

# Pharmacy DAILY

Friday 12th June 2009

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## Pandemic declaration

THE World Health Organization has declared that Influenza A (H1N1) is now a global pandemic, after an emergency meeting held overnight in Geneva, Switzerland.

The move follows the steep increase in Australian cases over the last week as well as closures of all primary schools in Hong Kong after 12 students were found to be infected by Influenza A (H1N1).

The WHO classifies a disease as a pandemic when transmission within the human population becomes widespread in multiple regions of the world.

Declaration of a pandemic will trigger the preparedness plans of countries not yet affected, as it's an acknowledgement that it is no longer possible to contain the virus in a single geographic area.

The organization emphasised that at this stage Swine Flu is "a moderate disease" but said the severity of the pandemic can vary from one country to another, with ongoing monitoring required.

As of 6am this morning there were 1307 confirmed Australian cases.

## Ownership rules attacked

THE Pharmacy Guild looks to have a major fight on its hands, with News Limited publications today continuing their attacks on community pharmacy (PD) yest).

A follow-up to yesterday's front page *Daily Telegraph* story and editorial says pharmacy ownership rules are allowing suburban pharmacists to "charge consumers huge margins" and artificially inflating the value of pharmacies.

The campaign to push generics is also targeted, with the story claiming that pharmacists who

### Win an iPod Touch!

TODAY the Pharmacy Expo starts at Sydney's Darling Harbour.

*Pharmacy Daily* is taking part in the expo's Trade Show, and everyone who visits our stand (number 44) and can enter a competition to win a fantastic iPod Touch.

The expo also has a range of continuing professional development education sessions, and participants can either register online or sign up when they arrive.

See [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au).

recommend a generic are doing so to line their own pockets rather than save consumers money.

The story also slams the Guild, telling readers not to expect politicians to do anything to fix the problem because they are "too scared to take on the Pharmacy Guild of Australia."

The concerted attack says fear of the Guild is "one reason why supermarkets have been prevented from opening pharmacies and offering consumers cheaper medicines."

The News Limited story goes further, urging consumers who are currently using medicines with a generic competitor to stop using the PBS and instead "visit a discount chemist and save yourself up to \$13 per script."

"You'll be saving the taxpayer money at the same time," the story concludes.

## Injectable ibuprofen

THE US Food and Drug Administration has approved Caldolor, said to be "the first injectable dosage form of the common pain medication ibuprofen," for the treatment of pain and fever.

Caldolor will be available for US hospital use only, and has been approved for administration in 400mg to 800mg doses every six hours for acute pain.

In a clinical trial of Caldolor it was found that patients were less likely to request morphine for pain on an as-needed basis when administered with the intravenous NSAID.

## New MATES module

THE Department of Veterans' Affairs has released the 19th module in its Medicines Advice and Therapeutic Education Services (MATES) education program.

The new module deals with heart failure review, and includes a therapeutic brief promoting a structured approach to the review of heart failure, providing information for pharmacists and doctors on the use of target doses of ACE inhibitors, the initiation of heart failure specific beta blockers, the checking for medicines that may exacerbate chronic heart failure and the use of Home Medicines Reviews.

See [www.verteransmates.net.au](http://www.verteransmates.net.au).

## Pharmacists #2

PHARMACISTS have maintained their position as the second most trusted profession (after nurses) in the annual Roy Morgan Image of Professions survey.

84% of Australians aged 14 and over rated pharmacists as the most ethical and honest profession - a drop of 2% since last year and the 21st year in a row that pharmacists have been in the top two highest rated professions.



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## WIN AN AROMABABY PACK!



This week *Pharmacy Daily* has teamed up with AROMABABY to give readers the chance to win an AROMABABY travel pack, valued at \$20.

Launched more than twelve years ago as the first natural & organic baby brand of its kind, AROMABABY has been used in select hospitals and received by celebrity parents around the world including Kate Moss, Princess Mary and local mums Tracey Spicer, Natarsha Belling and Simone Warne.

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For your chance to win, simply send your answer to the following question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

### TODAY'S QUESTION:

Can our products be used for older children?

This great prize will go to the first correct response, so check out [www.aromababy.com](http://www.aromababy.com) and get those entries in quickly! Yesterdays winner was Alicia Moore of Webstercare.

\*Image is indicative. Items may change at the discretion of AROMABABY.

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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](mailto:info@pharmacydaily.com.au).

**12-14 Jun:** The **Pharmacy Expo 2009** kicks off today in Sydney - [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au).

**15-16 Jun:** The Face to Face component of the Diabetes Medication Assistance Program will be presented at Tattersall's Club, 215 Queen St Brisbane as well as in Parkville, Vic.

**15 Jun:** A topical evening lecture on *Pandemics and You: The Role of the Pharmacist* will be held at Griffith University on the Gold Coast - more details [mandyc@psaql.org.au](mailto:mandyc@psaql.org.au).

**16 Jun:** A *Diabetes And Eye Health: More Than Meets the Eye* seminar is being held at Ballarat Health Service, North Ballarat, Vic - 03 9389 4013.

**16 Jun:** PSA Victoria will hold a seminar on *Embracing Opiate Replacement Therapy Programs* at Mildura Base Hospital. The same seminar will be presented on **17 Jun** at Balwyn High School, North Balwyn Vic.

**16 Jun:** A seminar on *Sexually Transmissible Infections: Transmission, Treatment* will take place at the Sunshine Campus of Victoria University - details Kate Mann 03 9389 4013.

**18 Jun:** Medication Management Review Accreditation Booster Workshop, Monash University.

**1 Jul - 31 Jul:** The **PharmSpace 09 Virtual Careers Fair & Expo** will be online 24/7 for the whole of Jul - more info at [www.pharmspace.com.au](http://www.pharmspace.com.au).

## Mental health competency

**NEW** guidelines have been developed outlining the expected competency of pharmacists in Australia in dealing with patients with mental health issues.

The Mental Health Care Capabilities Statement for Pharmacists has been produced by the Australian Pharmacy Council (APC) and the Committee of the Heads of Pharmacy Schools in Australia and New Zealand (CHPSANZ) with the assistance of a committee representing several pharmacy professional groups.

The statement is based on the units and elements set out in the *Competency Standards for Pharmacists in Australia 2003* but "extends selected performance criteria and evidence guides to make them relevant to mental

### Pacemaker recall

**AUTHORITIES** in the USA have alerted patients to a Class I recall of certain Medtronic Kappa and Sigma pacemakers, warning that the devices may fail due to a separation of wires which connect the electronic circuit to other components such as the battery.

There are more than 1.7 million Kappa or Sigma pacemakers implanted, of which only about 21,000 are affected by the recall which applies to Kappa series 600/700/900 and Sigma series 100/200/300 devices, mostly implanted more than five years ago.

### Guild Insurance md

**THE** Pharmacy Guild's 100% owned financial services subsidiary, The Guild Group, has today advertised for a new managing director.

Incumbent md Brian Benger will be retiring in Oct after more than ten years in the role.

The Guild Group employs almost 400 people and last year turned over more than \$150 million.

health care."

APC President Elizabeth Frost said the statement had been developed in response to a govt commitment to improve access to mental health care services and to provide additional support to patients with mental illness, their families and their carers.

The statement will now be used by the various Pharmacy Schools to guide the content and conduct of programs at Australian universities, as well as programs undertaken by intern pharmacists.

APC said it would also be used in the processes associated with the accreditation of pharmacy schools and intern training programs in Australia and New Zealand.

The Capability Statement is also designed to inform pharmacists and the community "of the roles expected of pharmacists in the provision of mental health care."

See [www.pharmacycouncil.org.au](http://www.pharmacycouncil.org.au).

### TGA fee cut option

**THE** Therapeutic Goods Administration has issued rules which must be followed by sponsors from 01 Jul in order to have reduced fees apply to applications for grouped medical devices.

A reduced assessment fee will apply if all the effective applications for inclusion in the Australian Register of Therapeutic Goods are received on the same day, are all for the same medical device classification, a written request for reduced fees is electronically attached to each application, the same Manufacturers Evidence applies to each device, and applications are selected for a mandatory audit.

The full Level 2 application audit assessment fee will apply to the first application, with a reduced fee equivalent to 28% of the scheduled fee will apply to other applications in the same group.



### DISPENSARY CORNER

**A 57-YEAR-OLD** Chinese man has entered a "beauty contest" for men, competing with much younger opponents in the hope of winning free plastic surgery.

The competition is sponsored by a cosmetic surgery clinic in the Tianjin municipality, with most contestants hoping to enhance their looks so they can work in roles such as TV presenting.

Zhang Wengqing, born in 1952, is more than twice the age of his competitors, but says he has no intention of pursuing a career in the performance industry.

"I'm just unhappy with my appearance," he said.

The *China Daily* reports that he entered the contest without his family's knowledge.

**ONLY** in America?

The Californian woman who shot to fame earlier this year by giving birth to the world's longest-surviving set of octuplets will now appear in her own TV show.

"Octomum" Nadya Suleman said she's thrilled to be filmed in a reality show featuring her life with her 14 children.

Producers said the crew won't live with the family 24 hours a day, but will document milestones such as birthdays and special events.

"It'll be less intrusive than a reality TV type of program," said Suleman's lawyer, adding that the fertile female is particularly keen on the idea because "she'll get to use a camera and do some of the filming herself."

The show is the brainchild of the same Dutch production company behind such reality TV classics as *The Biggest Loser* and the immortal *Beauty and the Geek* and *Beauty and the Nerd*.

pharmacy  
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# OPENS TODAY...

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[www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au)