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Friday's Comp winner

FRIDAY'S winner of the Innova prize pack was **Eva Goodlich** from Yokine Guardian Pharmacy.

This week five readers have the chance to win an Aromababy gift pack - see **page two** for more.

AMA on primary care

THE AMA has released a video saying it supports pharmacists' traditional role, but they did not have training to deliver primary care - **CLICK HERE** to view it.



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Naturopath scepticism

FRIENDS of Science in Medicine (FoSM) has said the provision of naturopathy in pharmacy is an "unethical, profit-seeking gimmick".

Writing in *The Skeptic*, FoSM ceo Loretta Marron said naturopath services including iridology, live blood analysis and tongue diagnosis, were unproven and largely a "waste of time and money."

Pharmacies were frontline agents of primary care, with roles including protecting patients from "fraudulent and unscientific" therapies, who must be persuaded of the safety and effectiveness of offerings, Marron wrote.

"Patients trust the professional judgment of their pharmacists.

"... Can you really trust a pharmacy where you are encouraged to have unproven diagnostics, questionable advice and so-called treatments, from someone trained in pseudoscience?"

Australian Naturopathic Practitioners Association president Eta Brand said naturopathy's core modalities included use of herbal and nutritional medicine, and that there was a "huge amount" of evidence in these areas.

Not all naturopaths were trained in iridology as this was not part of the core training, she said.

Pharmacists were often not properly trained in all areas of complementary or natural medicine, and naturopaths working next to pharmacists was a "truly brilliant" model, she said.

Naturopathy education was moving towards Bachelor degrees, she said.

The Pharmacy Board has published guidance around alternative therapy practised in pharmacy by other persons (**CLICK HERE** to view).

The Code of Conduct states a pharmacist must take an evidence-based approach.

Pharmaceutical Society of Australia national president Grant Kardachi said pharmacists should always be guided by the Code of Ethics when considering whether or not a product or service should or should not be available.

"Principle 1.1 clearly puts the consumer's health and wellbeing as the first priority."

The code said professional judgement must be exercised to the supply of products likely to constitute an unacceptable hazard to health or the supply of unnecessary and/or excessive quantities of medicines, Kardachi said.

"Further, Principle 4 of the Code makes it clear that "all aspects of pharmacy practice are underpinned by quality use of medicines principles and evidence-based practice."

To read the article, **CLICK HERE**.

Drugs regulation

INTERNATIONALLY controlled drugs have now been placed under the management of the TGA.

SHPA awards



THE Society of Hospital Pharmacists of Australia (SHPA) awarded the 2014 Fred J Boyd Award to Emeritus Professor Lloyd Sansom (**pictured left**) at its 40th SHPA National Conference.

The organisation said the award was its highest honour, recognising an individual of high professional ideals who had made "significant contributions" to hospital pharmacy and that it was clear from Sansom's work as an educator, researcher and policy advisor that he was a deserving recipient.

MEANWHILE Kirstie Galbraith was awarded the SHPA Medal of Merit, which recognised outstanding recent contribution to the practice of hospital pharmacy or the professional development of pharmacy in the past three years.

SHPA said Galbraith had recently been an "outstanding leader" in education, including in the area of recognition of advanced pharmacy practice.



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Weekly Comment

Welcome to **PD's** weekly comment feature.

This week's contributor is **Paul Rowe, Managing Director - The Business Squad**



Selling Your Pharmacy Using 5 Simple Steps

THE sale of a Pharmacy marks the culmination of years of hard work, blood, sweat and tears, but there are a few mistakes that pharmacy owners make again and again.

Here are the most common mistakes pharmacists make when selling a business:

1. Failure to plan

The sale of a pharmacy should be seen as a long-term strategy, but all too often the pharmacy is simply put on the market.

2. Confusing price with value

Don't confuse "price" with "value". The price is just a figure someone is willing to offer for your pharmacy at a point in time.

3. Timing is everything

There are ideal times and bad times to try and sell your pharmacy. Look at the market, both locally and globally before listing your business for sale.

4. Getting the right advice

Ensure you choose an independent, experienced professional that is working in your best interest.

5. Confidentiality vs marketing

Confidentiality is important, yet in order to attract a purchaser, the business must be visible to the market.

You have worked hard to build your pharmacy; don't fall at the last hurdle, contact a professional, follow these simple steps and maximise your profit.

CSL posts US\$1.3b profit

COMMONWEALTH Serum Laboratories (CSL) has posted net profit after tax of US\$1.31b (\$1.44b) for the year to June, up 8% year on year.

Revenue was US\$5,504m, up 9% year on year, the company said.

First announced in 2011 (**PD** 17 Aug 2011) opened in May, CSL's biotechnology manufacturing facility at Broadmeadows would house the company's newest immunoglobulin manufacturing plant, currently being commissioned, the company said.

Headache Week

RECKITT Benckiser (RB) and Headache Australia are encouraging pharmacists to think differently about tension headaches and effective treatment advice for headache pain.

This week is Headache Week, and RB said tension headaches, commonly referred pain from muscle tightness, affected up to 80% of people from time to time.

At a media briefing last week, clinical consultant pharmacist Joyce McSwan said pharmacy had gaps when it came to knowledge about headache pain and early and appropriate intervention was important for chronic pain.

RB's headache training is available by **CLICKING HERE**.

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NO holes in this story.

Ordinary cold chain requirements for some drugs are expensive enough but imagine having to fund this security scenario.

Swiss cheesemakers, beleaguered by multiple inferior imitations claiming to be the real Swiss deal, have resorted to deep freeze security.

According to *stuff.co.nz*, some 10,000 strains of milk bacteria are kept at -80° C in a Bern freezer as part of the program to protect against copycats.

To safeguard the country's reputation as the top cheesemaker with an industry worth around \$700m in exports, DNA fingerprinting is used to identify the organisms used to culture any cheese being tested for forgery.

It is estimated by the association Switzerland Cheese Marketing that about 10% of cheese being sold in Europe as Swiss cheese is fake, says *stuff.co.nz*.

MUSICAL surgery.

Not everyone has to 'perform' during surgery on their body, but a Lithuanian violinist who was being surgically treated for uncontrollable tremours did just that.

The *Telegraph* reported that while Tel Aviv Sourasky Medical Centre surgeons inserted an electrode to emit regular pulses into her brain, she was kept conscious and asked to play her violin while they ascertained that the electrode was correctly positioned.

The operation was a success.

WELCOME senior customers; they may save your business.

Faced with a masked gang armed with sledge hammers robbing his favourite Birmingham jewellery store, 60 year old Graham Tisdale snatched back a bag of stolen goods from the gang, the *Telegraph* reports, saving the stores viability, claimed the owner.

Esomeprazole consult

THE TGA is seeking comments on proposed advisory statements for esomeprazole, now that it has been moved from Schedule 3 to 4.

The statements include a caution that the medicine was for relief of minor and temporary ailments, as well as advice to consult a doctor if symptoms persist within two weeks of completing the course.

CLICK HERE for more.

Vax course in Orange

CHARLES Sturt University Orange campus is this weekend hosting the Pharmacy Guild's training course to instruct pharmacists on immunisation in the pharmacy setting (**PD** Breaking News 25 Aug).

This is the first such course to be accredited in Australia, was developed by CSU's Pharmacy program leader Dr Marie Simpson and is being run in anticipation of the regulation changes in NSW.

WIN AN AROMABABY GIFT PACK

This week **Pharmacy Daily** and **Aromababy** are giving five readers the chance to win an Aromababy gift pack.

Launched two decades ago as the first, natural baby brand of its kind, Aromababy offers a comprehensive selection of organic-rich products for mother and child including unscented, for sensitive skin. 100% Australian made and used in select hospitals, Aromababy is not sold in supermarkets and relies on concentrated formulations, ensuring value for money together with optimum efficacy.

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Was Aromababy the first natural baby brand in Australian pharmacy?