

Primary Health Strategy submissions

THE Health Department has listed most of the submissions received as part of its consultation process into the proposed Primary Health Strategy.

262 submissions were made to the enquiry, with pharmacy contributors including the Pharmaceutical Society of Australia, the Society of Hospital Pharmacists of Australia, the Australian Association of Consultant Pharmacy and AFS Friendly Care Pharmacy.

Four of the 262 submissions were marked as confidential and haven't been published on the site.

The PSA submission urged that pharmacists, "the most accessible health professionals" be integrated as core members of the primary health care team.

Other PSA recommendations included the formal establishment of a system of patient referral by a pharmacist to a GP.

STOP proposal for codeine

THE Pharmacy Guild's Project STOP anti-pseudoephedrine diversion technology could be deployed to monitor and track the purchase of codeine-based products, with the system set to be proposed as an alternative to a recommendation that codeine products be rescheduled.

Yesterday the National Drugs and Poisons Scheduling Committee foreshadowed amendments to the scheduling of codeine combination medicines, including the deletion of the S2 codeine entry and an amendment of the S3 entry which would limit pack sizes and reduce the recommended daily dose to a maximum of 100mg codeine base.

The NDPSC move follows reports of misuse of analgesics containing codeine, with initial reactions being that the proposed measures will not reduce the risk of harm among those who abuse the products.

Reckitt Benckiser, which makes Nurofen Plus, said "to the best of our knowledge, the NDPSC's recommendation has been based on anecdotal assessment without robust research and objective clinical evidence."

Dr Deon Schoombie, scientific director of the Australian Self-Medication Industry, said "we need to consider not only the risks, but also the benefits associated with the use of a medicine."

"We believe there is already a level of regulation appropriate to the product's efficacy and safety

NUROFEN JUST GOT FASTER THAN STANDARD NUROFEN

**TWICE
AS FAST**

*ABSORBED UP TO TWICE AS FAST
AS STANDARD NUROFEN



profile," Schoombie said.

However the Pharmacy Guild acknowledged that certain codeine-containing products are subject to inappropriate use "and the time has come to deal with this problem."

Guild president Kos Sclavos said the NDPSC recommendations weren't the solution but were "a "scattergun approach that misses the target of better health care" which will inconvenience many legitimate users.

"We need better data regarding these at risk products, and this can be obtained by employing the same technology the Guild has developed to track inappropriate sales of products containing pseudoephedrine," he said.

Sclavos said the Guild would be working with its industry partners to develop an alternative plan for consideration by the Committee at its next meeting in Jun.

Global role for Mann

THE current managing director of Wyeth in Australia and New Zealand, Erica Mann, will become the global head of a newly created Nutritional Health division for Pfizer once the two companies merge.

The new division will be one of 9 units - Primary Care, Specialty Care & Vaccines, Established Products, Animal Health, Emerging Markets, Oncology, Capsugel, Consumer Health and Nutritional Health.

Mann's division will cover Wyeth's operations in over 50 countries.

Rural locum service

RURAL and remote pharmacists are being reminded about the Guild's Emergency Locum Service which provides direct access to locums in emergency situations such as illness, bereavement or family emergencies.

The service aims to place a locum in any location in Australia within 24 hours for a maximum of 7 days and also offers up to \$2500 to fund the locum's travel costs.

It's contactable on 1800 357 001.

RA certification

THE US-based Regulatory Affairs Professionals Society (RAPS) has announced a new qualification which recognises expertise in the "general scope of practice of regulatory professionals in the healthcare product sector".

The 'RAC General Scope' denotes knowledge regardless of geographic location or regions, and joins existing regional certifications, the RAC (US), the RAC (EU) and the RAC (CANADA).

RAC (GS) candidates must take an examination covering knowledge of the full product lifecycle for medical devices, pharmaceutical and medicinal products and a range of international standards.

The first exam will be offered worldwide from Oct - more information at www.raps.org/rac.

No more confidential

IN a previous issue of *Pharmacy Daily* we included a piece under the name 'Pharmacy Confidential'.

We have decided to withdraw this item from future editions due to concerns that have been raised by some of our readers on the basis that although the information contained in the Pharmacy Confidential items was not based on fact, it may have caused some readers to incorrectly conclude that the content of those articles had some merit, or was based on properly researched facts.

The Pharmacy Confidential articles were intended to be in jest however we now realise they may be taken seriously by some readers.

In this regard we confirm that the articles were in no way meant to be taken as having a factual basis.

Easter break

THE next issue of *Pharmacy Daily* will be published next Tue 14 April due to the Easter public holidays.

AERIUS
**NOW CHILDREN
CAN AVOID MORNING
ALLERGIES**

**The only OTC syrup
available for children
from 6 months of age
for hives and from
12 months of age for
allergic rhinitis.**

Click here for further information.

AERIUS contains desloratadine. AERIUS® is a registered trademark. Schering-Plough Pty. Limited. AER0060. LOTJ 2009-03-047.
Schering-Plough

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.

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:

Which event does Le Tan sponsor?

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 ??? of ??? who was yesterday's winner.



Arthritis Self Care

THE Pharmaceutical Society of Australia yesterday launched a targeted Arthritis Health Campaign in conjunction with Arthritis Australia and the Australian Rheumatology Association.

PSA President Warwick Plunkett said the condition costs the Australian economy almost \$24b a year, with the new campaign following on from the recent Arthritis Awareness Week.

"Clearly, pharmacists and their support staff are in the frontline of care for people with arthritis and everything we can do to assist in the treatment of the condition and to help reduce its impact, is a step in the right direction," he said.

Resources for the campaign include the monthly edition of inPHARMation, an education storyboard, consumer fact cards, posters and a questionnaire.

Plunkett urged Pharmacy Self Care pharmacists to make full use of the items to help make a real impact on the health of Australians.

PBS heading for budget cuts

PLEAS by the pharmaceutical industry and the Guild for PBS stability in the next budget appear to have fallen on deaf ears, with reports yesterday that the govt plans to slash the prices of 100 commonly prescribed medicines.

Senior Rudd ministers are said to have considered the plan earlier this week as part of measures to address a major shortfall in government revenue.

Affected items are understood to include a variety of contraceptive pills as well as meloxicam, fluvastatin and a range of blood pressure medications.

Last weekend at APP the Guild released details of a study it had commissioned showing that the government was already set to reap \$7.4billion in savings from the PBS reforms - more than double the original projection (**PD** Thu).

Despite this the government seems set on reaping further savings from the pharmaceutical

and pharmacy sectors.

The *Australian* cited 'industry sources' saying the proposed price cuts "will lead to some low-profit medicines being taken off pharmacy shelves."

The news came as Medicines Australia ceo Ian Chalmers issued a statement saying that the \$7.4b in savings showed that the pharmaceutical industry "has done - and will continue to do - its share of the heavy lifting ahead of this Budget and beyond."

"In the last year PBS reforms have resulted in a loss of 5% of the workforce of Medicines Australia member companies.

"Any further unexpected cuts to the PBS would be damaging to the local industry and put more Australian jobs at risk," he said - a warning which looks set to be discounted by the government.

Reports also say it's likely that further price premiums are likely to be imposed on some medications as a result of the proposed further price cuts foreshadowed yesterday.

New tummy website

A KEY website aimed at informing the public about tummy troubles has been relaunched with a new look and design to help visitors "bring a sense of control and wellbeing back into their lives."

www.mystomachache.com.au offers health and lifestyle info, including giveaways and advice from experts such as dietitians and pharmacist Professor Peter Carroll.

Veterans' module 18

THE Dept of Veterans' Affairs has launched module 18 in its MATES program, this time covering insomnia management.

Resources include a *Good Sleep Guide* consumer brochure as well as a Therapeutic Brief for health professionals on insomnia.

See www.veteransmates.net.au.



DISPENSARY CORNER

LIP gloss is meant to be hot, but not this hot.

Police in New York are searching for a thief who stole 74 tubes of "Beauty Rush" lip gloss from a Victoria's Secret store.

Officers said the stolen goods are worth about US\$1200 and are reviewing surveillance footage for clues as to the miscreant.

Reports don't say which of the 24 available colours the stolen lip glosses came in, with one option being 'Piece of Cake' which apparently tastes like cake batter.

DOCTORS in the US were stunned last week after a 72-year-old man coughed up an inch-long nail during an MRI scan.

Prax Sanchez said he doesn't ever recall any serious carpentry incidents in his past, but the doctors stopped the examination suddenly after they discovered something metallic in his face.

Shortly afterwards he regurgitated the nail, which his doctor said could have been embedded there for up to 30 years and was apparently dislodged by the MRI's magnetic force.

"I'll probably frame it," he said.

AMBULANCES of the future may be equipped with ejector seats so that paramedics can be launched into action more quickly.

Radical new emergency vehicle designs were this week unveiled at London's Royal College of Art, aiming to generate a "range of possible future directions for the next generation of ambulance."

Other options include off-road adaptations, a soft continuous silicone interior which adapts to the shape of the patient, as well as a "deployable tent" which would allow 360° access to patients.

HOT Travel Deals

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

THE last few days has seen a major fare war break out between several airlines flying between Australia and Europe.

The specials were kicked off on Friday by Singapore Airlines and you can now also get bargain fares from Qantas and British Airways.

Yesterday Emirates topped them all with a low season \$1250 return fare (plus airport taxes) between Australia and its Europe/UK destinations.

The peak season fare is \$1400 but you need to see your travel agent quickly because the deal is only available until 20 Apr.

FIJI'S Toberua Island Resort is celebrating a recent upgrade by offering guests all meals free for travel before 31 Mar 2010.

The meal plan is valued at F\$122 per adult per day meaning the offer represents a huge saving.

Toberua Island is located off the eastern tip of Fiji's main island, Viti Levu, and has just 15 luxury oceanfront bures.

More info www.toberua.com.

AND also in Fiji, the Radisson Resort on Denarau Island is offering every second night free, by quoting GOFJGO when booking at www.radisson.com.



REGISTRATION NOW OPEN!

Fri 12 - Sun 14
June 2009

VISIT OUR WEBSITE NOW
TO REGISTER YOUR INVOLVEMENT AND REVIEW THE
PRODUCT LISTING, FLOOR PLAN AND EDUCATION PROGRAM FOR 2009.
www.pharmacyexpo.com.au