



The Pharmacy Guild of Australia

This week's update from the Guild

Mirixa is coming

THE starter's pistol is poised to sound on an exciting new e-health initiative that will allow the profession to better harness the power of pharmacy.

A Pharmacy Guild of Australia roadshow highlighting the imminent arrival of Mirixa Australia will begin touring capital and regional cities next week, commencing in Brisbane on 10 February.

Mirixa is an online software platform that will enable systemised implementation of medication related care programs.

Mirixa will allow every community pharmacy to implement professional pharmacy programs, and will open new revenue streams to community pharmacy.

Developed and owned by the US National Community Pharmacists' Association (NCPA), Mirixa Australia will be operated by the Guild's subsidiary healthlinks.net.

The series of roadshows, which will run until mid-March, will prepare the ground for the national launch of Mirixa Australia at the Australian Pharmacy Professional (APP) Conference in April.

The NCPA President Holly Henry, NCPA Chief Executive Bruce Roberts and other NCPA officials will attend the conference to mark the occasion.

The roadshow seminars will outline the first of a suite of programs that will be launched in Australia.

The first is an adherence/compliance program targeted at chronic therapy patients to assist them to better adhere to their medicines regimen.

Many of the major chronic therapy medicines on our Pharmaceutical Benefits Scheme are not taken according to doctors instructions and we hope that the systemised approach will assist patients to follow doctors' instructions appropriately

By July next year, there will be up to six tailored drug programs involving medicines, which together account for around \$1 billion of Pharmaceutical Benefits Scheme (PBS) revenue.

For further information about dates and venues for the roadshow, as well as other relevant information, visit the "Events" section of the Guild website at www.guild.org.au/events.

More price cuts from Aug

THE Health dept has announced that several PBS drugs will be subject to price reductions on 01 Aug 2009, due to the first round of the new disclosure regime.

The system, introduced as part of the PBS Reform package, gives the govt total transparency in PBS pricing, allowing it to achieve savings on behalf of taxpayers.

Reductions, based on data collected from manufacturers during during 2008, will apply to the following medications:

- doxorubicin (down 63.54%)
- meloxicam (-22.46%)
- mitozantrone (-34.42%)
- ondansetron (-15.37%)

The Pharmacy Guild welcomed the price cuts, with president Kos Sclavos saying it's conservatively estimated the move will save the govt \$13m a year in PBS outlays.

However no reduction will apply to six other drugs subjected to price disclosure: amisulpride, fluconazole, fosinopril sodium

Self Care update

THE PSA's Pharmacy Self Care membership package has been revamped in a bid to rid pharmacies of out-of-date or obsolete Fact Cards.

All Fact Cards will now be supplied so that members no longer have to order and pay separately for each card.

"This has never been done before in the program and will allow for greater access and use of pharmacy's most-recognised health information resource," said PSA CEO Bryan Stevens.

The new package will also encourage greater use of inPHARMatation by providing two monthly copies of the publication.



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ODOR-EATERS could have solved this a lot faster.

A university student in Holland has won a ten year legal battle to attend lectures despite his smelly feet.

Erasmus University in Rotterdam ejected Teunis Tenbrook in 1998 after complaints from fellow students and staff that it was impossible to learn with his foot odour.

Tenbrook initially attempted to continue private study in the library but was eventually banned from there too.

An official ruling from a panel of judges said: "the professors and other students will just have to hold their noses and bear it."

It's not all bad news for the uni, though - the relaxation of the ban means that several dozen books borrowed by Tenbrook can now be returned.

A university spokesman said that due to the ruling it will no longer expel students with smelly feet, instead planning to "issue fines to handle this type of problem in the future."

with hydrochlorothiazide, oxybutynin hydrochloride, sodium valproate and perindopril with indapamide hemihydrate.

Sclavos said the 22% price cut for meloxicam is "evidence that trading terms are not excessive."

He said the data "puts to rest once and for all mischievous and misleading claims that significant trading terms apply to all generics."

Sclavos said he was looking forward to further data showing that the new system was delivering savings to government.

Improved FlexPen

NOVO Nordisk has launched the next generation of FlexPen in Australia.

The improved insulin delivery device has reduced injection force (30% less than the previous model) and new colour coding for easier insulin identification.

Available in the following presentations: NovoRapid® FlexPen® (insulin aspart (rys)), Levemir® FlexPen® (insulin detemir (rys)) and NovoMix® 30 FlexPen® (insulin aspart (rys)).

STOP feedback

GRIFFITH University is seeking 20 pharmacists to complete an online survey into their experiences and perceptions relating to the rescheduling of pseudoephedrine based products.

The pilot survey is being conducted by PhD scholar Julianne Webster, who said community pharmacists in Qld and Vic are eligible to participate.

To volunteer your help with this important research email j.webster@griffith.edu.au.



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WIN A CAN OF LE TAN

Le Tan is over 30 years old this year, and to celebrate it's become the official sponsor of Surf Life Saving Australia. Le Tan has teamed up with PD this week to give readers the chance to win a can of SPF 30+ Coconut Continuous Spray Aerosol.

Each 240ml can retails for \$15.99, but to receive your very own can for FREE, simply send through the correct answer to the following question:

Name a product from the Le Tan kids range.

Send your answer through to comp@pharmacydaily.com.au.

The first correct entry will win the prize, so be quick!

Hint: Visit www.letan.com.au.

Congratulations to yesterday's winner, Megan McKee of Bristol-Myers Squibb.

