

\$1.8m pharma fines

MEDICINES Australia fined some of its members a total of \$1.8m over the last financial year over breaches of its Code of Conduct for promotion of pharmaceuticals.

83 new complaints were received over the year, of which 37 were found to be in breach of the code.

The dubious honour of the biggest fine went to Pfizer, hit with a \$200,000 penalty in relation to "serious misconduct" in the promotion of Crestor, alleged by rival AstraZeneca.

Other big fines included \$175,000 for Allergan relating to a Botox/Juvederm event, a \$110,000 penalty for Roche in relation to the publication of overseas media releases and \$100,000 for excessive hospitality provided by GlaxoSmithKline at a Diabetes Forum in Sydney.

Win anti-wrinkle Lift!



EACH day this week **Pharmacy Daily** is giving you the chance to win this daytime moisture treatment from Naked Glow, courtesy of **Total Beauty Network**.

The Lift is collagen building treatment infused with patented skin fabric, Bio Peptides and Scandinavian extracts.

The exclusive Skin Fabrica Silica Complex instantly fills in fine lines and wrinkles and the 5% Bio Peptides encourage collagen production and smooth skin.

To win this great product, we're asking you to send your answer to the below question to: comp@pharmacydaily.com.au.

What is the product infused with?

The first person to answer correctly each day will win.

HINT: Go to www.tbn.com.au

and click on the Naked Glow logo at the top of the page for more info.



HIP signs Alphapharm deal

ALPHAPHARM has announced a new partnership with the owner of the Health Information Pharmacy group, related to its Chemconsult medication consulting system (PD 03 Jun).

Under the deal Alphapharm will pay a fee for each Chemconsult where the script is filled using an Alphapharm product.

Fees will be paid to both the pharmacist who undertakes the consultation and Health Corporation.

The deal will also see Alphapharm make other payments including an upfront fee, monthly maintenance based on the number of stores using Chemconsult and volume rebates.

HIV drug helps

AN anti-HIV medicine listed last month on the Pharmaceutical Benefits Scheme has been hailed as a great step forward for the 500 Australians whose virus had become resistant to other drugs.

Researchers have discovered raltegravir effectively blocks HIV in people with highly resistant strains of the virus, allowing them to live healthy lives.

A year-long global trial on 700 people found the twice-daily pill reduced the virus to undetectable levels in 62% of patients taking it in combination with other anti-HIV medicines.

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Complementary medicine boom

THERE has been a 51% increase in the number of Australians visiting complementary health professionals in the 10 years to 2005, according to ABS figures.

Most consultations were for arthritis (20%), asthma (14%) and mental or behavioural disorders (13%), and the most commonly consulted professionals were chiropractors, naturopaths and acupuncturists.

Women accounted for 62% of people who had visited a complementary health therapist, and most patients were aged between 25 and 64.

The rise in patient numbers led to a doubling of the complementary health workforce between 1996 and 2006 - from 4,800 to 8,600.

Naturopaths accounted for the most practitioners (2,980), 79% of whom were women.

Health Corporation estimates the deal will generate at least \$800,000 in revenue in 2008-09 and more in subsequent years.

"Chemconsult is a rigorous process that has proven its effectiveness over several years in reducing medical problems in the community," said HIP founder and ceo Ken Lee.

He said HIP members had carried out thousands of the ten point consultations, with the Alphapharm deal "an important validation of the Chemconsult process and vision."

Lee said the agreement with Alphapharm is limited to generic drugs so "the company is seeking additional partners who can readily appreciate the benefits of the Chemconsult process."

Depression down

RATES of depression are not on the rise, despite popular belief, claims new research.

A University of Melbourne study found there was no significant increase in the number of people being diagnosed with major depression over the 5 yrs to 2004.

The number of people with less-severe mood disorders actually fell over the period, according to the research published in the *Australian and New Zealand Journal of Psychiatry*.

600th minfos customer



ABOVE: Samford Chemmart Pharmacy in Queensland recently became the 600th pharmacy in Australia to use the minfos software system.

Samford Chemmart is part of the Garozzo Group, which

comprises five pharmacies all using minfos to integrate almost all aspects of their businesses.

Minfos manager Matt Lalor is pictured above congratulating Samford Chemmart pharmacist Karen Wright.

DISPENSARY CORNER

CHINESE officials have set up a special Olympic "sex determination laboratory" to be used for testing female athletes suspected of actually being men.

Blood samples from dubious cases will be tested to measure sex hormones, genes and chromosomes, according to the Xinhua news agency.

The move follows the 2006 disqualification of Indian athlete Santhi Soundjaran, who was stripped of a silver medal at the Asian Games after failing a gender verification test.

RADIATION treatment led to the complete emergency evacuation of an airport in Russia this week, after a flight arriving in Vladivostok from Korea set off radiation alarms.

Security officials scrambled to discover the source, which was eventually pinpointed as a woman who had recently received cancer treatment with iodine-131.

They said the treatment had given her radioactivity of 15 times greater than normal, but "Iodine 131 is a short-lived isotope, so the passenger should be back to normal in a month."