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PD Christmas wishes

WE AT Pharmacy Daily (PD) want to thank all of our readers, contributors and advertisers for a wonderful 2015 and wish you all a happy and safe festive season, and a bright and exciting new year. **PD** closes for a brief Christmas break and will reappear in your inbox on 04 Jan.

Visit your pharmacist

AUSTRALIA'S peak pharmacist representative organisation, the Pharmaceutical Society of Australia (PSA), has called out to consumers to pay a visit to their community pharmacist to prepare for the well publicised PBS medicine changes taking effect from 01 Jan 2016.

With some 17 types of over-the-counter medicines, including paracetamol and aspirin, delisted from the Pharmaceutical Benefits Scheme (PBS) (**PD** 04 Nov), PSA national president Joe Demarte said patients with chronic conditions who normally paid for a PBS prescription will be affected.

"Pharmacists know from previous experience that changes to PBS rules can cause confusion for patients and carers, especially during the Christmas holiday period," Demarte explained.

Pharmacy as first choice

AS ONE of the most trusted and accessible professions in Australia, pharmacists are well-known in their local communities as the go-to expert in the white coat behind the counter, but the role of pharmacy has expanded considerably, says data technology company PharmaData.

According to an IRIWorld pharmacy retail survey, 48% of consumers will go to a pharmacy first for advice on a minor ailment, and yet only 61% of those will make a purchase with a recommendation from the pharmacist.

This means 39% of customers who walk into a pharmacy are leaving without a remedy to their need for entering in the first place.

PharmaData ceo Guy Mckenzie said, "After working closely with pharmacies for over four years we have identified other areas such as the shop-front are not as widely recognised as the medicine dispensary, and yet external data says the industry is already worth \$3.4b before Christmas has started.

"The business opportunities to provide the best healthcare for pharmacy customers are there."

The PharmaData technology focuses on the impact of each

element of the business in all decision-making processes, from retail front-of-shop assistants to team leaders and managers.

Utilising data in real-time and acknowledging the seasonal needs of the community will always be invaluable to consumer retention and sustainable business growth after the Christmas influx, McKenzie added.

OTC med reg changes

SPONSORS applying to change an entry in the Australian Register of Therapeutic Goods (ARTG) for a registered non-prescription over-the-counter medicine have new guidance from the Therapeutic Goods Administration.

CLICK HERE to access.

First-aid kit fail

THE Federal Court has ordered that Safety Compliance pay penalties totalling \$515,000 for making false or misleading representations to small businesses in connection with the supply of safety wall charts and first aid kits following a challenge by the Australian Competition and Consumer Commission.

The Court also ordered that the three individuals associated with Safety Compliance: Dean King, shadow director, Shane Black, gm, and Fiona Schimmel, a director, pay penalties of \$125,000, \$30,000 and \$10,000 respectively for their involvement in some of the contraventions.

New phcy resources

MENTAL health resources for pharmacists have been given a boost today with the release of an innovative mental health resource sheet and the final report of the Eastern Melbourne Partners in Recovery Pharmacy Integration Project.

The project was developed jointly by the Victorian Branch of the Pharmacy Guild and EMPHN's program, Eastern Melbourne Partners in Recovery (EMPIR).

EMPHN ceo Robin Whyte said the project was one of the first of its kind in Australia.

"This report and the resulting resource sheet show that pharmacists in our region are willing and able to assist consumers suffering from ill-mental health," Whyte said.

"In the report, 53 local pharmacies were consulted to explore the ways community pharmacy could provide support to people with mental illness and any existing barriers."

Victorian branch of the Pharmacy Guild of Australia president, Anthony Tassone, said the mental health resource sheet should help begin to build pharmacists' expertise in sourcing health system referral and navigation tools.

Stallergenes recall

IN CONJUNCTION with the Therapeutic Goods Administration, Stallergenes Australia is recalling certain batches of Staloral and Phostal due to potential incorrect labelling - **CLICK HERE** for more.

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Mozzies love Christmas

HUMANS are not the only species that thrive on the summer festive season, with mosquitoes also enjoying the fact that an easy source of blood is facilitated by our outdoor activities becoming commonplace in Australia, warns SA Health.

SA Health director of health protection Dr Chris Lease said mosquitoes are not only a nuisance but can also carry potentially serious diseases.

"Most of the time mosquitoes leave us with only an irritating and itchy bite, but in some cases mosquitoes can transmit diseases, some of which can result in long term, debilitating symptoms," Lease said.

He went on to say that in South Australia and elsewhere, the most common mosquito-borne illnesses are Ross River Virus and Barmah Forest Virus, and while the majority of people fully recover from these illnesses in time, the symptoms can still be very severe.

"Symptoms of mosquito-borne diseases can include joint or muscle aches, a rash, fever, chills and headaches, so anyone experiencing these symptoms should visit their doctor for advice.

"In recent years there we have also seen the re-emergence of the rare but potentially fatal Murray Valley Encephalitis virus, and that is why it is so important for people to avoid mosquito bites."

SA Health recommends covering up with clothing, using an insect repellent which contains DEET or picaridin, and eliminating mosquito breeding sites, such as areas where water can pool and become stagnant, such as pot plant water trays, old tires and even bird baths.

IsoWhey certified

INFORMED-SPORT, a supplement testing and certification program that provides assurance to athletes about freedom from prohibited substances, has completed an accreditation process for some IsoWhey Sports products.

IsoWhey Sports Pre-Workout Fuel, Refuel & Rebuild, and Electrolyte Formula have been certified as free from substances that have been banned by the World Anti-Doping Authority (WADA).

Informed-Sport was established in 2008 by one of the world's leading doping control laboratories.

DISPENSARY CORNER



NORTH Pole health regulatory authority, the Farmaceutical Regulatory Excellence Enterprize (FREEZE), released a statement saying that the pharmaceutical needs of Santa Claus, the mighty white-bearded man of "Hohoho" fame, are worthy of mention.

Neuroscientists have estimated that although there is a serious risk of jetlag, Santa probably would not need to take melatonin, because his normal sleep cycle would actually remain intact upon return to the Pole in exactly 24 hours, although he would be absurdly sleep deprived.

Diabetologists have identified serious risk factors in our subject, with his BMI ranging well over 25 and his waist size clearly placing him in the morbidly obese category - BG yet to come.

His hypertension is presently being managed with an ACE inhibitor, a calcium channel blocker and beta-blocker while his hypercholesterolaemia is treated with a statin, all of which are supported with a dosage administration aid.

It is well known that Santa takes a number of vitamins and these are documented by FREEZE to include vitamin E for brain health, vitamin D for bone health, especially since he doesn't see much sunlight, vitamin B to provide the thiamine his body needs to metabolise the alcohol in all that beer he drinks, as well as magnesium for those 500-year-old leg muscles and a general vitamin and mineral supplement.

Our big framed hero has been known to accept advice from pharmacists all over the world, so if you have improved suggestions to support Santa's health, FREEZE and *Pharmacy Daily* would like to know - write to us here at info@pharmacydaily.com.au.

Win with MILANI

This week *Pharmacy Daily* and Milani are giving away everyday a prize pack including Plumrose Colour Statement Lipstick, Grey Bella Eyeshadow and Mauve Baked Blush.

Milani Cosmetics is a cruelty-free brand. They do not test products on animals, nor do they allow others to test on their behalf. The brand is certified by both PETA and The Leaping Bunny Program (CCIC) as cruelty-free. Milani also has a ton of Vegan options also. For more info visit www.milanicosmetics.com.au

To win, be the first from VIC or TAS to send the right answer to the following question to comp@pharmacydaily.com.au

What is the colour of the Milani Eyeshadow Primer?

Congratulations to yesterday's winner, Helen Lovitt from Fremantle Hospital and Health Service.



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