

# HealthFocus<sup>TM</sup>

Spring 2009  
Community Newsletter

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**Greetings...** Another season has passed and it's nice to see the end of winter. As spring swings into action we hope you can find the time to start thinking about getting out of the house, stretching those legs and start some exercise. As they say, 3 x 10 mins is all it takes... walk the dog (you know they will appreciate it), walk to the shop or take the kids to the park. If we can work these activities into our daily life it will make a positive impact on your health and well being.

**Swine Flu reminder:** Swine Flu doesn't seem to have quite the media appeal it used to, but the impact this serious virus has on our community remains. Just because winter is over doesn't mean we should stop using good hygiene practices; try to cover coughs (coughing into your elbow reduces transfer of germs onto your hands), wash your hands before eating and try to use hospital grade hand sanitiser regularly. **Remember: Hand hygiene is considered the leading measure to reduce infection.**

In addition to articles about your health we have a customer survey we invite you to complete and enter the chance to win 1 of 8 \$50 Gift Vouchers. We really appreciate your feedback (both good and bad) and hope this information will help us to continually improve our service to you.

**Health Focus Pharmacies - we focus on your health**

## The Common Cold

**Winter may be over but there's still a lot of unpredictable weather to go before summer arrives.**

This changeable weather still provides plenty of opportunity for us to catch the common cold. The following are some simple things we can do to prevent catching that last cold of the season.

**Use disposable tissues.** Sneeze or cough into tissues and then throw them straight in the bin.

**Wash your hands** frequently and

before preparing or eating food. Encourage your children to do the same thing (forgetting to wash their hands may be one the reasons that children get many more colds than adults).

**Avoid other people** who have colds, especially when they are coughing and sneezing.

**Clean home and office surfaces;** kitchen, bathroom bench tops, computer keyboard, remote controls, phone handsets and kids toys. Cold-causing viruses can survive for about 3

hours on these surfaces, so stop them before they have a chance to spread.

**Enjoy a healthy lifestyle** with plenty of fun, friends, physical activity, fresh fruit and veggies... and sleep. These healthy lifestyle choices may strengthen your defences against colds and other illnesses.

**Be smoke-free.** Smokers are twice as likely to develop colds and have worse cold symptoms. Children of smokers are also more likely to develop asthma, bronchitis or pneumonia.

# Hayfever

just makes your eyes water thinking about it

About 40 per cent of people living in Australia regularly battle with the miserable symptoms of hayfever: streaming, itchy eyes, a runny nose, non-stop sneezing and a maddening itch in their throat and ears. The main type of hayfever, seasonal allergic rhinitis, is most common during the spring and summer months. While there is no cure for hayfever, many people unnecessarily put up with symptoms that can be well controlled.

## What is hayfever?

Hayfever is mainly caused by allergens that are in the air - like pollens, house dust mites and animal sheddings. When these allergens come into contact with the lining of the nose, eyes, throat, ears or sinuses, the histamine and other chemicals that are released make these linings swell and produce a lot of extra mucus. The combination of this swelling and mucus production result in most of the symptoms of hayfever.

Most people know they have hayfever when they develop specific symptoms after they have come into contact with a certain allergen.

The typical symptoms of hayfever include:

- **A watery, runny nose.**
- **Uncontrollable sneezing.**
- **Itchy, watery, red and puffy eyes.**
- **A maddening itch or tickle in the nose, throat, ears and roof of the mouth.**
- **A stuffy, blocked nose-ears might be blocked too.**
- **An irritating cough.**
- **A constantly blocked nose and sinuses in severe hayfever.**

Our recommendations for the treatment of hayfever includes three important steps:

- Talking to the pharmacist to confirm that hayfever is the problem.
- Identifying allergens that cause hayfever and working out practical ways of reducing exposure to these.
- Talking to the pharmacist about the most suitable medicines to help control hayfever symptoms.

Using this approach to tackling hayfever will give you the best chance of controlling your symptoms and living a reasonably 'normal' life.

## Another way we focus on your health...

This spring we are testing a Health Focus Pharmacy exclusive for every customer presenting with hayfever symptoms.

1. We will assess your symptoms;
2. Find a product that best suits your situation; and
3. Provide you with a free booklet (valued at \$5.95) that will help you understand your hayfever and the things you can do at home to reduce the likelihood of you suffering hayfever.

**PLUS** a symptom monitoring card that we would like you to fill out for the next 10 days. Should your hayfever not have improved, please bring this back and we will arrange for you to speak to our pharmacist to work out a hayfever plan for you.

Who focus on your health?

**Health Focus PHARMACIES** Hayfever Symptoms Card

Please complete the following card to help us help you in effectively treating your Hayfever.  
1 = Symptom Un-noticable 3 = affecting my day 5 = really really bad

Served By: \_\_\_\_\_ Date / /

Medication Supplied: \_\_\_\_\_

Symptom	1	2	3	4	5	6	7	8	9	10
A watery, runny nose.										
Uncontrollable sneezing										
Itchy, watery, red and puffy eyes										
A maddening itch or tickle in the nose, throat, ears and roof of the mouth										
A stuffy, blocked nose-ears might be blocked too										
An irritating cough										
A constantly blocked nose and sinuses in severe hayfever										

Should your symptoms continue, please return to the pharmacy friendly pharmacists in further managing your condition.



The following is an excerpt from Diabetes Australia website. For more information please visit: [www.diabetesaustralia.com.au](http://www.diabetesaustralia.com.au)

# Diabetes

Diabetes is a complex disease, which can affect the entire body. Understanding diabetes is important even if you don't have it. You most likely know someone who has diabetes; maybe a family member or a friend. This is because diabetes has reached epidemic proportions in Australia and globally.

## What is Diabetes?

For our bodies to work properly we need to convert glucose (sugar) from food into energy. A hormone called insulin is essential for the conversion of glucose into energy.

In people with diabetes, insulin is no longer produced or not produced in sufficient amounts by the body.

So when people with diabetes eat glucose, which is in foods such as breads, cereals, fruit and starchy vegetables, legumes, milk, yoghurt and sweets, it can't be converted into energy. Instead, the glucose stays in the blood. This is why blood glucose levels are higher in people with diabetes.

## Type 1 Diabetes

In type 1 diabetes the pancreas, a large gland behind the stomach, stops making insulin. Unless treated with daily injections of insulin, people with type 1 diabetes accumulate dangerous chemical substances in their blood from the burning

of fat. This can cause a condition known as ketoacidosis. This condition is potentially life threatening if not treated.

To stay alive, people with type 1 diabetes depend on up to four insulin injections every day of their lives. They must test their blood glucose levels several times daily.

## Type 2 Diabetes

Type 2 is the most common form of diabetes, affecting 85-90% of all people with diabetes. While it usually affects older adults, more and more younger people, even children, are getting type 2 diabetes.

In type 2 diabetes, the pancreas makes some insulin but it is not produced in the amount your body needs and it does not work effectively.

Type 2 diabetes results from a combination of genetic and environmental factors. Although there is a strong genetic predisposition, the risk is greatly increased when

associated with lifestyle factors such as high blood pressure, overweight or obesity, insufficient physical activity, poor diet and the classic 'apple shape' body where extra weight is carried around the waist.

Type 2 diabetes can often initially be managed with healthy eating and regular physical activity. However, over time most people with type 2 diabetes will also need tablets and many will also need insulin. It is important to note that this is just the natural progression of the disease, and taking tablets or insulin as soon as they are required can result in fewer complications in the long-term.

## National Diabetes Services Scheme (NDSS)

The National Diabetes Services Scheme (NDSS) is an initiative of the Australian Government administered by Diabetes Australia.

Through the administration of the NDSS, Diabetes Australia provides practical assistance, information and subsidised products to approximately 900,000 Australians diagnosed with diabetes.

## Congratulations:

**Health Focus Pharmacy Pt Hedland!** They have been awarded as a **Sub-Agent for Diabetes WA**. They join our other NDSS Registered Pharmacies in **Mudgee, Sawtell & Macksville** providing information, resources and assistance to Diabetes sufferers.

## Here's a great deal!

Until November 30th, trade in your old blood monitor for one of the latest Optium Xceed or FreeStyle Lite monitors and receive \$30 off the in-store price. These state-of-the-art monitors are simple to use and come with a lifetime warranty.



HealthFOCUS PHARMACIES

We focus on your health

# Fragrance

## Run out!

FCUK  
was 129.00  
**\$34.95**



Elizabeth Arden  
5th Avenue  
was \$161.00  
**\$45.95**

Calvin Klein One  
was \$87.00  
**\$45.95**



Ralph Lauren Romance  
was 119.00  
**\$69.95**

Covet by SJP  
was 110.00  
**\$59.95**



**Only  
while stock  
lasts!**

## **Check out these specials!**

Famous Brand	WAS	NOW
Anais Anais 50ml	\$96.00	<b>\$57.95</b>
Baby Doll 50ml	\$96.00	<b>\$57.95</b>
Calvin Klein 4pc Mini Set	\$85.00	<b>\$64.95</b>
Chloe 30ml	\$69.00	<b>\$34.95</b>
CK Eternity 50ml	\$84.00	<b>\$64.95</b>
CK One 50ml	\$87.00	<b>\$45.95</b>
Coolwater 100ml	\$95.00	<b>\$59.95</b>
Coolwater 50ml Gift Set	\$72.00	<b>\$59.95</b>
Covet 100ml by SJP	\$110.00	<b>\$59.95</b>
Curious 100ml by EDP	\$109.00	<b>\$45.95</b>
FCUK 100ml	\$129.00	<b>\$34.95</b>
Fifth Avenue 125ml	\$161.00	<b>\$45.95</b>
Gucci Envy Me 30ml	\$82.00	<b>\$64.95</b>

Famous Brand	WAS	NOW
Issey Miyake 50ml	\$114.00	<b>\$99.95</b>
Jlo Glow 100ml	\$95.00	<b>\$59.95</b>
Lou Lou 30ml	\$79.00	<b>\$57.95</b>
Lovely 50ml by SJP	\$85.00	<b>\$45.95</b>
Paris Can-Can 50ml	\$55.00	<b>\$39.95</b>
Paris Heiress 50ml	\$79.00	<b>\$39.95</b>
Paris Hilton 50ml	\$80.00	<b>\$34.95</b>
Ralph Lauren EDP 50ml	\$94.00	<b>\$75.95</b>
Romance 30ml	\$119.00	<b>\$69.95</b>
Splendour 125ml	\$133.00	<b>\$34.00</b>
Sunflowers 30ml	\$57.00	<b>\$34.95</b>
Tresor 50ml	\$94.00	<b>\$85.95</b>
True Love 50ml	\$85.00	<b>\$34.95</b>




**HealthFocus** rewards **PROGRAM**

Present this coupon with your fragrance purchase and receive a bonus 50 points towards your Health Focus Pharmacy Rewards Program. Offer available until October 31, 2009.

# Quality Care

**Congratulations to our Macksville, Christmas Island, Geraldton and Pt Hedland Pharmacies on passing their Quality Care Pharmacy Program (QCPP) Audits. So what does the QCPP mean for you?...**

The Quality Care Pharmacy Program (QCPP) is a quality assurance program aimed at raising the standards of service that pharmacies provide to the public. The program is based on business and professional standards developed by the Pharmacy Guild and other industry stakeholders.

To ensure that pharmacies meet the required standards in all areas of their business, they must undergo an external audit every two years.

These audits are conducted by QCPP Licensed Assessors and are designed to protect the integrity of the program. The Assessors are trained professionals with a detailed background in the pharmaceutical industry.

The QCPP aims to ensure that community pharmacies provide a uniformed approach when delivering professional services and customer care to you.

## Spring-clean your cabinet

Old or out-of-date medication may be ineffective or even harmful. Leaving them lying around can also lead to dangerous mix-ups especially if you have children.

This spring, have a good look through your medicine cabinet and check what's in there. Collect any out-of-date or 'suspect' looking medicines and bring it in to our store for our Pharmacists to review. They will be able to let you know if it is still ok or needs replacing. Whilst there talk to your pharmacist about a free medicine consultation with advice on how to best take your medicine and ways to save on prescriptions

## Generic Brands: Same Quality - Better Value

**Have you considered trying a 'generic branded' medicine - but are unsure?**

Generic brand prescription medicines are subject to the same set of Australian quality standards as the original brand name products.

Some brand name medicines charge a premium for their products, but with some generic brand medicines, you may be able to save a lot of money on some of your prescriptions. So come in and talk to your Health Focus Pharmacist about generic brand medicine.

Our advice doesn't stop at prescriptions. Whether it's understanding your vitamins, health and weight management, quitting smoking, skin-care and cosmetics advice or even how to manage your health in your busy life you can talk to your Health Focus pharmacist today.



## ScriptSafe™

**The sensible, easy and safe way to manage your scripts and repeats.**

***Have to make another doctors appointment just to replace your lost prescription? Not sure when your next due to have your prescription reviewed?***

ScriptSafe™ is Health Focus Pharmacies solution to these problems. Let us look after your scripts and you'll never lose a prescription again.

- When you arrive at the store your script will be ready to go
- When your repeats are running low, we will remind you
- We'll accurately track your Safety Net and tax records
- You can keep track of your medication history all at the one pharmacy

***Best of all, ScriptSafe™ is a free service - ask in store today!***

# Customer Survey

To assist us with our commitment to continual improvement we would like to invite you to provide us with feedback on your experience with your local Health Focus Pharmacy.

The customer feedback form allows you to tell us what you think about the service we provide. You can use this survey to:

- Express opinions about any issue or service
- Suggest how our services may be improved
- Provide feedback on your customer service experience

## Have you visited a Health Focus Pharmacy?

Yes  No

If yes, in which location:

\_\_\_\_\_

Please complete the following questions - scoring each question on a scale of:

1) Strongly Disagree, 2) Disagree, 3) Undecided, 4) Agree, 5) Strongly Agree.

## Our Staff:

- The staff are friendly, courteous and professional.
- The staff understand the products in the pharmacy.
- I feel I can trust the staff in the pharmacy.
- I am able to speak to a pharmacist when I need to.

Please provide any other comments regarding staff:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# WIN 1 of 8 \$50 Gift Vouchers

Every completed survey received before October 31, 2009 goes into the draw for 1 of 8 Health Focus Pharmacies \$50 Gift Vouchers (one per store location).

Send your completed survey to Health Focus Pharmacy:  
PO Box 743 Donnybrook WA 6239 or Fax: (08) 9731 1239

Winners will drawn at 4.30pm October 31, 2009 and notified by email or phone. With the winners permission they will be advertised in the Summer 2010 Health Focus Newsletter.

## Products and services

- The pharmacy stock the range of products that I need.
- The products I need are easy to find.
- The price of products offers value for money.
- I would ask for a product if it were not available on the shelves.

Please provide any other comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Our Health Focus Pharmacy

- It has a welcoming feel I enjoy visiting the pharmacy.
- This is the main pharmacy I use to get my prescriptions filled.
- This is the main location I use to get my health and beauty products.
- I feel a sense of loyalty to this pharmacy.

Any other comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any products or services we do not currently offer that you would like to see provided?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Details:** (we will need your name and at least a phone number or email to contact if you win).

Name: \_\_\_\_\_

Gender:  Female  Male

Age:  15-25  25-45  45-65  65+

Contact Ph: \_\_\_\_\_

Email: \_\_\_\_\_

All details of this survey will remain private and confidential and are governed by our privacy policy. for more information visit [www.healthfocuspharmacies.com.au](http://www.healthfocuspharmacies.com.au)





## MLE - Making Life Easier: Does what it says it will do:

As we discussed in our Autumn News-letter... "We have just established a new trading partner for Health Focus Pharmacies with "Making Life Easier"

We have now completed the introduction and training of MLE into all stores, with most stores displaying some degree of product (some stores are unable to display stock, you can still order though the catalogue and we will arrange delivery).

As the name suggests Making Life Easier (MLE) is about accessing aids, equipment and goods that will assist people perform tasks that may otherwise prove challenging. This can be from a basic pair of crutches for an injury; through to a lift chair to assist people getting from a sitting to standing position, or a motorised scooter.

We have catalogues of the entire range, so do not hesitate to contact us for more information. If you like, we can arrange for any of the items from the catalogue to be sent directly to you.

**Call in today to find out more.**

# Health Awareness Events:

## Month of September:

**Ovarian Cancer Research Month** - Nationwide - Ovarian Cancer Research Foundation, [www.ocrf.com.au](http://www.ocrf.com.au)

**International Prostate Cancer Awareness Month** - Worldwide - Prostate Cancer Foundation of Australia (PCFA), [www.prostate.org.au](http://www.prostate.org.au)

**National Asthma Week: 01 - 07 September:** - Nationwide - The Asthma Foundation of Australia, [www.asthmaaustralia.org.au](http://www.asthmaaustralia.org.au)

**National Blood Donor Week: 07 - 13 September** - Nationwide - Australian Red Cross Blood Service, [www.donateblood.com.au](http://www.donateblood.com.au)

**Dementia Awareness Week: 15 - 22 September** - Nationwide - Alzheimer's Australia, [www.alzheimers.org.au](http://www.alzheimers.org.au)

Dementia...  
facing the epidemic

Dementia Awareness Week  
15 to 23 September 2009

## Month of October:

**beyondblue Anxiety and Depression Awareness (ADA) Month** - Nationwide - beyondblue, [www.beyondblue.org.au](http://www.beyondblue.org.au)

**Mental Health Week: 04 - 10 October** - Nationwide WA Association of Mental Health, [www.waamh.org.au](http://www.waamh.org.au)

**National Nutrition Week: 11 - 17 October** - Nationwide Nutrition Australia, [www.nutritionaustralia.org](http://www.nutritionaustralia.org)

**Carers Week: 18 - 24 October**

Includes Carers day out - 20 October Carers Australia, [www.carersaustralia.com.au](http://www.carersaustralia.com.au)



## Month of November:

**NOvember Changing the Face of Men's Health**

Nationwide The NOvember Foundation [www.movember.com](http://www.movember.com)

**National Food Safety Week: 09 - 15 November** - Nationwide Food Safety Information Council, [www.foodsafety.asn.au](http://www.foodsafety.asn.au)

**Asbestos Awareness Week: 24 - 30 November**

Nationwide - Asbestos Diseases Society of Victoria (ADSVIC), [org.au](http://org.au), [www.adsvic.org.au](http://www.adsvic.org.au)



## Welcome to the Days of Our Lives



### Welcome to our new staff members Sean & Debbie in Mudgee.

Pharmacist Sean joins us from Sydney and is looking forward to rolling up his sleeves to serve the Mudgee Community. Retail Manager Debbie is a local girl with a wealth of knowledge, experience and enthusiasm. Already, we have heard from many customers as how good the shop 'feels' and what a wonderful job they, and the rest of the team, are doing. Great to have you on board.

**We say good bye** (temporarily) to Jas (Sawtell) & Von (Pt Hedland) as they leave us on maternity leave - good luck girls... **and best wishes** to Josie (Sawtell), who is getting hitched on the 10th of October.

# HealthFocus PHARMACIES

*We focus on your health*

If you would like to see a specific article or provide feedback on any aspect of Health Focus Pharmacies, please call Andrew Perry - Brand Management on mobile: 0400 043 947 or email [andrew@healthfocuspharmacies.com.au](mailto:andrew@healthfocuspharmacies.com.au)

**Christmas Island**  
Unit 9, Shop 2  
Temple Court  
Gaze Road  
Ph: 08 9164 8337

**Geraldton - WA**  
233 Lester Avenue  
Ph: 08 9921 4151

**Macksville - NSW**  
7 Wallace Street  
Ph: 02 6568 1040

**Minlaton - SA**  
40 Main Street  
Ph: 08 8853 2199

**Mudgee - NSW**  
Shop 2, Civic Centre  
86 Mortimer Street  
Ph: 02 6372 0133

**Port Hedland - WA**  
Shop 9, Boulevard  
Shopping Centre  
McGregor & Wilson St  
Ph: 08 9173 1350

**Port Vincent - SA**  
4b Main Street  
Ph: 08 8853 7146

**Sawtell - NSW**  
37 First Avenue  
Ph: 02 6653 1227