

Pharmacy DAILY

Friday 7th August 2009

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New TWC chief

TERRY White Management has announced the appointment of Anthony White as its chief executive officer, following the buy-out of the company from Symbion Pharmacy Services (PD 01 Jul).

The board said Anthony had been selected "based on his extensive industry experience" which includes executive roles with Faulding and Mayne Group, as well as his being "integral to the due diligence and transition process related to the buy-out of the company."

Medical messaging

CLINICAL communications networks Medical-Objects and ArgusConnect have agreed to integrate their secure network and directory services, allowing more than 20,000 participating health care professionals to securely exchange clinical data using their Medicare PKI encryption certificates.

The move is seen as a major step forward in developing a fully interoperable e-health system.

CHOICE pro pharmacists!

CONSUMER group CHOICE is calling for a "review of the role of pharmacists in primary care," as part of reducing the risk of adverse medication-related events.

In a report published yesterday CHOICE said it's particularly concerned that "many elderly people are taking medicines that are unnecessary or possibly even harmful, individually or in combination with other medicines."

The group claimed that "as more health professionals acquire prescribing rights, pharmacists will increasingly become gatekeepers for individuals' medication regimes."

"Research has shown closer collaboration between GPs and pharmacists, and improved medication review by pharmacists, can help identify and resolve medication-related problems," the report said.

Another possible initiative could be the introduction of US-style 'brown-bag days', where the elderly

can take all of their medicines including OTC and herbal products to health professionals to check for necessity, inter-drug interactions and expired use-by dates.

"There's a real need for elderly people and their carers to regularly do a drug 'stocktake' to ensure that all the medicines they are taking are compatible with each other, and that the patient isn't doubling up through different doctors or different prescriptions," said spokesman Christopher Zinn.

CHOICE also claimed that promotion by pharmaceutical companies has a heavy influence on prescribing habits meaning "increased prescribing of expensive new drugs (whose benefits and side effects are often uncertain) and decreased prescribing of older, more cost-effective generic drugs."

The article, which is now on the CHOICE website, also cites the NPS report into prescribing and dispensing software (PD 03 Mar), saying that many programs "didn't pick up key drug interactions, or else had so many false alarms they could lead to health professionals ignoring all alarms."

CHOICE is also advocating greater recognition of and adherence to the Beers Criteria, a list of medicines considered inappropriate for elderly people because their risks are greater than any potential benefits.

PSA e-health push

THE Pharmaceutical Society of Australia has today backed the accelerated implementation of electronic health initiatives in Australia, using \$1.8 billion in funding remaining in the Health and Hospitals Fund.

Chairman of the fund's advisory board, Bill Ferris, was today reported as saying e-health could be paid for by the fund, with PSA President Warwick Plunkett saying it was "essential that the introduction of an e-health system in Australia be fast tracked."

He said that despite years of discussions there were still jurisdictional differences, and "we are yet to see any agreement from Health Ministers or COAG on the adoption of electronic health records."

"It is time to stop delaying and start acting," Plunkett said.

FDA melamine move

THE US Food and Drug Administration has issued new guidance urging that a number of pharmaceutical ingredients be tested for melamine contamination.

The FDA said that although it has no reason to believe that medicines are contaminated with melamine, it's responding to recent events involving pet and livestock products in the USA as well as the milk contamination disaster in China.

An initial list of 28 common pharmaceutical ingredients has been identified as being at risk, including items such as urea, guar gum, gelatin, ammonium salts, glucagon and povidone.

A spokeswoman said the FDA was "urging implementation of appropriate controls to assure consumers that melamine contamination will not happen in the pharmaceutical supply chain."

"We look forward to working with industry on this serious public health concern," she added.

WIN A BURT'S BEES PRIZE



CONGRATULATIONS to Alison Chu of Fays Pharmacy who was yesterday's winner of the Burt's Bees Radiance Day Crème.

Each day this week Burt's Bees has been giving **Pharmacy Daily** subscribers the chance to win a fabulous Burt's Bees product featuring the highly nourishing goodness of Royal Jelly.

Today's prize is a tube of **Radiance Body Lotion** and **Radiance Lip Shimmer**.

The vitamin and amino acid power of royal jelly combines with moisturising sunflower oil and natural light reflecting mica give your skin a naturally radiant glow in this light and easily absorbed body lotion.

Enjoy the luscious hydration from vitamin E and coconut oil, while peppermint oil gives a gentle tingle on application with Radiance Lip Shimmer - 100% natural.

Valued at \$31.90, Radiance Body Lotion and Radiance Lip Shimmer are available from David Jones, Terry White Chemists and selected retail outlets.

For your chance to win this great prize, simply be the first reader to email through the correct answer to the question below to comp@pharmacydaily.com.au.

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CPD Calendar

WELCOME to Pharmacy Daily's Continuing Professional Development Calendar, featuring upcoming events, conferences and opportunities for pharmacists to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

12 Aug: PSA NSW will hold a short course on Women's Health - Menopause at its St Leonards office, as well as a seminar on New Drugs - Mental Health in Wollongong - 02 9431 1100.

12 Aug: PSA Vic will hold a seminar on Asthma in Wangaratta - 03 9389 4000.

14-16 Aug: The 2009 **Pharmacy Women's Congress** will be held on the Gold Coast - pharmacywomenscongress.com.au.

22 Aug: PSA will hold a **Clinical Therapeutics Update Seminar** presented by Debbie Rigby and Geraldine Moses in Brisbane - mandyc@psaql.org.au.

28-29 Aug: The Pharmacy Assistant Conference (NSW) will be held in Sydney including the State Finalist Awards Dinner - www.guild.org.au/nsw.

30 Aug-03 Sep: The annual **Pharmacy Snow Business Conference** is taking place at Mt Buller in Victoria - see www.medic.com.au/study-tours.

16-19 Sep: **Pharmacy 2009: The Pharmacy Management Conference** will be held at the Hyatt Regency Sanctuary Cove - www.pharmacyconference.com.au.

10-11 Oct: Debbie Rigby and Geraldine Moses will present a Stage One Accreditation Medication Management Review Workshop in Townsville - details 07 4725 8915.

15-18 Oct: The PSA's Pharmacy Australia Congress 2009 will be held in Sydney - www.pac2009.com.au.

5-8 Nov SHPA will hold its 35th **National Medicines Management Conference** in Perth - www.shpamm2009.com.

16-23 Jan 2010: Pharmacy Study Tour in Aspen, Colorado - www.medic.com.au/study-tours.

Speeding ticket for Zavance

THE makers of Nurofen Zavance have been forced to withdraw their TV advertising campaign after a ruling by the Australian Self Medication Industry that the commercials are misleading.

Reckitt Benckiser has been heavily promoting the Zavance product, including the TV ads which link it with racing cars and claim Zavance works "twice as fast".

Rival Wyeth Consumer Healthcare, which makes Advil Liquid Capsules, complained to ASMI about the ads, arguing that disclaimers about the 'twice as fast' Zavance claim weren't clear.

RB said there was a voiceover which clarified that Zavance was "absorbed up to twice as fast as standard Nurofen" as well as fine print on the screen, but the ASMI complaints panel said this was "accompanied by the sounds of revving racing car engines."

ASMI said this was insufficient "to overcome the misleading

representation made by the claim that Nurofen works twice as fast as other painkillers."

A series of print advertisements relating to Zavance were also found to be misleading, according to today's *Financial Review*.

GSK stroke pact

GLAXOSMITHKLINE Consumer Healthcare has announced a new partnership with the National Stroke Foundation, under which the firm will provide an educational grant linked to the promotion of Cartia low dose aspirin.

GSK marketing manager, Rod Stosic, said the company "values the great work being carried out by the National Stroke Foundation and is proud to be working with the organisation to help raise awareness and promote education about stroke and stroke prevention throughout Australia."

Cartia contains 100mg of aspirin and has a special Duecentric coating.

Pharmacy Alliance goes abstract



ABOVE: Visitors to the Melbourne support office of Pharmacy Alliance are now being greeted by an abstract representation of the group's logo (right), created by receptionist and part-time artist, Cat Jones, who's pictured with her colourful creation.

Marketing manager Matt Archdall approached Cat to produce the painting which completes the office renovation -

necessitated because of growth following the merger with IPAG.

"Over the past year we have seen our membership double and as a result have employed more staff to maintain the level of member support we pride ourselves on," said HR manager Peter Davey.

He said having Cat create the painting reflected the Pharmacy Alliance culture, which "revolves around nurturing our staff and forming close relationships with members."



DISPENSARY CORNER

SOME extreme anti-smoking therapy was undertaken by a schoolteacher in Malaysia, who forced one of her students to chain-smoke 42 cigarettes in two hours, after finding a cigarette in his locker.

The 16-year-old boy apparently couldn't eat for almost a week after the punishment which took place at his school on the resort island of Langkawi.

"I was forced to smoke four cigarettes at a time until I finished 42 cigarettes," he said.

His relatives lodged a formal police complaint about the incident, which left him coughing continuously, with swollen lips.

A school official said the teacher had apologised for her brutality.

"This is not normal. We don't do that often," he insisted.

A US woman suffering from a rare condition called 'objectum sexuality' loves a theme park ride so much she plans to marry it.

33-year-old Amy Wolfe has reportedly been besotted with the 80 foot high *1001 Nacht* ride at the Knoebel's amusement park in Pennsylvania (pictured below) since she was a teenager, and has ridden it several thousand times.

"I was instantly attracted to him sexually and mentally. I wasn't freaked out as it just felt so natural but I didn't tell anyone about it because I knew it wasn't 'normal' to have feelings for a fairground ride," she said.

Wolfe said she plans to change her surname to Weber, the name of the ride's manufacturer.

"I know people think it's weird but I love him as much as women love their husbands and know we'll be together forever."

No wonder she loves it!



What a good looking ride...