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Pharmacy on location DAILY at FIP

Jana Fulcher, winner of the IMS Health-Australian College of Pharmacy Young Pharmacist Innovation Grant (PD 29 July) is currently at the FIP Conference in Lisbon, Portugal.

She has been sending the College a daily blog, and here is her first report from the event: *Hi all, Having a great experience at FIP so far, and it has only just begun. Below is my experience for the first day:*

I went to a session on emerging community pharmacy business models where professional service implementation and success was the topic. One of the take-home messages was that to ensure professional services are successful they should be integrated into the pharmacy and its strategic plan.

Pharmacy owners and managers should form a strategy, create a plan then find the service and offerings that will support it so that is an integrated part of the business.

This is in contrast to offering the service just because there is the opportunity to offer this. Put differently, pharmacies need to base their strategy on what clients want, rather than what we want to deliver.

Tomorrow will be a big day, interesting sessions and scarily I am presenting in the afternoon!



Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...



Sydney adds pre-reg training

THE Sydney University Faculty of Pharmacy has launched a new Graduate Certificate in Pharmacy Practice program which incorporates an Internship Training Program for pharmacy graduates.

The Internship Training Program (ITP) is now a pre-registration requirement for all BPharm and MPharm students, and first enrolments will commence in 2011.

Faculty Dean, Professor Iqbal Ramzan, said the certificate aims to "provide graduates with the additional training, experience and education required for professional registration, thus enabling them to become leading practitioners in any area of pharmacy and pharmaceutical sciences".

The faculty said the certificate would offer a research and practice-enhanced course with high

quality outcomes for graduates on their path to registration.

It will also "fill a current gap in the market for registered pharmacists to embark on postgraduate studies, which would enhance their career progression from general to advanced level healthcare professionals".

Ramzan said the program would provide a clear extension and continuation of the "cross-disciplinary, integrated approach to learning and teaching" in the Sydney University faculty's courses.

He said the new National Alliance for Pharmacy Education (PD 03 Jun) which is a partnership with Monash University, the University of Queensland and the University of South Australia, aims to focus on the provision of "quality, research-informed pharmacy education to ensure the advancement and future positioning of the profession in healthcare" - including the provision of a quality Internship Training Program.

For more information on the Sydney University ITP email pharmacy.pg@sydney.edu.au.

MediSecure OK

THE Department of Health has issued a security compliance certificate for the MediSecure Prescription Exchange Service, meaning that all pharmacies connected to MediSecure who download and process eligible prescriptions from 1 July will satisfy the requirements for receipt of the Fifth Community Pharmacy Agreement 15c electronic prescription fee payment.

iTherapeutics turns 2

TODAY is the second birthday of UnityHealth's pharmacy training portal iTherapeutics, which has attracted more than 12500 members from 3289 pharmacies across Australia.

Since the site debuted, members have completed more than 100,000 training sessions on 51 different products from the 20 or so participating companies.

Membership enables participants to enjoy product training via high quality presentations including video clips, animations, voiceovers and interactive quizzes.

There's also a new accreditation education module for pharmacists, and participants receive certificates of completion, product samples and/or prizes upon the completion of certain training sessions.

It's free for pharmacists and pharmacy staff - for details see www.itherapeutics.com.au.

HIP losses mount

HEALTH Corporation, the parent company of the Health Information Pharmacy franchise group, yesterday reported a \$3.2 million loss for last 12 months - with the figures revealing the company had just \$60,000 in cash as at 30 Jun.

The company said its consolidated loss after providing for income tax and "eliminating minority equity interest" was \$2.63m.

Health Corporation has also completely written off the previous \$420,740 carrying value of the intellectual property of the "HIP Franchise System."

The group's income for the year was down almost 10% to just over \$2m, while expenses soared 26% to \$5.2m, resulting in the \$3.2m loss.

During the last year a new "strategic investor group" has started restructuring the company and provided financing support, which included the raising of around \$300,000 via share placements.

The changes have also seen a board and management reshuffle, while the company said it's looking at "new complementary business and investment opportunities in the medical/biotechnology sector".

WIN A ULITTLEBEAUTY PRIZE PACK



Pharmacy Daily has teamed up with ULittleBeauty, and is giving away exciting prize packs every day this week.

Each pack is valued at \$69.95 and contains two ULittleBeauty products: Intox-C-Cation Skin Firming Serum and a Drought Relief - Hydrating Facial Gel Mask.

ULittleBeauty is Australian owned, contains natural & certified organic ingredients, cruelty free, vegan certified, and free of parabens, SLS, petrochemicals, artificial fragrances, colours, preservatives.

For your chance to win this exciting prize pack, simply send through the correct answer to the question below:

ULittleBeauty products contain certified & ingredients

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received will win!

Hint: Visit www.ulittlebeauty.com.au

Congratulations to yesterday's lucky winner: **Julie Sage** from **Plunketts Chemmart Pharmacy**. The correct answer was: 10.

Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



DISPENSARY CORNER

A MAN from Hawaii is suing the developer of a video game, saying that he has become so addicted to *Lineage II* that he is unable to bathe, dress himself or wake up in the morning.

51-year-old Craig Smallwood is alleging "unfair and deceptive trade practices" have been committed by NCSoft Corp, accusing the company of causing him "extreme and serious emotional distress and depression".

He's attempting to recover some \$50,000 he spent on medical bills after he was hospitalised, with an estimate that he spent more than 20,000 hours playing the game.

AMPHIBIANS may truly become man's new best friend, with researchers in the Middle East saying that frog skin could be an important source of antibiotics to tackle the growing tide of resistant "super-bugs".

The team at the UAE University says it's identified over 100 potential bacteria-killing substances from more than 6000 frog species, and are now working to "tweak" the substances to reduce their toxicity and make them suitable for use as medicines for humans.

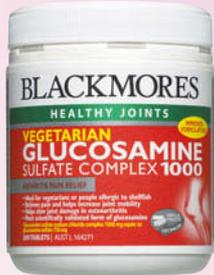
BUT is it hypo-allergenic?

The future of clothing has been unveiled by a manufacturer in Britain - a dress which operates as a functioning mobile phone.

The so-called "M-Dress" from London-based designer CuteCircuit incorporates a SIM card slot under its label, and the little black dress utilises "gesture recognition software" which allows the wearer to answer a call by raising their hand to their ear.

The dress rings when an incoming call is received, and can be set up with a limited number of pre-programmed numbers.

The company said it came up with the idea after research showed that "very often phone calls are missed because mobile phones are quite awkward to carry, especially for women wearing garments with small or no pockets".



Joint Health with Blackmores

Blackmores has updated its range of Joint Health supplements to include sulfate sodium chloride complex - which it claims is the most validated form of glucosamine. The new move makes Blackmores the only brand with a complete joint health range in the Australian market using glucosamine sulfate sodium chloride complex. The full range of Blackmores Glucosamine and Joint Health products will feature the new formulation.

RRP: From \$24.95 (Glucosamine Sulfate Complex 1000 tabs 90)
Stockist: Blackmores (02) 9910 5000

Alcohol-free hand sanitiser

EBOS healthcare has just launched two unique hand sanitisers which do not contain alcohol. This means they're not flammable, do not smell, do not sting and don't dry out the skin on your clients' hands. The Essence Alcohol Free Advanced Hand Sanitisers contain the antibacterial ingredient Benzalkonium Chloride, and kill 99.9% of germs. And they also contain added moisturisers, vitamin E and Aloe and are hypoallergenic and dermatologically tested. The sanitisers are available in a 100ml purse pack and a 250ml pump pack.

RRP: \$4.35 (100ml) and \$6.55 (250ml)

Stockist: State PharmaBroker sales representatives



Roc on wrinkle free eyes

RoC's RETIN-OX Wrinkle Correxion Eye Cream is formulated from pure retinol (accelerates cellular metabolism & increases collagen and elastin), biopetide (instructs cells to produce more collagen but unlike other peptides also restructures collagen) and hyaluronic acid (helps to attract water and immediately plump the skin and smooth appearance of wrinkles) with a polymer to reduce the look of wrinkles from the first application. The cream is also enriched with light reflecting particles which work to reduce the appearance of dark circles.

RRP: \$45

Stockist: 1800 774 590

Self tanning mousse style

Clarins has released a new 'Delectable Self Tanning Mousse' - just in time to disguise pasty winter white skin for sunny spring skin. Textured like whipped cream, the product melts easily into the skin and uses key self tanning ingredients DHA and Etyhrulose to provide a rapid and "natural" looking tan within hours of application. Other key ingredients include moisturising Mirabelle Oil, Safflower (tanning properties), Vitamin E and Aloe Vera (moisturisation and antioxidant and Konjac (responsible for product texture and 'melting' application). It also offers SPF15 UVA and UVB protection whilst on the skin.

RRP: \$45 (125ml)

Stockist: (02) 9663 4277



Versace versus the world

The new fragrance from the Italian fashion house of Versace, 'Versus,' features the contrasting elements of both floral and musky scents. Created with top notes of kumquat, star apple and lemon, Versace Versus' heart is floral and feminine utilising fragrances from the orange flower as well as stephanotis and rose centifolia. In contrast the perfume's bottom note is created using musk, patchouli and amberette seeds.

RRP: \$69 (30ml)

Stockist: 02 9663 4277

