

Pharmacy DAILY

Wednesday 20th May 2009

PHARMACYDAILY.COM.AU

Hep C treatment

PEOPLE suffering from bleeding disorders who also have hepatitis B may take some heart from the results of an international study which has returned higher than expected cure rates.

The results of the Australian led, international CHARIOT clinical trial, which were presented at the European Association for the study of the Liver Congress in Copenhagen at the end of April, found that up to seven out of 10 people with genotype 1 could be cured if treatment started before liver damage had occurred.

At the conference new treatments were also discussed, including a combination of a new drug telaprevir with pegylated interferon and ribavirin, which is being trialled in Australia.

The European arm of the trial showed positive results in people with bleeding disorders who had relapsed after earlier treatment.

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More reform, warns Roxon

HEALTH minister Nicola Roxon has warned that ongoing reform is still needed if the PBS is to remain sustainable, signalling that next year's budget could see a range of new initiatives to cut costs.

She mentioned incentives for pharmacists, claiming this was still making prices to patients too high. "These discounts are not being passed onto the consumer - in this case, patients and the Pharmaceutical Benefits Scheme," she told the Generic Medicines

Changes to Mystery Shopper program

THE Quality Care Pharmacy Program has announced changes to its Standards Maintenance Assessment (SMA) program due to new requirements from the National Coordinating Committee on Therapeutic Goods.

Pharmacies will see little difference, with a Mystery Shopper continuing to visit about once a year and seeking to buy an S2 or S3 medicine, with the pharmacy told on the same day how the process went and how the interaction rated.

But the changes will see a new 'quality of advice' rating also assessed later, after review and validation by a qualified pharmacist from the new Quality Improvement in Pharmacy (QIIP) team.

The pharmacist will give the rating after listening to a recording of the interaction.

The QIIP team will comprise pharmacists from the University of Brisbane and the Australian Pharmacy College, with pharmacy staff assured that no specific pharmacy or staff member will be identifiable from the published information from the program.

Updated feedback reports will also now include the pharmacy's score for recent and previous visits, to help pharmacies with their own continuous improvement processes.

It will also put the rating into a wider perspective of Australian pharmacies over the previous year.

QCPP National Manager Assessments, Peter Reeve, said the changes to the Mystery Shopper program would "help us continue to demonstrate the importance of pharmacists' control of the supply of Scheduled Medicines."

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Three pages today

TODAY'S *Pharmacy Daily* has three pages including our regular Health, Beauty and New Products feature and a full page from Priceline offering pharmacists the opportunity to purchase company-owned stores on **page 3**. (click)

STOCK EXCHANGE

WELCOME to *Pharmacy Daily's* Stock Exchange column, where the industry is able to promote close to expiry or surplus items.

Today Friendlies Chemists Townsville is offering a range of items including the following:

- Trileptal 300mg x 2 exp 11/10
- Vastin 40mg x3 exp 10/09
- Sinequan 25mg x 23 exp 02/11
- Vibra-Tab 50mg x 12 exp 10/09
- Flomaxtra x 12 exp 04/10
- Minulet 28x3 x 14 exp 12/10
- Zydol 50mg x 36 exp 01/13
- Microlevlen 28x3 x 18 exp 06/10

Please contact Pharmacist Leia Clark on 07 4750 7333 or email tafsc@gmail.com.

If you have items you'd like to offer through PD's Stock Exchange column please email stockx@pharmacydaily.com.au.

Industry Association Conference in Sydney yesterday.

Roxon also indicated that the govt had resisted major changes to the PBS in this year's budget, instead opting to wait for an upcoming Health Dept report to assess the effect of the reforms so far

She said evidence of higher use of generics would be a key indicator of the success of the reforms.

Symposium success

THE inaugural Sydney University Faculty of Pharmacy public symposium last week generated strong discussion and debate, with the event likely to be repeated in the future.

Titled 'Pharmacy and the Australian Healthcare Sector: A Key Player or a Silent Partner?', panelists included consultant clinical pharmacist Debbie Rigby, Alphapharm ceo John Montgomery and Faculty Pro-Dean, Professor Jo-Anne Brien, with the discussion moderated by Professor of Pharmacy - Aged Care, Andrew McLachlan.

Key areas raised included the importance of increased public visibility for pharmacists, more collaboration with medical and other health care professionals, and the need for specialised postgraduate training.

Faculty dean Professor Iqbal Ramzan said: "It was this kind of open dialogue that we hoped to initiate with our alumni and we are eager to host more forums like this in the future."

The evening also saw the election of a new Executive Committee of the Pharmacy Alumni Association, with plans to launch a range of new activities including reunions, forums and networking events.

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



DISPENSARY CORNER

COKE may not be 'it', according to a study published this week in the *International Journal of Clinical Practice* which found that excessive cola consumption can lead to a range of adverse effects.

Researchers from the University of Ioannina in Greece found that the drink can cause potassium levels to fall, citing cases including an Australian farmer who was hospitalised for lung paralysis for drinking 4-10 litres of cola a day.

He made a full recovery, but was strongly advised to switch to a different beverage.

Dr Moses Elisaf said hypokalaemia can be caused by excessive consumption of glucose, fructose and caffeine - three of the most common ingredients in cola, with serum potassium levels in heavy cola drinkers possibly dropping to dangerously low levels.

THIS could come in handy for pharmacy students at exam time.

A Spanish company is selling an electronic ball and chain which doesn't unlock until pupils have spent long enough at their desks.

The 'Study Ball' is designed to be attached to a child's ankle by parents, with a digital timer which counts down the Study Time Left.

The 10kg device beeps and unlocks when the time expires.

"Quite often, students who are having problems concentrating get up every ten minutes to watch TV, talk on the phone, take something out of the fridge and a long list of other distractions.

"Were they to dedicate all this wasted time to studying they would optimise their performance and have more free time available," says the blurb at online retailer curiosite.com.



No more bad-mouthing

The Listerine brand has launched a new Listerine Total Care mouthwash, designed to help achieve a healthier mouth in six ways - by promoting healthier gums, killing germs, reducing plaque, strengthen teeth against cavities and prevent tartar for long-lasting fresh breath.

RRP: \$5.59 for 250ml

Stockist: Pharmacies nationally

Web: www.listerine.com.au/totalcare



Bigger is better!

Bosisto's has launched its famous Eucalyptus Oil in a bigger 500ml sized in new, unbreakable PET packaging. The larger size caters for 'high-volume' users, suitable for use on tiled areas such as laundries, kitchens and outdoors. The larger size is also great for Pharmacy cleaning!

RRP: \$24.95

Stockist: Wholesalers

Web: www.fgb.com.au

Soft as Silk

Kimberly-Clarke Australia has announced the release of its new Kleenex Silk Touch tissues, changing everything you expect from a tissue with its extraordinary silky texture. Silk Touch tissues are the largest innovation from Kleenex in 14 years and uses revolutionary technology to create softer, smoother and gentler than ever tissues.

RRP: \$1.99

Stockist: wholesalers

Web: www.kleenex.com



Smells pretty good

The Elizabeth Arden brand has released its newest fragrance, Pretty, with Petalio as its main ingredient along with the smell of Italian mandarin orange blossom, peach nectar, star jasmine, pink iris and white peony. Packaged in a pretty curvy bottle in a pink floral box, this scent is designed to be ultra feminine with its floral, fruity scent.

RRP: \$60 - \$115

Stockist: wholesalers

Web: www.elizabethardenpretty.com.au

Something fishy

It is widely known that fish oil is good for you due to its omega-3 fatty acid content, but getting kids to take it can be a challenge. Melrose's new Omega-3 Kids Fish Oil is specially flavoured to make it kid friendly and helps to maintain normal brain development and may improve attention and brain function in children.

RRP: \$17.95 250ml

Stockist: Pagel Wholesalers distribution

Web: www.melrosehealth.com.au





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