



# The Mortar and Pestle



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## Brand Name Discount Cards: Preventing Generic Substitutions

More than 100 **brand-name drugs** are now covered by payment assistance cards in Canada, including many of the best-selling statins, anti-diabetic drugs and birth control pills. **What are these assistance cards?** A brand-name drug payment assistance card works to reduce or eliminate the difference in cost between a brand-name drug and its equivalent alternative, a lower-cost generic drug.



We are seeing more brand-name drug cards enter the market as the blockbuster brand-name drugs continue to come off-patent. And as provincial drug pricing reforms continue to unfold, generic prices continue to drop, making generics an increasingly appealing option for cost-sensitive plan members—and cost-conscious plan sponsors. Brand-name drug manufacturers are looking for ways to compete.

Increasingly, **physicians are handing out drug company "payment assistance" cards along with the prescriptions they write.** Then, they are writing 'no substitutions' on your prescription, preventing the pharmacist from dispensing a generic drug, and in many cases taking away the patients right to choose. It's a sales promotion that's happening right in the doctor's office.

**Is it ethical? Is it right? You'll decide, but before you do here is what you should know:**

These "coupon cards" entice patients to use higher-cost brand-name medications with the promise of cost neutrality. **Unfortunately, this is rarely the case. These cards create the following issues:**

- Influence physician prescribing and pharmacy dispensing behavior
- **\*\*Enable brand-name drug manufacturers to collect, disseminate and sell physician, pharmacy and patient level aggregate data for marketing purposes without consent**
- Promote **false, negative messaging** regarding the safety and efficacy of generic drugs
- Remove patient choice to choose the lower-cost generic alternative
- Increase health-care costs and/or the direct out of pocket cost to the patient

### Enter to Win!

Bring this ballot in to Stafford Pharmacy and place in our draw box before June 30th for your chance to win a **Physiologic Pro-Series Scale (Retail \$95.00)**

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

No Cash Equivalent - Limit of one entry per person

## Pharmacists Tips and Tricks with Pete Christensen

Now that the sun is out longer and the days are warmer, most of us are spending more time outdoors. We've all been told many times about the long term dangers of ultraviolet radiation and know what we need to do to protect our skin. We've all had sunburns and therefore are well acquainted with the immediate effects of too much sun. Sometimes, however, we head outside without even thinking about applying sunscreen or wearing a hat. Even your **friendly community pharmacist** recently forgot to take care of his noggin'- and **it hurt!**



My tip this month is how to take care of a sunburn so that it will heal as soon as possible. **Rule #1: If you get burned, get out of the sun.** Applying sunscreen after getting a burn will not immediately stop skin damage. Staying in the sun after a burn will keep the skin hot and worsen the burn--not no mention it increases the pain. **Rule #2: Cool the burn down.** An effective and easy way to do this is to place a cold, wet washcloth over the burn. It will cool the skin to help prevent further damage, and it takes away the pain. **Dual cool!** **Rule #3: apply Aloe Vera gel.** Aloe Vera is soothing, helps sunburned skin heal, and reduces peeling. This can be applied 3-4 times daily. Do not apply petroleum jelly based products as they retain heat and can actually worsen damage.

Don't forget the **Supreme rule: wear sun protection** in the form of sunscreen, sunblock, or clothing to prevent burns in the first place!

## Product Spotlight! Beat the Heat with Heat Guard and K9 Cooling Pads!

At Stafford Pharmacy, we are prepared to help you **beat the heat this summer!**

Heat Guard Cooling products are on the shelf and ready for the heat! The Heat Guard works in conjunction with the body's natural cooling system to help cool you faster and keep you cool longer. When worn around the neck, the tie cools the blood

that is flowing through the **carotid arteries** to and from the brain. This cooled blood goes on to cool the rest of the body. When the body is cooled, both stress and the heart rate are reduced, allowing a person to achieve a better performance with less perceived effort. In addition when the body temperature is lowered, the risk of dehydration is reduced.



**All humans and K9s alike, who get too hot can benefit from using the Heat Guard Cooling Tie.** A few of the groups that currently use our product are: *gardeners, golfers, hikers, athletes, work crews, parade and festival goers, MS patients, migraine headache sufferers, chemotherapy and radiation patients, hot flash and fever sufferers, anyone living or vacationing in hot climates,* and of course let's not forget our **furry four-legged friends!**

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