

OTC Update

Baby

This month we will look at some of the issues customers will be seeking advice on for treating their baby, starting this week with

Infant colic

Infant colic is a term used to describe babies who seem to cry or fuss a lot. They are often irritable or uncomfortable and cannot be settled. Some babies may display symptoms of abdominal discomfort with bloating.

There is no known cause of colic and it may result from different things in different babies. Some of the reasons suggested for colic include feeding difficulties or too much wind, but there has been no proof that anything in particular causes colic.

Infant colic is not a serious condition, and customers need to be re-assured of this. It is usually short term, starting at around six weeks and is generally over by about 3 months of age.

There are a few products available aimed at treating colic, and although there is no evidence to show that they are effective, they may give some symptomatic relief, or peace of mind to anxious parents.

Products all contain ingredients that are aimed at reducing wind in the bowel. These include *Infacol Wind Drops*, *Gripe Water*, *Infants Friend* and *Brauer Colic Relief*. Some are herbal based and claim to contain a calmativ to help settle the baby.

Parents should seek medical advice if they are concerned that there is an underlying medical problem.

New pharmacy marketplace

A NEW "online B2B marketplace" for the Australian pharmacy industry has launched today, claiming to simplify the supply chain and improve the bottom line of pharmacies.

Pharmamarket has been developed by three experienced community pharmacists: John Martin, John Neilson and Emma Neilson, who say the system harnesses the power of technology to "give everyone the ability to tap into offers that traditionally have only been available to larger pharmacies."

Pharmamarket members enjoy live pricing from suppliers, heavily discounted products featured daily, an easy online ordering system and access to low purchasing prices even on small quantities.

It's a subscription based model, with the gold level free for all pharmacists and offering access 24/7 for hot specials, parcel buys, nearly expired stock, closeouts and non-medicinal pharmacy SKU's.

The platinum level costs \$549+GST per month and is aimed at independent pharmacies looking for a buying advantage.

Platinum members have access to negotiated deals with more than

Rural health boost

THE Federal Govt has announced at \$6.1 million health boost for the improvement of local health infrastructure throughout 40 rural and remote communities in Aust.

Some of the projects set to benefit from the funds incl. a new Lightning Ridge primary health care centre build and the refurb of Sale's Clocktower Medical Centre.

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HemAway winner

CONGRATULATIONS to Violeta Banicevic of Waverley Pharmacy in Bronte, NSW who was the winner of a HemAway Seat in last Friday's competition.

See p2 for a new comp this week.



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PBS Nov update

THE government has confirmed the new PBS listings effective this month, including the addition of lenalimide (Revlimid) for the treatment of multiple myeloma.

More than 1000 people will benefit from the listing over the next four years, which will cost an estimated \$104 million.

Other additions include ezetimibe with simvastatin (Vytorin) tablets to allow patients to use the combination product instead of two separate prescriptions, reducing the number of copayments.

A new strength of tobramycin sulfate injection (TobraDay) for the treatment of pseudomonas infections in cystic fibrosis patients has also been listed, as has valsartan with hydrochlorothiazide tablets (Co-Diavan) for the treatment of hypertension in patients not adequately controlled with either medication used alone.

The PBS website has been updated with the changes, and also lists a new 2009/2010 PBS Calendar as well as a list of items exempt from Statutory Price Reductions, which include Amoxicillin, Clonazepam (oral and injection) and Diazepam - for more information see www.pbs.gov.au.

New NPS Anxiety resource

THE National Prescribing Service has developed a new education resource 'Managing Anxiety Disorders' to help health professionals deal with patients suffering from anxiety conditions.

According to the NPS one in five Aussies visiting GP's and pharmacists will at some point experience one or more forms of anxiety disorder.

"Anxiety disorders are characterised by combinations of key symptoms: excessive anxiety, fear, worry, avoidance and compulsive rituals that are associated with impaired function or significant distress," NPS senior clinical adviser, Judith Mackson said.

The 'Managing Anxiety Disorders' program aims to educate health professionals in how to differentiate

between disorder types and more effectively offer targeted treatment plans.

The program suggests health professionals start patients on non-drug therapies, and if there is insufficient benefit move the sufferer to antidepressant medication, and in very specific unresponsive cases to benzodiazepine medications.

The program also urges health professionals to consider the adverse effects of specific antidepressants before administering them.

"Not all antidepressants have been assessed for efficacy for all anxiety disorders, nor can efficacy be generalised across an antidepressant class," said Mackson.

"Benzodiazepines should only be recommended for people who have not responded to at least two therapies," she added.

For info see www.nps.org.au.

Byetta green light

THE FDA has approved Type 2 Diabetes treatment Byetta (injection) for expanded use as a first line diabetes treatment.

Prior to its decision, the FDA had only approved Byetta for use in patients who had taken other common diabetes medication and had not received adequate glycemic control.

New lung checklist

THE Australian Lung Foundation has launched a 'Lung Health Checklist', an online educational tool that helps with early diagnosis, provides info for people suffering lung conditions and gives tips to help with communication between patient and doctor.

Timed to coincide with the start of Lung Health Awareness month the test is now available, taking less than a minute to complete at: www.lungfoundation.com.au.

Stryker indictment

SENIOR executives of surgical equipment manufacturer Stryker Biotech have been indicted in the US for "illegal promotion of medical devices".

The claims relate to devices known as OP-1 Implant and OP-1 Putty used to stimulate bone growth in long bones and the spine.

The devices were approved by the FDA only pursuant to a Humanitarian Device Exemption which specified that they could only treat conditions that affected fewer than 4000 patients in the USA and could not be sold for a profit.

It's alleged that the defendants promoted the devices for other uses, including providing "recipes" as to how to mix the OP-1 products with bone filler Calstrux and mold the combinations into "cigars", "tootsie rolls" or "vienna sausages".



DISPENSARY CORNER

A HEATED election race in the Ukraine is being blamed for the heightened Swine Flu security measures that have been recently imposed on the European nation.

The govt has closed all schools for three weeks and has also banned all public meetings (including going to the movies) and placed strict restrictions on travel.

According to reports the response is being 'influenced' by the 17 Jan election as the government wants to be seen as aggressively tackling the outbreak.

According to the official Ukraine figures some 33 citizens have died of H1N1, however there is conjecture as to whether the deaths were caused by swine flu or another virus.

NEW baby products including 'Thudguard's' and baby-wipe warmers are drawing ire from experts claiming the new products are impeding children's ability to live in a world with discomfort.

The Thudguard acts as a baby helmet, cushioning the child's head when they run into objects, and the baby-wipe warmer - well as its name suggests, warms the baby wipes before application.

"If children don't get a few knocks, how will they learn?" said parenting website blogger, Amanda Cox.

"Are we so intent on breeding an entire generation of kids who have zero concept that there is perhaps a little bit of discomfort in the world?" she added.

SOME Australian kids breakfast foods are contain more sugar and fat than fast foods including Krispy Kreme donuts.

A recent survey found that the worst offenders were Froot Loops and Frosties, with 12.5g and 12.4g of sugar per 30g serve respectively, compared to an Original Krispy Kreme donut which contained 6.3g of sugar.

The saltiest cereals were found to be Corn Flakes and Rice Bubbles with 216mg salt per 30g compared to Smiths Crinkles Original chips with 179mg salt.

Only good-old Weet-Bix was found to be a 'healthy' choice.

Win a month's supply of RioliLife Açai



RioliLife has teamed up with *Pharmacy Daily* this week, giving readers the chance to win a month's supply of RioliLife Açai every day this week, valued at \$50.

Açai (pronounced Ah- Sigh- Ee) is a small purple coloured berry, high in antioxidants and vitamins, including vitamin e, iron, calcium and magnesium which has now been introduced to the Australian diet by Sydney based exotic

energy food specialists RioliLife.

One serve of RioliLife Açai is equal in antioxidants to approximately 120 blueberries (a regular breakfast food for many Australians) with the bonus of almost no sugar at all.

RioliLife Certified Organic Freeze Dried Açai is available from all good health food stores, pharmacies and whole-food stores nation-wide.

For your chance to win a month's supply of RioliLife Açai, simply be the first reader to email the correct answer to the daily question below to: comp@pharmacydaily.com.au.

In what country and region are RioliLife Açai berries harvested?

Check out the RioliLife website for hints at www.riolife.com.au.

North Queensland pharmacy kick up its heels

THE 13th annual North Queensland Pharmacy Ball was held in Cairns on 24th Oct, with the sellout event attracting about 350 attendees.

Pharmacists, pharmacy assistants, suppliers and company executives from all over North Queensland took part, dressed to the nines and travelling from as far afield as Townsville, Tully, the Atherton Tableland and even Brisbane.

The event raised funds for Camp Quality, with major sponsors API, Symbion and the Pharmacy Guild - along with support from Sigma, Johnson & Johnson Pacific, Sandoz, Gary Floyd Imports, iNova, John Munro Agencies and Sanofi Aventis "who come back time and again".

This year the ball was themed "French Connection and came complete with Can Can girls to entertain, as well as French decor.

The dancers are pictured right with sponsors Paul Antastasi, API bdm; Adam Goss, API state sales manager and Richard Loveday, API supply manager.



RIGHT: Pharmacists Phil Anderson and Braedon Davey - a couple of suspect characters.

LEFT and BELOW: Janelle from Townsville and Carla from Tully each won a prize for being the Best Dressed Ladies, presented by Denise Anderson of Sigma Pharmaceuticals.



BELOW: The event even featured a French Cafe, and Robyn and Neil are pictured enjoying some crusty baguettes.



ABOVE: Greg and Craig Floyd from Gary Floyd Imports with some of the Can Can dancers on the night.

LEFT: Pharmacist Mario Calanna was presented with a Fellowship of the Australian College of Pharmacy award by Nick Loukas and Trent Twomey, who MC'd the evening.

