

Our high achievers make the Walk of Fame

The theme of the night was Walk of Fame, and the pharmacy sector turned out in force to watch the year's high achievers take the walk to the winners' podium.

Gemma Waterhouse made the journey twice, accepting the award for Young Pharmacist of the Year and then scooping the Supreme Award for her contribution to continuing education in the Waikato.

Judging convener, Eleanor Hawthorn, says Gemma's win reflected the high standard of the night, and particularly the phenomenal effort displayed by young pharmacists in 2007/2008.

Once again, it was a sell-out crowd of 420 pharmacists, pharmacy staff and suppliers who celebrated the sector's greatest achievers of the past 12 months.

The evening kicked off with an impressive and gravity defying performance from the graceful tissue dancers.

Actor/comedian Mark Ferguson acted as MC and musical entertainment was provided by the band Mermaids.

Each of the night's category winners received a travel package valued at \$2000, while the Supreme Award winner took home a \$5000 travel prize.

Pharmacy Today and ProPharma would like to congratulate each of the category winners and runners-up for their achievements.

Sincere thanks also to the judges Gray Maingay, Rosemary Langham, Sue Devonshire, John Shaw and convener Eleanor Hawthorn.

Photographs from the night can be viewed online at www.pharmacyawards.co.nz



Supreme Award winner, Gemma Waterhouse, pictured with ProPharma chief executive, Peter Merton, and *Pharmacy Today* editor, Andrea Svendsen



YOUNG PHARMACIST OF THE YEAR

Sponsored by Douglas and Nexcare



Gemma Waterhouse accepts her award from Douglas Pharmaceuticals managing director, Graeme Douglas

WINNER

Gemma Waterhouse was fresh from university and just five months into her internship at Unichem Morrinsville Pharmacy, when she took on the role of continuing education coordinator for pharmacists in the Waikato.

It had been four years since education meetings had been held in the Waikato and Gemma was warned it would be a challenge to get pharmacists re-enthused. She was told not to expect more than 30 to 40 attendees.

However, in 2006 it became compulsory for pharmacists to demonstrate competence through participating in relevant continuing professional development for recertification. It was clear Waikato pharmacists were in need of structured opportunities to meet their educational needs.

Gemma swung into action,

meeting with local pharmacy leaders to establish what they were looking for and with a previous organiser to get an idea of what had worked in the past.

It was decided to hold six meetings a year – five on clinical topics and one non-clinical. Funding was sought from the Pharmacy Guild, the Pharmaceutical Society and a corporate sponsor to cover the cost of refreshments, room hire and speaker costs.

From the initial meeting in September 2006, the project has clearly been a success. The project met the objective of providing high quality, varied education sessions for Waikato pharmacists. There has been a dramatic rise in attendance, far beyond what was initially expected – over 100 people attend the week night meetings, regularly travelling from as far as Te Kauwhata, Waihi, Thames, Raglan, Putaruru

and Te Kuiti to join the strong Hamilton base.

Continuing attendance is also high with approximately 70% of attendees returning to at least two other meetings within the same year.

RUNNER-UP

It is estimated 10% of medicines on the worldwide market, and at least 50% of those sold online, are counterfeit.

James Oughton is a border control pharmacist for the Medsafe Investigation and Enforcement Team. A key part of his job is to process parcels containing medicines intercepted at New Zealand's borders. About 10,000 parcels containing medicines are referred to Medsafe annually.

James aimed to gather data confirming the presence of counterfeit medicines over a limited time period.

He was faced with a number of challenges. There was no

New Zealand data to determine the risk to public health that counterfeit medicines pose. While he could identify a counterfeit medicine due to anomalies in packaging, he did not know what the medicines contained. Counterfeit medicines were also not defined in legislation and the Medsafe Investigation and Enforcement Team did not have a clear policy for dealing with them.

After identifying potential counterfeits, James conducted an initial screen by comparing them with genuine products and packaging supplied by the legitimate manufacturer.

Thirty-two samples were then sent to the Australian Therapeutic Goods Administration (TGA) for testing.

All 32 samples were confirmed as counterfeit Viagra and Cialis. Content of the purported active ingredient ranged from 59% to 136% of the stated dose. Other active ingredients, such as quinine and mefanamic acid were found in the samples.

With firm data identifying the risk to public health, the project resulted in the development of a new Medsafe policy to deal with counterfeits at the border.

While in the past suspected counterfeits were detained and only released if the importer provided a letter or prescription from a doctor, counterfeit medicines can now be seized and destroyed.

Awards' winners

Supreme Winner

Sponsored by *Pharmacy Today* and ProPharma

Winner: Gemma Waterhouse, Unichem Morrinsville Pharmacy, Morrinsville

Young Pharmacist of the Year

Sponsored by Douglas and Nexcare

Winner: Gemma Waterhouse, Unichem Morrinsville Pharmacy, Morrinsville

Runner-up: James Oughton, Medsafe Investigation & Enforcement Branch

Technician of the Year

Sponsored by Johnson & Johnson

Winner: Nic Ellinger, Waikato Hospital Pharmacy

Runner-up: Dawn Robbie, Central Med Pharmacy, Tauranga

Best Community Pharmacy Business

Sponsored by Pharmacy Guild of New Zealand

Winner: Rosie Hunter, Meadowlands Amcal Pharmacy, Auckland

Runner-up: Richard and Lynda Roche, Dispensary First Redwoodtown Pharmacy, Redwoodtown

Pharmacy Assistant of the Year

Sponsored by Novartis Consumer

Winner: Susan Houghton, Lake Dispensary Limited, Taupo

Runner-up: Jan Tollemache, Life Pharmacy Botany, Auckland

Cosmetic Marketing

Sponsored by QVS

Winner: Mark Hyde, Wylies Pharmacy Remuera, Auckland

Runner-up: David Bullen, Unichem Te Aroha Pharmacy, Te Aroha

Innovation in Pharmacy Practice within Primary Care

Sponsored by Reckitt Benckiser and Nurofen

Winner: Cath Knaption (Free ECP entry), Waikato Community Pharmacy Group

Runner-up: Marilyn Tucker, Hawkes Bay District Health Board

Best Complementary Healthcare Business

Sponsored by Natures Own

Winner: Lynda Roche, Dispensary First Redwoodtown Pharmacy, Redwoodtown

Runner-up: Carole Baxter, Amcal Tuakau Pharmacy, Tuakau

Innovation in Hospital Pharmacy

Sponsored by sanofi aventis

Winner: Sanja Mirkov, Doreen Liow, Hafsa Al-Saadoon, Karusha Ramsamy, Department of Pharmacy, Middlemore Hospital, Auckland

Runner-up: Kim Brackley, Department of Pharmacy, Auckland District Health Board

Supplier of the Year – Best Marketing Campaign

Sponsored by IMS

Winner: Vital Foods, Cameron Bower

Runner-up: Bayer Healthcare, Daniela Westphal



BEST COMMUNITY PHARMACY BUSINESS

Sponsored by Pharmacy Guild of New Zealand

WINNER

Meadowlands Amcal Pharmacy considers itself to be one of New Zealand's first, if not the first, environmentally sustainable pharmacy.

Under the guidance of sustainability manager, Rosie Hunter, staff at the pharmacy decided to turn their work environment around and act in a sustainable way to ensure the planet's future.

Changes that have been implemented include cutting power usage by 13%, 88% of all rubbish is recycled, paper usage has reduced by 75%, all office products now used are eco-friendly and plastic bags have been completely

eliminated. Paper bag usage has also reduced by 34%.

CO₂ emissions produced by staff travelling to work are offset by planting native trees and

all refreshments are FairTrade products.

Rosie says since "turning green" the support and feedback from customers and the



Anna Hunter accepts the award on behalf of her sister Rosie from Pharmacy Guild president, Ian Johnson

community in general have been overwhelmingly positive.

The pharmacy has formed a community partnership with Cockle Bay Primary School and Shelly Park Primary School, as they are also interested in becoming more environmentally sustainable.

Money has been saved on power, bags, and office products and sales of eco-friendly product ranges have increased by 23.3%.

"The best part is the great atmosphere – everyone feels better working and shopping in an environment that actually cares," Rosie says.

RUNNER-UP

When Richard and Lynda Roche purchased Redwoodtown Pharmacy in July 2002 it had a reputation as a very good pharmacy and was considered to be operating at peak turnover for its location and size.

However, this was not good enough for the Roches.

Over the next five years, Richard and Lynda successfully increased their prescription sales by 46% and retail sales by 79%.

Staff satisfaction and training is now a priority. The training strategy is to develop all staff into experts in their chosen area of pharmacy. Once the initial basic training is completed, Lynda and Richard identify areas of particular interest and work with

staff to grow them in that area. An example is a staff member who is learning sign language.

The business has been relocated to a purpose built 280m² pharmacy – with revamped dispensary and shop floor.

Lynda and Richard have worked on merchandising and where to focus retail. They set a goal to become market leader in the Natural Health category and, as a result, it is now a large part of the retail business, achieving higher sales than the cough and cold category.



TECHNICIAN OF THE YEAR

Sponsored by Johnson & Johnson



Nic Ellinger, of Waikato Hospital Pharmacy, receives her award from Johnson & Johnson sales director, Bruce Tippett

WINNER

Waikato Hospital pharmacy technician, Nic Ellinger, proved expanding her role to include medication reconciliation reviews on the ward could improve patient care and reduce the possibility of medication errors.

Reporting to a clinical pharmacist, Nic became part of the clinical pharmacy team and carried out medication reconciliation reviews for each patient admitted on a medical ward.

During the project she carried out 66 medication reconciliation reviews over 27 working days, helping the pharmacist to identify and prevent errors.

This included charting errors and omissions – some charts were found to have one or more errors or omissions.

The clinical pharmacist reported and discussed the errors with the medical team.

Nic developed a patient medication history form which could be used in hospitals nationwide to identify errors.

Before the project, medication reconciliation on Ward 22 at Waikato Hospital was only carried out on admission if there was an obvious charting problem. The percentage of charts with errors or omissions or problems on admission was not known prior to Nic's project.

During the project more discharged patients were also offered medicine cards listing their medications, dose and frequency and key medicine information.

Nic is helping to develop competency based training for other pharmacy technicians at Waikato Hospital. The training could potentially be developed nationally and NZQA approved if appropriate.

In summary, the role of the pharmacy technician in medication reconciliation was seen as valuable.

RUNNER-UP

Pharmacy technician, Dawn Robbie, aspires for perfection in her role as senior technician in charge of Medico packaging at Tauranga's CentralMed Pharmacy.

She has carried out successful promotions to increase the number of patients using the Medico system.

An essay she wrote on the expansion of her Medico area also won her a place in the Pharmacy Technician Conference in Sydney last year.

Dawn recently updated the pharmacy's Standard Operation Procedures (SOP) for unit dose dispensing, covering where records of Medico patients are kept, how medication changes are made, dispensing and checking procedures, and what happens when there is concern over patient compliance.

She also wrote a list of helpful hints for patients using the Medico packs.

TWO OF THE BRIGHTEST YOUNG STARS

Douglas Nexcare™

Winner – Young Pharmacist of the Year
and Supreme Award Winner

Gemma Waterhouse

Unichem Morrinsville Pharmacy, Morrinsville

Douglas Nexcare™

Runner-up – Young Pharmacist of the Year

James Oughton

Medsafe Investigation & Enforcement Branch

Congratulations to you both on
your outstanding achievement

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COSMETIC MARKETING

Sponsored by QVS

WINNER

Mark Hyde was introduced to the cosmetics industry when he did some "fragrance spritzing" at one of Wylie's Pharmacy's VIP nights. He had such a good time he gave up his job at

Auckland Hospital and became a member of the Clarins team in August 2006.

In 2007 Mark set out to increase counter sales, increase the counter profile in the store, increase his own product

knowledge and skills so he would be able to offer services like facials and makeovers, improve stock turn and stock control and lift the counter from a C to a B account.

Mark also had a long term objective to become counter manager of the year.

By relocating the Clarins counter to near the main entrance, increasing the window display and counter unit, using extra advertising, mail-outs, sponsoring local events and working with local shops in the area, Mark began uplifting the profile of Clarins.

But his own personality and initiative shone through when he introduced himself to existing customers in person or over the phone, became competent in giving facials and applying makeup for day and evening events and headed up events like the in store Clarins facial event.

Mark also wrote an article for Remuera Verve magazine and featured in the local newspaper.

The hard work paid off, with Mark increasing sales and profit by 68%. He is also the first man to win the Clarin's Counter Manager of the Year trophy.

"I am working towards taking the Wylies account to A level status this year," he says.

RUNNER-UP

While the Revlon counter at Unichem Te Aroha was "going well", pharmacist and owner David Bullen thought the counter could do better.

He set the target of reaching a sales figure of \$100,000 by the end of 2007 and becoming the New Zealand Revlon Counter of the Year.

"We achieved both targets, and for a small rural NZ town to win (population 4000) this



Mark Hyde (right) is presented with his award for Cosmetic Marketing by QVS Global NZ managing director, Tim Cunningham

was a phenomenal result."

The original plan was to use a range of marketing initiatives to increase sales by more than 12%, but when Revlon counter manager, Rachael, sensed they had the chance of becoming the NZ Revlon Counter of the Year, the aim changed from one of pure turnover to a more comprehensive strategy.

Unichem Te Aroha took every new product launch and promotion initiated by Revlon, and did its own promotions including mail-outs to club card holders, promoting a Revlon fragrance at the Paeroa races, providing in store make-up during the school ball season and working with a local café to entice customers.



PHARMACY ASSISTANT OF THE YEAR

Sponsored by Novartis Consumer



Susan Houghton accepts her award from Novartis Consumer Health country manager OTC, Peter Downer

WINNER

Susan Houghton, pharmacy assistant and Elizabeth Arden counter manager at Unichem Lake Taupo, loved the butterfly stopper on the new fragrance "M" by Mariah Carey.

An idea to combine capturing the Christmas market and, at the same time, do something worthwhile for the community began to take shape. In just six weeks she implemented her plan to launch the new fragrance, promote the pharmacy and fundraise for Lake Taupo Hospice.

An auction, funded entirely by donations, would be the event to achieve her goals.

Susan made lists of potential sponsors and used her lunch hour for meetings with sponsors and advertisers.

Businesses were generous in their donations and auction items included a digital camera, jewellery, artwork, a handsaw, a parachute jump for two and a house valuation.

Once all the auction items had been received, invitations were sent and the venue booked.

Susan hoped to sell 50 units of "M," at the auction donating \$5 per unit to Hospice. Together with the auction money, Susan wanted to raise \$5000 for Hospice.

At the auction, Susan organised for two young men to welcome the public by spritzing a butterfly card with the fragrance and handing it out to all as they entered the venue. The public was encouraged to bid on items, and purchase the fragrance.

The auction was a success and Unichem Lake Taupo received the second highest Christmas pharmacy sales of "M" in the Waikato, Bay of Plenty and Hawke's Bay territory. Overall, \$12,644 was raised for Lake Taupo Hospice.

RUNNER-UP

Jan Tollemache, team supervisor at Life Pharmacy Botany, believes profits can be increased through more efficient stock management.

She outlined structured inventory control procedures and, by combining them with effective marketing plans and training staff members, hoped to increase the profitability of Life Pharmacy Botany.

Inventory reports were carefully managed and printed on a weekly and monthly basis. These reports were crucial in highlighting which items were selling, how much profit was being made and which items were not selling and becoming dead stock. Dead stock items can be put onto a push list or credited or adjusted by the supplier.

"Every six months Life Botany will have a Market Day Sale, so these lines can be easily identifiable and then reduced," Jan says.

Invoices, spreadsheets, stock takes and credit control all played an important part in making sure the stock was being well managed.

Congratulations

Novartis Consumer Health is proud to present

winner

Susan Houghton

and

runner-up

Jan Tollemache

with the

Pharmacy Assistant of the Year Award

Medicines have benefits and some may have risks. Always read the label and use as directed. Incorrect use can be harmful. If symptoms persist or you have side effects see your health care professional. Novartis Consumer Health, Auckland



INNOVATION IN PHARMACY PRACTICE WITHIN PRIMARY CARE

Sponsored by Reckitt Benckiser and Nurofen

WINNER

Anecdotal data suggested young people in the Waikato were facing a number of barriers when accessing the emergency contraceptive pill (ECP). These included both the cost of obtaining the ECP from pharmacy and limited access to other providers.

The Waikato Community Pharmacy Group (WCPG) chief executive, Cath Knapton, started negotiations with the Waikato District Health Board to develop a pilot project targeting high need populations with regards to the ECP.

The challenge was to prove to the DHB this was a valuable and needed service, and

one that community pharmacy was more than capable in delivering on.

As well as aiming to contribute to a reduction in the number of unwanted pregnancies and

terminations, the project was also designed to complement and enhance existing youth sexual health services.

As a result, the WCPG secured funding to supply 3000



Cath Knapton receives her award from Reckitt Benckiser & Nurofen representatives Sachin Budhraj, business manager pharmacy, and Michell Thomson, sales director

ECP consults free to under 25-year-olds. Each consultation was to be funded at \$30 per consult.

The WCPG successfully undertook an expression of interest process with all Waikato Community Pharmacy Group members and contracts were developed with interested pharmacies.

It was also necessary to develop quality resources, including a comprehensive "ECP Project Information Manual" for service providers.

As of February this year, 57 pharmacies throughout the Waikato region have contracts with WCPG to implement the project. By February 1774 free ECP consults had been undertaken.

RUNNER-UP

Psychotropic medicines in residential care have been suspected of being overused and

misused and are associated with many adverse effects.

In 2005, Marilyn Tucker, advisory pharmacist at Hawke's Bay DHB, conducted a region-wide audit of the use of psychotropic medicines in residential care. Her Pharmacy Awards entry this year focuses on this audit and the 2007 follow-up, which aimed to improve the use of psychotropics in the residential care population through an increased understanding of how they were being used.

After the 2005 audit,

education sessions were held to give feedback of the results to health professionals involved.

A small multidisciplinary group was also formed to plan future work, including a rerun of the audit in 2007, and distribution of a regular clinical update on medicine use in this population.

Results in 2007 showed an overall reduction of 2.3% in the proportion of residents prescribed regular psychotropics with decreases of 2.6% in antipsychotics, and 2.2% in sedatives.



BEST COMPLEMENTARY HEALTHCARE BUSINESS

Sponsored by Natures Own



Lynda Roche, of Redwoodtown Pharmacy, is pictured with award sponsor Natures Own New Zealand manager, Sheldon Midgley

WINNER

Sales of Optifast from Blenheim's Redwoodtown Pharmacy exceeded nine times the national average earlier this year, after Lynda Roche and her team developed a successful plan to market the weight loss product.

Clients are shrinking and the market continues to grow as word of the pharmacy's weight loss service spreads.

One senior staff member was initially responsible for managing the category including in-store displays, merchandising and training other staff.

All staff were required to be knowledgeable about Optifast to be confident in answering customer questions.

Advertising and promotions included: creating starter packs containing one meal of each Optifast product, the OASIS starter kit (provided to Pharmacybrands pharmacies) and information leaflets; in-store tastings of the products for customers; and an information evening for local practice nurses, nurse educators and dietitians.

Three dietitians attended the last-mentioned as well as two diabetes/cardiac nurse educators and practice nurses.

The pharmacy never sells Optifast as a simple OTC sale.

Without the proper understanding of how the product works, the client is unlikely to achieve their best possible results, Lynda says.

An initial consultation of up to 30 minutes is held with the client. This includes giving detailed information on lifestyle and changes to improve weight loss and motivational health benefits. Regular blood pressure checks are carried out for those on blood pressure medication.

RUNNER-UP

Carole Baxter and her team at Tuakau Amcal Pharmacy increased sales of natural health products by linking them to certain medicines.

They began in the winter months by linking antibiotics to probiotics, statins to coenzyme Q10 and ace inhibitors to zinc.

Each time a medicine was dispensed which had a potential companion sale, information leaflets were included on the complementary product. The messages were backed by counter and window displays.

The recommendations and product information were also included in a monthly column the pharmacy runs in the local paper. A variety of column topics has included high blood pressure, nappy rash and weight management. Probiotics were also mentioned in a winter newsletter sent to VIP customers.



CONGRATULATIONS!

Reckitt Benckiser Healthcare would like
to congratulate

Cath Knapton

Waikato Community Pharmacy Group

Winner of the 2008 award for
Innovation in Pharmacy Practice within
Primary Care

And

Marilyn Tucker

Hawkes Bay District Health Board

Runner up



Reckitt Benckiser is proud sponsor of the Innovation in Pharmacy Practice within Primary Care award. Medicines have benefits and some may have risks. Please read product packaging for further details. Reckitt Benckiser, Auckland. 0508 731 234. TAPS DA841HN.



**SUPPLIER OF THE YEAR
BEST MARKETING CAMPAIGN**

Sponsored by IMS

WINNER

Vital Foods' Kiwi Crush for regularity and digestion has already established itself as the natural alternative to harsh laxatives. However, mass market distribution of Kiwi Crush was limited because the product needs to be kept frozen.

As a result of a compre-

hensive research and development programme, the company developed Phloe Healthy Bowel capsules containing Zyactinase, a bioactive powder derived entirely from kiwifruit.

A clinical trial programme was undertaken to prove the safety and efficacy of Phloe

and its results set the platform for the marketing claims and pharmacy communication.

Within five months of its launch in August 2007, Phloe achieved the number one position in the OTC constipation category, thanks to a three-month, \$600,000 product launch campaign.

IMS data shows for the six months to June last year, the OTC laxatives category was worth \$640,000. For the next six months to December 2007, the figure had climbed to \$930,000, out of which nearly \$355,000 represented Phloe sales alone.

Phloe created a new sub category within digestive health and targeted not just natural health product consumers, but also those currently using OTC laxative products, who might be concerned about long-term side effects.

The company has added

incremental sales to the pharmacy channel by developing an entirely new subcategory and bringing new users to the market.

Best of all, Phloe is a New Zealand success story and a world first. The local success of the home-grown brand has now paved the way for its international expansion.

RUNNER-UP

The launch of the vaginal thrush medicine Canesten in April last year by Bayer Healthcare Limited has helped turn around the gynae OTC category for the pharmacy sector.

Women often purchased a separate oral dose and a cream treatment for relief from both internal and external symptoms of vaginal thrush. In Canesten Duo, they can purchase the two as one product.

In the six months prior to



Cameron Bower, of Vital Foods, receives his award from IMS Health NZ general manager Australia & NZ, Fabian Dwyer

the launch of Cantesten Duo/Canesten Oral, the gynae category was declining by 4.6%. Six months after the launch, the category was growing by 3.7%.

Without the Canesten Duo/Canesten Oral launch, brand manager, Daniela Westphal, says the category would have continued its downward trend. Instead, it grew to \$4.064 million.

As at February this year, the gynae category in pharmacy

was worth \$4.155 million.

Canesten Duo sales alone jumped 142% after the first four weeks of the television advertising commenced.

The launch of Canesten also pushed the average price per unit in the OTC gynae products category from \$19.05 (as at April 2007) to \$20.78 (as at August 2007), adding a 9% premium to the average purchase price in only four months.



**INNOVATION IN
HOSPITAL PHARMACY**

Sponsored by sanofi aventis



(From left) Sanja Mirkov, Karusha Ramsamy, Hafsa Al-Saadoon and Doreen Liow accept their award from Sanofi Aventis country manager, Alan Carter (centre)

WINNER

Clinical pharmacists Sanja Mirkov, Doreen Liow, Hafsa Al-Saadoon and Karusha Ramsamy helped reduce medication errors and drug-related problems in dialysis patients at Middlemore Hospital through a dedicated Medication Review Clinic (MRC).

Patients with chronic conditions take multiple medications requiring close monitoring and dose adjustments. On average, dialysis patients take 10-12 medications. The care of these patients is also shared among multiple healthcare providers, which can complicate medication regimens increasing the risk of drug-related problems, including non-adherence, drug interactions and adverse drug reactions.

To justify the MRC, the clinical pharmacists used the model and tools developed in a 2002 study at the same hospital which demonstrated structured medication reviews are essential for identification of actual and potential drug-related problems. This intervention increased both patient and staff awareness of preventable drug-related morbidity and improved standards of medication use in dialysis patients at Middlemore Hospital. The results of the study were published in the *Journal of Pharmacy Practice and Research* in 2003. The MRC model was subsequently successfully piloted as a Respiratory MRC as part of the Pulmonary Rehabilitation Programme in 2004.

In December 2007, the Renal Department approved the funding for a 0.5 FTE clinical pharmacist to launch the MRC. With the help of detailed patient information kits, self-monitoring sheets and trained staff, the MRC team performed clinical medication reviews on 33 dialysis patients between December 2007 and March 2008.

A total of 265 interventions were carried out by clinical pharmacists - with an average of eight interventions for each patient. Most interventions were for drug-related problems, including adherence support, disposal of obsolete medications, addressing improper drug selection, unnecessary medication use and sub-therapeutic or excessive drug dosages. In 98 cases, adjustments had to be made to the patients' medication records.

RUNNER-UP

Kim Brackley, principal pharmacist for education and training at the Auckland District Health Board, has developed a scheme for training and accrediting pharmacists to clinically screen prescriptions in the hospital dispensary.

Ideally, all drug charts are clinically screened on the

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sanofi aventis would
like to congratulate

Sanja Mirkov
Doreen Liow
Hafsa Al-Saadoon
Karusha Ramsamy

*Department of Pharmacy,
Middlemore Hospital,
Auckland*

on winning the
Innovation in
Hospital Pharmacy
Award

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hospital ward. However, even when fully staffed, the pharmacist-to-bed ratio means not all charts can be seen before they are sent to the dispensary. An audit conducted in the dispensary in February 2006 found only 34% of the charts arriving in the dispensary were clinically screened by the ward pharmacist. Pharmacists working in the dispensary have varying degrees of experience to handle the screening of the potentially complex scripts arriving unscreened as part of the

standard dispensing process. This prompted the DHB to review and standardise its practice in the dispensary and refocus the clinical activity onto the wards alongside the development of the screening accuracy scheme.

The scheme was implemented in April 2007, with the first pharmacist accredited in May 2007. Of the 23 new pharmacists the DHB has employed since then, 11 have achieved accreditation.

Prior to April 2007, newly recruited pharmacists underwent a month long induction process which explained to them the

department and hospital processes and policies relevant to their job. They were rostered to work in the dispensary initially alongside an experienced pharmacist and any ongoing training during this period was ad hoc. Under the new scheme, pharmacists have a structured training and accreditation programme. Gaps in pharmacists' knowledge are generally easier to identify than gaps in clinical skills. The scheme has helped the DHB assess the pharmacists and identify both their clinical knowledge and skill development needs.

Nature's Own™ would like to congratulate **Lynda Roche** **Dispensary First** **Redwoodtown Pharmacy**

For their exemplary efforts in growing and developing the Natural Health category within their store.

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Congratulations

Johnson & Johnson is proud to present

Nic Ellinger

Waikato Hospital Pharmacy

with the

Technician of the Year Award

