

The author of the study published in the *Oxford Economic Papers* journal postulated that the increase was due to the benefits of long-term improvements in sanitation, nutrition and hygiene.

Growth is heavily affected by what happens in the first two years of life, so a reduction in rates of infant illnesses could have a significant impact on the final height of people.

**THE** city of Dunedin on New Zealand's South Island could become the "Amsterdam of the South Pacific," if marijuana advocates have their way.

The Legalise Cannabis Party has joined forces with marijuana lobbyist Abe Gray in a true "joint venture" with the opening New Zealand's first marijuana museum.

Spokesman Juliann Crawford outlined a vision for the city to become "Dunsterdam," mirroring the Dutch capital where the sale of cannabis to adults is legal.

"We've been following what is happening in Amsterdam for a while...the model there has reduced use of cannabis by teenagers by having an age restriction and regulating the market," he said.

"It actually gets quite a few tourists buying cannabis and contributing to the local economy," Crawford added.

The new museum will include exhibits and information aimed at educating visitors on aspects of cannabis use, and the organisers have pledged its activities will stay within the law.

## WIN Only Papaya PRIZE PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win an **OnlyPapaya** prize pack.

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To win this great pack, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**Is OnlyPapaya recommended for sensitive skin?**

Congratulations to yesterday's lucky winners, **Cheyne Sullivan** from **Flinders Medical Centre**.

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For any further information please contact Marissa: [marissa@siebelco.com.au](mailto:marissa@siebelco.com.au)

Offer Valid until 30<sup>th</sup> September 2013