

Pharmacy DAILY

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PHARMACYDAILY.COM.AU

New Nicabate Mini

GLAXOSMITHKLINE yesterday announced the imminent launch of "the smallest nicotine lozenge in the Australian market."

Nicabate Mini is a tiny lozenge which dissolves quickly in the mouth, thus releasing its full dose of nicotine three times faster than gum, the company said.

Mini will be available in 1.5mg and 4mg strengths, in vial packs of 20 or 60 and will begin to appear on shelves this month.

The launch continues GSK's quit-smoking innovation which last year saw the debut of Nicabate Pre-Quit.

Gold X loyalty plan

THE Pharmacy Guild is planning to implement a rewards program for pharmacy staff completing online training modules on Gold Cross products later this year.

The plan was revealed by Gold Cross gm Trevor Clarkin yesterday in an APP presentation on category management in pharmacy.

"PBS future now assured"

AN Access Economics report into the future of the Pharmaceutical Benefits Scheme released at APP yesterday has found that contrary to previous assumptions the PBS "will not impose a runaway cost burden on Federal Government coffers," according to the Pharmacy Guild.

The report is one of three outlined at APP (PD yesterday) with economist Chris Richardson telling attendees that Access used updated data and assumptions to replicate the government's two Intergenerational Reports.

In 2002 and 2007 the reports predicted that the PBS would increase significantly as a proportion of total health spending, with the frightening prediction that PBS costs could grow to 3.4% of GDP over the next 40 years.

Depression heart link

THE Heart Foundation and *beyondblue* are investing an extra \$2.85m in research to investigate the relationship between depression and heart disease.

Four new projects will be funded for 2009 looking at a range of areas for the prevention of depression (and cardiovascular disease) such as tai chi, internet interventions and improving the detection of depression.

beyondblue ceo Leonie Young said that 47% of people with cardiac problems show symptoms of depression.

"Depression is as much a risk factor for heart disease as the well-known risk factors of smoking, poor diet or lack of exercise," she said.

NUROFEN JUST GOT FASTER

THAN STANDARD NUROFEN

TWICE AS FAST



*ABSORBED UP TO TWICE AS FAST AS STANDARD NUROFEN

Win an iPod Touch

PHARMACY Daily will be exhibiting in the APP trade show which kicks off this afternoon, with an opportunity for visitors to our stand number 207 to win an Apple iPod Touch, simply by signing up to receive PD free each day.

Pharmacists from across the country are in attendance at APP which will this morning be officially opened with a keynote address by the Minister for Human Services, the Hon. Joseph Ludwig.

APP's international line-up



YESTERDAY the first day of the APP Conference on the Gold Coast featured the annual State of the Industry Symposium.

The symposium aims to bring together all sectors of the industry to examine international trends in pharmaceuticals and the pharmacy market.

A truly global overview was imparted, with detailed statistics presented by IMS Health gm Fabian Dwyer followed up with presentations by a number of international guests from pharmacy organisations abroad.

Bruce Roberts, ceo of the US National Community Pharmacists Association gave an overview of the state of the US industry, with health care reform a hot topic.

Roberts said it was vital that pharmacy clearly communicate the benefits it gives to customers, with the Mirixa system in operation in 46,000 US pharmacies demonstrating "massive savings due to pharmacist intervention."

Annabelle Young, ceo of the

Pharmacy Guild of NZ, gave a unique insight into the NZ political process and pressures on the pharmacy sector there.

Also presenting was Sue Sharpe who's chief executive of the UK Pharmaceutical Services Negotiating Committee, covering the state of play in Britain where there are more than 10000 pharmacies, with 61% of them members of larger groups.

Sharpe also described the parlous state of UK wholesalers, which she said were the most vulnerable part of the distribution chain.

The final overseas guest was Seamus Freely, secretary general of the Irish Pharmacy Union who related the industry's reaction to strong pressure by Ireland's govt on pharmacy margins, paying tribute to the Australian Guild when he said "we've learnt many lessons from you".

Pictured above from left at APP yesterday are Kos Sclavos, Bruce Roberts, Sue Sharpe, Annabelle Young and Seamus Freely.

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Guild TGA petition

THE Pharmacy Guild is circulating a petition at APP which urges the government to stop the Therapeutic Goods Administration from setting up a "compulsory website as a source of CMI and PIs" for consumers.

The petition claims the proposed site will "unnecessarily complicate and duplicate the existing streamlined provision of such information via the dispensing process and integrated with the dispensary software in a community pharmacy."

Other possible impacts cited include that it will make it less likely that consumers will receive their CMI information, as well as a risk that manufacturers of medicines will "discontinue the current distribution system".

It urges that the TGA be directed to distribute CMI and PI via pharmacy "and that the establishment of any TGA website should not jeopardise the viability of the existing system."

The principal petitioner cited on the document is Kos Sclavos.

STOP technology to widen

THE Project Stop anti-diversion system is likely to be expanded to cover other types of medications, if long term plans by the Pharmacy Guild come to fruition.

Speaking at APP yesterday Guild President Kos Sclavos outlined a range of possible future measures on the drawing board, including a proposed new S3 sub-schedule called 'Pharmacist Only Medicines Notifiable'.

Sclavos said the same technology used for Project STOP could be used to record the dispensing of these types of drugs, meaning they could be tracked and verified.

He said there were also similar possibilities for S8 drugs, with the online system providing real-time monitoring and recording.

Project STOP would also lend

Generic Topamax OK

THE US FDA has approved the first generic versions of Topamax (topiramate) with tablets in various strengths approved for a range of pharmaceutical manufacturers.

itself to national recording of drug recalls, he added.

Data from Project STOP was also highly useful to law enforcement authorities, with the GPS-coding of pharmacy locations enabling the tracking of pseudo runners as they move from shop to shop.

The data also recorded the most common pseudoephedrine-containing medications being sold, with liquids not even appearing in the top 25 - dispelling recent reports that cough syrups are being actively targeted by the criminals.

New drug approvals

THE Australian Drug Evaluation Committee has recommended the approval of a number of new medicines in Australia.

Submissions were approved for:

- Sanofi Pasteur's **Emerflu** for the prevention of pandemic influenza
- **Doribax** powder for injection (doripenum monohydrate) for treatment of adult infections
- GSK's **Synflorix** for active immunisation of infants and children against disease caused by *Streptococcus pneumoniae*.
- Merck Sharp & Dohme's **Gardasil** for a new indication in females aged 27-45 years for the prevention of cervical cancer
- Phebra's **Phenasen** (arsenic trioxide) for leukaemia
- Alphapharm's **Diabex XR 750** tablets (750mg metformin hydrochloride) for diabetes
- A new 150mg strength of Sanofi-Aventis' **Actonel Once-a-Month** (risedronate sodium) for the treatment of osteoporosis.
- MSD's fixed combination **Janumet** tablets (sitagliptin and metformin hydrochloride) for diabetic glycaemic control
- Sanofi Pasteur's **Intanza 9µg** and 15µg influenza injection.
- Nycomed's **Somac/Pantoloc** tablet (pantoprazole) for GORD treatment in children aged 5+.



DISPENSARY CORNER

GUILD President Kos Sclavos came up with a great way to save the Australian economy during the State of the Industry Symposium at APP yesterday afternoon.

He thanked the many high profile attendees from the local pharmaceutical industry, as well as government bodies and other organisations, quipping that "if a bomb went off here we would have paid for the last stimulus package just from the wages saved."

AND the modest, self-deprecating Qld Guild President and APP Chairman, Tim Logan, also drew chuckles from the APP delegates yesterday when he introduced himself as being someone "recently voted the least worst looking person on the Guild negotiating team" for the Fifth Agreement.

DON'T try this at home.

A Chinese man was admitted to hospital last week after he accidentally swallowed a pair of scissors.

27-year-old Jing Lin was apparently using the scissors as a toothpick when "he gave a big laugh on hearing a joke from a friend, and unexpectedly they slipped inside his throat," his wife told local media.

X-rays showed that the 9cm-long scissors had lodged in his oesophagus and he was unsuccessful in attempts to cough them back up.

They were eventually removed by doctors with the aid of a local anaesthetic and a pair of forceps.

Next time he gets something stuck between his teeth he plans to use dental floss.

WIN TAN IN A CAN

Le Tan has again teamed up with **Pharmacy Daily** giving readers the chance to win a can of the new **Le Tan Jet Dry** over the next two weeks.

Le Tan Jet Dry is the perfect last minute tan solution that can be applied before work or a night out on the town with the confidence it will be completely dry and ready when clothing is put on three minutes later.

Le Tan Jet Dry is infused with vanilla fragrance making it one of the most pleasantly scented tans available.

Each 100g can retails for \$12.99, and to receive your very own can for FREE, simply send through the correct answer to the following question:

What fragrance does Le Tan Jet Dry have?

Email your answer to: comp@pharmacydaily.com.au.

The first correct entry received each day will win the prize, so get those entries in quick!

Hint: Visit the Le Tan website at: www.letanfast.com.au.

CONGRATULATIONS to Michelle Collins of the NSW Pharmacy Guild who was yesterday's winner.



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