

Doctors Could Save Economy In Excess of R4-Billion Yearly

Despite the fact that the use of generic medicine has increased over time, many healthcare practitioners in South Africa continue to prescribe expensive brand-name medication when cheaper generic alternatives are available. This is costing the SA economy around R4-billion a year.

Based on the latest Mediscor data, about one in five prescriptions for medical aid patients in the past year were for branded medication where generic equivalents were available. Erik Roos, CEO of Pharma Dynamics – one of the leading generic medicine providers in the country – estimates that for patients with hypertension (high blood pressure) alone, substituting brand-name prescription medication for generics, would save millions.

“Generic hypertension medication is on average 44% cheaper than brand name medication, while a further 79% can be shaved off the price of brand name anti-depressants if a generic alternative is used. Failing to substitute with a generic, means that many patients are paying over R350 for a product that could be costing them in the region of R75.”

Roos adds that pharmacists are obligated by law to offer patients a generic alternative, if the prescribed medication is substitutable. The majority of peer-reviewed studies found that generic equivalents produced similar clinical outcomes when compared to their brand-name counterparts, but despite this some patients still express concern that generic medications are less effective. In response, Roos cites a meta-analysis of 47 studies which compared the effectiveness of generic and brand-name medicines in nine classes of cardiovascular medications, which found no evidence of superiority of brand-name medication.

“The reason generic manufacturers can sell medication at a lower cost is not because it is of inferior quality, but because of the increased competition among generic manufacturers, who don’t have to go through the expensive research and development phase that brand companies have already gone through,” remarks Roos.

“Frequency Therapy”?

Often somewhat puzzling - so let's explain the basics.

Science has proven that everything in the universe vibrates and resonates with a distinctive sound. Every single object has a unique frequency (called “natural frequency”) ... even if we can't hear it.

A singer can break a glass by singing at a certain pitch. HOW? The frequency of that tone matches the natural frequency of the glass, shattering it.



Photo: Charl de Villiers

This is exactly how Frequency Therapy works. Modern technology has expedited the classifying and cataloguing of countless frequencies of viruses, bacteria, toxins, tumours etc. Using the right equipment we can target and destroy them with these designated frequencies.

The safe, non-invasive Non-linear Scanner (NLS) used by SoundWaves Health Clinic detects changes/anomalies in the resonance of body tissue. It can even track the root cause of a condition in the chromosomes, genes or DNA - implying early detection! The scan is followed by a schedule of treatment to eliminate the problem. HOW? By using the appropriate frequencies. Remember the broken glass....?

There can be no “accidental” blasting of the wrong target. The frequencies are unique and do not run around randomly. (Just as your cell phone number only allows access to your phone, no one else's.) Viruses, bacteria, tumours etc. can be destroyed without affecting any other organ tissue, as the applied frequencies do not match those of other objects.

At SoundWaves Health Clinic you are in the expert and extensively experienced care of Therapist Charl de Villiers, assisted by his wife Anne-Marie. The positive outcomes they witness daily fuels a passion for their work - inspiring others to discover “the alternative pathway to sound health”!

The following link demonstrates some amazing qualities of sound/frequencies: <https://goo.gl/cxXBuX>

Article by Anne-Marie de Villiers

For more information visit:

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“Increasing the use of quality-assured generic medicine plays a key role in sustaining SA’s healthcare system and ultimately leads to improved access to essential treatments. Doctors play a critical role in realising this ideal. By adopting a more generic-prescription-based model, healthcare practitioners could see medicine expenditure drop significantly, whilst providing patients with effective and affordable medication. It is estimated that every 1% increase in generic usage equates to a saving of R270 million.

“Another stumbling block could be patients that perceive lower-cost generics as inferior and may as a result insist on having doctors prescribe the more expensive brand-name product, therefore more awareness also needs to be created among consumers.”

He says another factor doctors should consider is a patient’s long-term adherence to essential treatments. “This could be significantly enhanced when a generic is prescribed, since brand-name medicines are likely to go uncollected, because of its high price tag. The price differential between originators and generics is now as much as 80%.”

Generic medicines now account for roughly 56% of medicines dispensed in the private sector, yet they only amount to 40% of the more than R22-bn South Africans spent on medicines last year. Elsewhere in the world, generic usage stands at 80%.

Hair Removal The Easy Way

Why put up with the nuisance and pain of shaving or waxing your unwanted hair if you can have it removed pain-free and hassle-free by laser. No more shaving bumps, redness or ingrown hair.

Chameleon Aesthetic & Laser, based in The Sanctuary Shopping Centre in Somerset West, offer the very latest technology in laser hair removal with their world-renowned, award winning Alma Sprano Ice diode laser (Not IPL). The Soprano Ice won the World best laser hair removal platform for two consecutive years for 2015 & 2016, and offers breakthrough client comfort, procedure speed and consistent efficiency and results. The exceptional procedure speed makes it possible to have your 1/2 leg including your knees done in your lunchtime, taking a mere 20 minutes, for both legs.

Virtually pain-free permanent hair reduction is achieved with In-Motion technology with no burning, dermal damage, downtime or pigmentation. This laser is efficient on all skin types and all hair colour with the exception of grey hair. The laser shoots a beam of highly concentrated light into the hair follicle and destroys it completely. The process is repeated in a number of sessions around 6 weeks apart, and will get rid of around 90% of your hair.



Chameleon offer a free consultation and provide prospective customers a complimentary test patch to make sure their skin does not react to the laser.

The prospect of never ever shaving or having ingrown hair again? Tell me you're not smiling!

Visit Chameleon Aesthetic & Laser on First Floor, Sanctuary Shopping Centre, Somerset West

**For more information contact 021 851 8434,
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