



The Pharmacy Guild of Australia

This week's update from the Guild

Supply disruption warning!

With the PBS reforms looming there is very likely to be some disruption in supplies of PBS medicines and confusion over pricing.

The Pharmacy Guild of Australia will be providing posters and other information to members to alert consumers of the possibility of this disruption and an alert to fill prescriptions early.

As you are probably aware, despite the Guild's best efforts, the Federal Government has not mandated for a compulsory drop in pricing for F2T products two weeks before the 1 August price reductions, meaning wholesalers will only drop their prices on 18 July on a voluntary basis.

Some suppliers have advised the Department that they will not pass on the lower prices to pharmacies on 18 July and that it may take up to four weeks to clear stock at the old price (be assured the higher prices cannot be charged beyond 1 August).

At least three million people may be impacted by this issue and Guild member pharmacies will receive a downloadable pdf poster to advise customers of the changes and the possibility of supply disruptions.

The Guild is deeply concerned that some medicines required by the community may be out of stock at wholesale and pharmacy level at various stages over Jul and Aug and that the situation could be worse for rural pharmacies.

The Guild has set up a members' website to inform pharmacies when wholesalers and manufacturers will pass on the reduced prices to pharmacy.

The www.guild.org.au/18july site is accessible using Guild member website login details and will be updated every weekday leading up to 1 August.

Members are urged to check it regularly to ensure they are up to date with the latest pricing.

Eli Lilly to pay \$60,000 fine

A JUDGEMENT about complaints relating to the advertising of Eli Lilly's Cialis erectile dysfunction drug will see the company fined a whopping \$60,000.

Melbourne academic Ken Harvey and CHOICE lodged two complaints about a press release issued by the company on 29 Apr.

Harvey claimed that rather than being bona fide 'news' the release was promotion of the prescription medication to the general public.

The Medicines Australia Code of Conduct committee found that

Ibuprofen figures

AN audit of data from 143 Australian GPs has confirmed that one in four patients need to consider possible warnings, precautions or contraindications when using NSAIDs such as ibuprofen - compared to just 2% for paracetamol.

The study involved de-identified records from 107,553 patients, sourced via the General Practice Research Network, and confirmed similar results from research conducted in France and the UK.

GSK spokesman Ian Adams said the results "really highlight the importance of clear labelling and healthcare professional advice regarding the suitability of paracetamol and OTC NSAIDs.

"The confirmation of the broad suitability of paracetamol was certainly a key outcome," he said.



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DISPENSARY CORNER

THERE'S been a very happy ending for a childless UK couple who spent about \$5000 on bus advertisements in a desperate attempt to find an egg donor.

55-year-old Linda Weeks and her husband Richard are the very proud parents of Katy, born this week after 14 years of trying to conceive.

The couple placed 50 ads on the back of London buses on 19 Mar 2007, with a wedding photo and the caption "We'll never be Mummy and Daddy unless a wonderful woman aged 36 or under can help us by donating some of her eggs.

"You are our only chance of happiness."

About 100 women responded to the advertisement, but only one went through with the egg donation at the London Fertility Clinic.

VIAGRA has a lot to answer for.

The UK Health Protection Agency says erectile dysfunction drugs are partly to blame for a massive rise in sexually transmitted infections in the UK, which have doubled there in people aged over 45.

A study published this week found that older men were most likely to be affected, with increases in herpes, genital warts, syphilis and gonorrhoea.

In fact within the over-45 age group males aged between 55 and 59 were the most likely to have a sexually transmitted infection.

"Sexual risk-taking behaviour is...an increasing trend in the over-45s" said a HPA spokesman.

Naked Kiss up for grabs!

CONGRATULATIONS to Amy Cooper of the Pharmaceutical Society of Australia in Canberra who was the first subscriber yesterday to tell us that Naked Kiss comes in Clear, Rose, Sienna, Gold and Bronze.

Each day this week *Pharmacy Daily* is giving you the chance to win this great Lip Plumping product from Naked Kiss, courtesy of Total Beauty Network

This product enhances your lips in minutes and lasts for 3-6 hours.

Each lip product includes unique blends of naturally derived oils and extracts selected from Jojoba, Avocado, Macadamia, Aloe Vera, Ginger, Mango, Black Current and Shea Butter.

These premium natural ingredients protect against dryness and smooth away cracks.

To win, send your answer to the below question to: comp@pharmacydaily.com.au.

What is the main ingredient in the product?

The first person to answer correctly each day will win.

HINT: Go to www.tbn.com.au and click on the Naked Kiss logo at the top of the page.



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