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Drixine No Drip Formula provides non-drowsy relief from nasal congestion due to allergies, sinusitis, cold and flu. It works within minutes and lasts for up to 12 hours. And because it is designed to stay where it sprays, it helps prevent that nasty tasting drip down the back of the throat.

The nasal spray that stays where it sprays



Drixine No Drip Formula contains oxymetazoline HCl. Always read the label. Use only as directed. If symptoms persist, see your healthcare professional. © 2012 MSD Consumer Care, Inc. All rights reserved. RESP-1010959-0013 MDRI0045 4/2012.

Monday 18 June 2012

PHARMACYDAILY.COM.AU

Today's issue of PD

TODAY *Pharmacy Daily* features two pages of news, plus a full page of photos from this weekend's NSW Pharmacy Convention and Trade Show (p4).

Plus check out the full page cover wrap from Drixine detailing its no drip nasal spray.

WA gets mental boost

THE Federal Government has provided \$26m for two new mental health projects in Western Australia.

Of the funds, \$13.5m will go to a new 24/7 acute response team and family support service in metro Perth which together will provide care and support to children and their families who are experiencing mental health issues; whilst \$12.6m will go to 30 individualised support packages which will enable people with a severe mental illness to live a good life in the community and sustain successful, permanent and stable housing.

WIN A HYDRALYTE PRIZE PACK



This week **PD** is giving 5 lucky readers the chance to win a Hydralyte prize pack, valued at \$60 each.

Each prize pack includes 2 Orange Effervescent Tubes and 2 Apple Blackcurrant Effervescent Tubes.

Hydralyte is an oral rehydration solution which is scientifically formulated. It contains the correct balance of electrolytes and glucose required for rapid rehydration.

For more information go to www.hydralyte.com

For your chance to win, simply be the first person to send in the correct answer to the question below.

What are 2 signs of moderate to mild dehydration?

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

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

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Sigma celebrates centenary

TODAY Sigma is celebrating a significant milestone, its 100th birthday, having commenced serving the Australian pharmacy community on 18 June 1912.

"Sigma's story over the past 100 years is one of adaptation and evolution as we have navigated our way through many market changes," said MD & CEO, Mark Hooper.

"We have met the challenges of two World Wars and the Great Depression, as well as witnessed the birth of Australia's visionary Pharmaceutical Benefits Scheme.

"Throughout the past 100 years, the combined strength of leadership and team work combined with loyal customers and suppliers have guided us to today's celebration," he added.

Sigma was founded by Melbourne chemist Ernest Leete, and his friend and pharmacist Edwin Church on this day 100 years ago, after they were authorised by the South Suburban Chemists' Association to manufacture and package proprietary medicinal, household, natural, and

toiletries for sale by pharmacists.

By the end of the first year of operation, the company had 200 pharmacist member customers, offering products including hand lotion, Bisby's antacid powder and Sigma salve.

Today Sigma is one of the leading wholesalers in Australia, currently servicing around 4,000 pharmacies across Australia, employing 900 staff and with sales over \$2.5b annually.

Sigma also owns the retail pharmacy brands, Amcal and Guardian, in addition to Amcal Max and Pharmacy Advance.

To mark its centenary, the company has pledged to give each of its employees a \$50 'Dollar Donation' to donate to one of three charities: The Children's Hospital Foundations Australia, Alzheimer's Australia and Building Better Lives.

Pictured below about to enjoy a bit of birthday cake is Sigma's Chanmali Tregambe, Dianne Hogan, John Campbell, Jana Mather, Tiffany Maynard, Kate Foley, Aleksandar Joveski.



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Pharmacy DAILY

Monday 18 June 2012

PHARMACYDAILY.COM.AU

Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is Shannon Kerr, Marketing Manager, instigo.

Discipline: the new industry buzzword

Industry changes means that pharmacy is entering a new phase that requires changes in how you compete and promote your store.

Not implementing any type of structured marketing plan leaves customers with no choice but to judge you on their own terms, usually price based.

Shifting from one last minute initiative to the next will definitely not maximise your return and most likely send a confused message to your customers.

Develop a marketing calendar to ensure you maximise your return.

As with most initiatives in Pharmacy, quality of execution and disciplined maintenance will determine success or failure.

The best way to increase the return of both your marketing and promotional plan is to integrate supplier relationships.

Historically, pharmacies received a lot for 'free' however with many major players feeling the squeeze they expect stores to perform and comply in return for support.

In order to be able to deliver this, stores will need to be better retailers and practice some discipline in their retail methodology.

Many pharmacists 'don't know where to start' in introducing new marketing methodologies but having marketing discipline and focus is the best way to compete in the new era of pharmacy that we are entering.

instigo is a consulting company that focuses on three areas of retail pharmacy specialisation: people, marketing and retail solutions.

For more information visit www.instigo.com.au or call 02 9248 2600.



DPP products to stay on ARTG

THE Administration Appeals Tribunal has over-ridden the Health Minister and the Therapeutic Goods Administration's decision to cancel the registration of Di-Gesic and Doloxene.

Di-gesic and Doloxene were both automatically registered on the ARTG when the Act commenced in 1991, with the former containing 32.5mg of DPP hydrochloride and 325mg of paracetamol, and the latter containing 100mg of DPP.

The cancellation process began in November last year, when the delegate of the Secretary of the Department of Health and Ageing gave notice of a proposal to cancel the registration of all products containing dextropropoxyphene (DPP) from the ARTG from 01 March 2012, due to new evidence which showed the medicines' unacceptable safety profile.

The evidence was found by the TGA in a review which concluded that DPP affected the electrical activity of the heart, increasing the risk of serious arrhythmias; and that it can be/has been/and will be used for the purpose of deliberate suicide; and that it had a high risk for accidental overdose.

Following the cancellation announcement Aspen, marketer of Di-Gesic and Doloxene in Australia, asked the Health Minister to reconsider the decision, and on 23 January the Minister affirmed the original decision to remove both products from the ARTG.

Aspen then sought review by the Administrative Appeals Tribunal.

The Tribunal granted a stay to enable Aspen to continue supply of both products, while the review was in process, after the company undertook to add significant safety warnings to the product information and consumer medicine information.

In looking at the case, the Tribunal concluded that there was not enough "robust evidence" to support the case that DPP increases the risk of serious arrhythmias; and that in terms of the drug's suicide risk, that "it is not appropriate to refuse registration approval for a preparation simply on the basis

that it may be used deliberately for the purposes of self-harm".

"Many therapeutic preparations share that quality," the Tribunal said.

In relation to the drugs' accidental overdose risk profile, the Tribunal found that whilst there is a relatively small variation between the dose that is described as therapeutic and the amount which is sufficient to create a risk of serious adverse harm and even the risk of fatality, Aspen has met ADEC review safety-related conditions such as the use of blister packaging, decreased pack sizes and changes to the Product Information to include a stronger statement regarding the use of DPP with alcohol and other drugs.

As a result of its findings, the Tribunal overturned the Minister's decision that the registration of the products should be cancelled, and as such Di-Gesic and Doloxene will remain on the ARTG.

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PHARMACY to the rescue.

UK pharmacy giant Boots aided in the rescue of an Italian couple who got stranded by the tide along the coast in Devon, England.

The couple, who were walking their dog, got stranded by the incoming tide and could not think of the UK's emergency services phone number.

A quick search of their pockets revealed a receipt from a Boots pharmacy in Minehead which they had visited.

The duo then dialled the number on the receipt, and despite not speaking much English, were able to convey their predicament.

The pharmacy staff member who answered the phone was then able to call emergency services, who in turn quickly located the couple and airlifted them and their dog to safety.

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Pharmacists converge in Sydney for Pharmacy Convention

THIS weekend hundreds of pharmacists, assistants, students and industry members from across Australia converged at the Sydney Exhibition Centre in Darling Harbor to take part in the NSW Pharmacy Convention and Trade Show.

Educational session highlights included presentations on diabetes, depression, arthritis and anti-aging medicine; as well as talks on how to design your pharmacy for profit, implementing PCEHR and compounding opportunities and threats.

Speaking to **Pharmacy Daily** at the event, pharmacists said that the expo was a great chance to check out new products, learn a thing or two and catch up with colleagues.



ABOVE: Michelle White and Natasha Boyd from Swisse.

BELOW: Michael Smith, Helen Lowe, Rebecca Stewart, Sandeep Sharma, Shane Logan and Jack Arcuri of Sigma.



ABOVE: Queenie Tam, Priceline Macquarie Centre and Winnie Ng, Pharmacy Direct.



ABOVE: Maria Soffici and Brittany Irwin of the Pharmacy Guild of Australia.



ABOVE: Jatine Patel and Pratiibja Patel from Met Centre Amcal.

BELOW: Dick Marris, Chairman of CSU Pharmacy Foundation; Kathy Shaw, Charles Sturt University.



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LEFT: Jane Gentle, Junee Capital Centre; Andrew Stone, Morisette Soull Pattinson; David Banh, Dora Creek Pharmacy.



RIGHT: Enjoying the festivities is Liz Jordan, Chemists Own; Jeff Joynton-Smith, Aspen Australia; and Tracy Moane, Chemists Own.

