

MPS and PMP materials available

THE Pharmaceutical Society of Australia has released its professional guidelines and standards on the Medication Profiling Service as well as training materials for the Patient Medication Profile (PMP) Program.

PSA's guidelines provide advice to pharmacists on process issues, good practice behaviour, and how responsibilities may be best fulfilled.

The standards, consolidated into the same publication, outline the minimum service requirements to ensure a desirable level of performance or results.

Printed copies of the guidelines and standards are being sent to all PSA members this month.

The materials are also available to pharmacists free of charge on the PSA website.

Completion of the training program is a mandatory requirement for pharmacists participating in PMPs.

Training can be done online in one to two working days, and pharmacists are encouraged to register now at the special website www.psa.org.au/4cpa.



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Eli Lilly blasted over Cialis

MELBOURNE academic Ken Harvey has lodged an official complaint with Medicines Australia against Eli Lilly, over the manufacturer's launch this week of its Cialis Once-A-Day (PD Tue).

Harvey says a press release issued by Eli Lilly was "regrettably...successful in producing a large number of media articles about this drug which uncritically used the material provided and failed to disclose sources, conflicts of interest and other issues that should be part of objective reporting."

He highlighted some reports in *The Sydney Morning Herald* and said the Eli Lilly document purports to release as 'news' a

company commissioned piece of research that "not surprisingly supports the use of this drug."

Harvey also complained about quotes in the release from Associate Professor Doug Lording, without revealing his association with Eli Lilly.

"In my opinion, this press release is not bona fide news but rather thinly disguised promotion of the prescription drug Tadalafil to the general public," he said.

"Eli Lilly have now provided the latest example of how a drug company can undermine quality use of medicines activities."

Harvey claims Eli Lilly has breached a number of sections of the Medicines Australia Code of Conduct, and the complaint is expected to be reviewed by a committee meeting on 16 Jun.

If the alleged infringement is determined as a severe breach of the code the committee could impose penalties of up to \$200,000 against Eli Lilly.

GSK reorganisation

GLAXOSMITHKLINE has announced a massive global restructure, including the creation of a new Asia Pacific unit covering Japan and Australasia.

Another new Emerging Markets region has been created, with ceo Andrew Witty saying "Brazil, Russia, India, China and the Middle East are significant growth drivers of the future."

As part of the changes, existing GSK Australasia gm Paul Lirette has been promoted to Senior Vice President, Central Europe.

Lirette will remain in Australia until Aug while the recruitment process for his replacement takes place.

Fosamax AF link

FOSAMAX (alendronate) has been linked to an increased risk of developing atrial fibrillation (AF), according to new research.

Women using the osteoporosis treatment, currently or in the past, are at risk, according to a study in *Archives of Internal Medicine* which indicates use of alendronate is associated with a 90% increased risk of incident AF compared to women who have never taken a bisphosphonate.

US researchers compared 719 women with AF with 966 female controls. They found more AF case patients than controls had ever used alendronate (6.5% vs 4.1%), and the risk was higher in patients with diabetes mellitus and those taking statins.

However the authors concluded that "the benefits of bisphosphonate treatment in patients with osteoporosis outweigh the risk of AF."

Two pages today

PHARMACY Daily today has two pages packed full of all the latest pharmacy industry news.

PSA Vic director

JACQUIE O'Brien has been appointed as the new Branch Director of the Victorian branch of the Pharmaceutical Society of Australia.

PSA Vic president John Jackson said O'Brien had a strong background in both health and adult learning, and will be responsible for leading the team in charge of developing and implementing PSA's national education program.

Expo education

THE organisers of the upcoming Pharmacy Expo in Sydney have released the education program for this year's event, which will be held 20-22 Jun.

On the Fri there will be full day workshops on diabetes, business management, clinical case studies, gut and liver and a therapeutic update, while the weekend will have five streams of short presentations.

Places are limited; register at www.pharmacyexpo.com.au.

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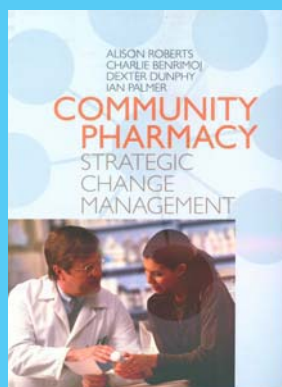
Community Pharmacy: Strategic Change Management has hit the book shelves!

The book, which covers the essential trends and issues in successful pharmacy management for today and the future has been written by S.I. (Charlie) Benrimoj, Professor of Pharmacy Practice at the University of Sydney; Alison Roberts, a research fellow in the Faculty of Pharmacy at the University of Sydney; Dexter Dunphy, Distinguished Professor and Ian Palmer, Associate Dean (Research) and Professor of Management at the Faculty of Business, University of Technology, Sydney.

The book will help community pharmacists and pharmacy owners adapt to an increasingly competitive retail environment by providing industry-specific tools for change.

Key features include authentic pharmacy case studies, development by world leading authorities utilising the latest research and balanced coverage with theoretical insights and practical focus.

The book is highly suitable for pharmacy students, providing the knowledge and skills for best practice in community pharmacy - [click here to view a list of bookstores stocking the publication.](#)



Tax rate push

PEAK pharmaceutical industry body Medicines Australia has called on the government to reduce the corporate tax rate to 20% as part of its submission to the current review of the National Innovation System.

As well as cutting tax, MA is urging the establishment of an "effective industry development program to secure the long-term viability of Australia's \$10 billion pharmaceuticals industry."

It's also suggested the creation of a stronger intellectual property regime here and action to address the skilled labour shortage.

The submission also says the creation of a National Fund for the Sciences could draw on public, private and philanthropic funds to endow university professorships.

MA ceo Ian Chalmers said the industry in Australia is at a crossroads and "faces an uncertain future without sustained investment."

He warned that without action, it's likely that manufacturing and R&D capability will move to regional competitors such as India, China and South America.

"Australia faces a fierce global competition. It's sink or swim, because treading water won't be good enough," he said.

Young avoid shot

MANY Australians still believe myths about influenza, including the notion that the vaccination will give you the flu, reveals a survey by influenza specialists.

New research shows half of the most vulnerable people to developing serious complications - those with chronic conditions such as diabetes and asthma - don't get an annual flu shot.

The poll by the Influenza Specialist Group found 55% of these younger, at-risk Australians either disregard or are unaware of the recommendation and do not get vaccinated.

API interested in Symbion

AUSTRALIAN Pharmaceutical Industries has indicated it will join in the bidding war for Primary Health Care's consumer and pharmacy operations.

Formerly owned by Symbion, the business has long been of interest to Sigma Pharmaceuticals, which may partner with grocery wholesaler Metcash to make an offer.

Primary will start accepting bids for the assets in a fortnight.

However Terry White, who leads the Terry White Chemists chain and is a major Symbion customer, has threatened to take his business elsewhere if pharmacists aren't consulted by Primary over the sale.

"We read in the paper that Metcash is interested in buying the business but we have had no contact with them whatsoever, which I find unbelievable," White is quoted as saying in today's *Financial Review*.

Sunglass blitz

THE Australian Competition and Consumer Commission has targeted retailers of sunglasses, including pharmacies, in a major blitz on two shopping centres.

Last Nov 500 stores in two large metropolitan complexes were surveyed to gauge compliance by retailers, wholesalers and importers of sunglasses and fashion spectacles.

Compliance officers found that of the 115 stores supplying the products, only 21 carried sunglasses which were fully compliant with standards.

31 supplied products without any labelling, while 24 had labelling problems and 55 had product that "raised potential deficiencies in meeting supplier identity requirements."

A number of retailers were ordered to recall products as a result of the blitz, including Fossil, Paris Miki and Nine West.



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DISPENSARY CORNER

"I'D love a dollar for every time people have asked to tickle me."

That's a comment attributed to Sigma ceo Elmo de Alwis in a *Financial Review* report today.

De Alwis said he believes having the same name as the popular Sesame Street character and a range of fluffy toys incl the iconic *Tickle Me Elmo* doll has helped him in business.

"It helps people to remember because it's different but easy to pronounce," he said.

MAYBE everyone should wear gloves when they use computers.

A study published yesterday in the UK has found that some PC keyboards harbour more bacteria than the average toilet seat.

The *Which Computing?* report described research in which microbiologist James Francis examined samples from 33 keyboards, finding bacteria including *E.coli* and *S.aureus*.

For comparison, the scientist also swabbed a toilet seat and a toilet door handle in a typical London office, with *The Guardian* reporting that one of the keyboards had to be removed from the office because it was "five times dirtier than the lavatory seat."

VETERINARIANS are struggling to figure out why champion US racehorse *War Emblem* has lost his libido.

The horse, which is now at stud in Japan having won the Kentucky Derby in 2002, is "very choosy about his women."

Despite being in contact with hundreds of mares he's only mated successfully with a few.

"We had him on Viagra - that didn't work. I even went into [Sapporo's] red light district... and brought back a lot of 'special' medicine to try and perk him up," said a trainer.



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