

## Grow sales by \$1.07 per script!



### WA pharmacy group joins MediSecure

**THE** MediSecure electronic prescription exchange today announced that Perth-based Optimal Systems Australia had joined the MediSecure system.

Optimal helps manage about 20 pharmacies across the Perth metropolitan area as well as several WA regional centres.

"Our decision to join MediSecure followed an analysis of the emerging e-script market and Optimal's assessment that the highest probability of being acceptable to doctors and other script writers lay with the MediSecure service," said Optimal md Gary Gascoigne.

Optimal's value proposition is based on professional services, including disease management programs, health advice and a competitive price point for OTC medicines and consumer products.

The group uses the minfos dispensing software system, with Gascoigne saying that he expects the group's MediSecure integration to be operational in a few weeks.

### Oxycodone users monitored

**A NEW** agreement between the NSW police and Medicare Australia will see data on frequent users of oxycodone shared to help crack down on abuse of the medication.

A draft memorandum of understanding has been developed, with the *Daily Telegraph* saying it's expected to come into force early in the new year.

Under the plan police would divulge information on known abusers of the drug to Medicare, so that any requests for prescriptions can be monitored.

Medicare would also provide police with evidence of people "doctor shopping" to obtain prescriptions for the medication, or against doctors believed to be over-

prescribing.

Prescription numbers for oxycodone have soared 40-fold in the last 20 years, and health authorities are increasingly concerned about it being seen as an alternative to heroin.

Opiates such as oxycodone are now reported to be among the most commonly injected drugs at the Medically Supervised Injecting Centre in Sydney's Kings Cross.

A police spokesman confirmed that oxycodone was also being increasingly targeted in armed holdups of pharmacies.

### ASMI red tape push

**THE** head of Better Regulation in the UK Department of Health, Chris Horsey, is one of the key speakers at the upcoming ASMI national conference in Nov.

His role is to reduce red tape in the regulation of medicines through the Better Regulations of Medicines Initiative, which has already seen outcomes including "delivering new and updated medicines to patients faster, minimising the burden on industry and freeing up industry and the regulator to focus on innovation and safety."

The conference will be held in Sydney on Thu 12 Nov - [asmi.com.au](http://asmi.com.au).

### ACCC OKs Pfizer deal

**THE** Australian Competition and Consumer Commission says it won't oppose the acquisition of Wyeth by Pfizer, after Pfizer offered a court-enforceable undertaking to sell the Fort Dodge Australia animal health business once the deal is settled.

### Win an A'kin pureBaby pack

**CONGRATULATIONS** to Janenne Wilson of the Pharmacy Guild (NSW Branch) who was the first *Pharmacy Daily* reader yesterday to tell us that zinc oxide provides a natural barrier against water penetration in [A'kin] pureBaby Protective Bottom Balm.



Every day this week, A'kin pureBaby is giving *Pharmacy Daily* readers the chance to win an [A'kin] pureBaby Complete Care Pack, valued at \$74.75 each.

The [A'kin] pureBaby Complete Care Pack contains all full size products from the

[A'kin] pureBaby range, presented in a handy Eco baby case.

[A'kin] pureBaby is crafted in Australia with the purest and most gentle botanical ingredients to care for your baby's skin naturally.

[A'kin] pureBaby has been dermatologist tested and formulated paraben and sulfate free to provide pure, gentle protection for your baby and total peace of mind for you.

For your chance to win this sensational baby pack, simply be the first reader to email the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

What are the 2 certified organic ingredients in [A'kin] pureBaby Nurturing Moisturiser?

[A'kin]  
pureBaby®

Check out the Purist website for hints at [www.purist.com](http://www.purist.com).

### The new face of Australis!



**THIS** week Australis launched a new range of cosmetics, which will be promoted through a huge \$5 million marketing campaign.

The products are branded as Australis Colour Inject, and include Mineral Lipstick, Mineral Lip Gloss and Liquid Foundation.

Key ingredients include UV filters for sun protection; Vitamin E for moisturising, soothing and repair; peptides for moisturising and enhancing smoothness; and Australian native Kakadu plum which has extremely high levels of vitamin C to help with the formation of collagen.

Australis Brand Manager, Danielle Nicoli, said "We like to call Mineral Inject the ultimate personal trainer for your skin."

"Not only can you instantly see results, your skin will look fresh,

healthy and well nourished."

The launch event also saw Australis announce its very first 'ambassador', Australian-born Hollywood actress Tahyna Tozzi, who's appeared most recently in *X-Men Origins: Wolverine* as well as in a number of US TV series including *CSI* - and started her career on Australian TV in *Blue Water High*.

The products will be heavily promoted, and sales and marketing manager David Reid told *PD* pharmacists should take advantage of the new positioning of Australis which will drive customers to stores carrying the products.

Pictured above are the Beauty and the Beasts - Tahyna Tozzi with Australis director Bill McCartney (left) and Australis sales and marketing manager David Reid.

# Pharmacy DAILY

Thursday 1st Oct 2009

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## ADHD extension

THE PBS listing for controlled-release methylphenidate, Concerta, was today extended to adults with Attention Deficit Hyperactivity Disorder for people diagnosed between the ages of 6 and 18.

Concerta is currently PBS-approved for 6-18 year olds, but the new listing means they can continue to access the medication through the PBS after turning 18.

Approximately two thirds of children with ADHD continue to have symptoms into adolescence and adulthood, with adult ADHD affecting 3-5% of the adult population.

Until today adults with ADHD had to take medications 3-4 times per day but can now use extended-release formulations.

Other PBS changes announced today include Oestradiol transdermal gel and patches moving to an unrestricted benefit, following the recent deletion of several tablet forms of HRT.

The S100 listing of Neuogen and Neulasta has also been extended to include secondary prevention of low white cell counts.

## Clopidogrel patent invalid

SANOFI-AVENTIS has issued a letter to pharmacists from across Australia advising them of a Federal Court decision which declared the relevant Australian patents covering its Plavix (clopidogrel) invalid.

The company said this means that "generic versions of clopidogrel will soon become available", but added that given the published PBS listing dates and deadlines "it is highly unlikely that PBS listing could be achieved for a generic version of clopidogrel before April 2010."

Sanofi-Aventis managing director Jez Moulding also advised that the company had obtained registration for a combination clopidogrel + aspirin product called CoPlavix, which is anticipated to be PBS-listed from 01 Dec this year.

## Early careers group

THE PSA will establish an Early Career Pharmacists group at the upcoming Pharmacy Australia Congress, saying the move will give a greater focus on catering to the needs of pharmacists in the early stages of their career.

"We will be actively promoting to all pharmacists, GPs and Cardiologists in Australia in the near future," Moulding said.

He urged pharmacists to speak with a sanofi-aventis representative and "understand all the facts before you take any action".

Last year Plavix PBS subsidies amounted to about \$200 million.

## Valeant skin care deal

VALEANT Pharmaceuticals has today announced the acquisition of Private Formula International Holdings Pty Ltd, giving it control of a range of products including the Dr LeWinn's premium skincare brands.

Other products include anti-aging skin care line Hissyfit, as well as nail strengtheners branded as Revitanail in Australia and Renunail in the US and UK.

Dr LeWinn's is the highest selling skincare brand in Australian pharmacies, being distributed in more than 2500 pharmacies as well as through major department stores, with current annual sales of around \$31 million.

The transaction is expected to settle early this month, after which all of the company's Australian operations will be the responsibility of Valeant Pharmaceuticals Australia general manager Stewart Fairbairn.

"In this market, Valeant Pharmaceuticals is intent on identifying and acquiring iconic Australian brands like Dr LeWinn's and supporting their performance with local investment," said Fairbairn.

"Dr LeWinn's is an excellent addition to our existing portfolio of high calibre Australian brands like DermaVeen, UV Triplegard and Nyal," he added.

Fairbairn said the deal would enable Valeant to become a leading skincare company in Australia, dramatically increasing its presence in the OTC channel.

"We believe that Dr LeWinn's strong brand recognition and wide distribution network will provide us with a solid platform for continued growth in Australasia," he said.

In the short term all existing functions will continue as normal while an analysis of the business is undertaken, the company said.



## DISPENSARY CORNER

A DOCTOR in China says he's stunned to discover that a four year old boy is already a heavy smoker.

The child is named Dong Dong from Banqiao village, near Feidong in Anhui province, and has reportedly been smoking since the age of two.

His family runs a grocery store, and claim they've been unable to stop the boy stealing cigarettes.

"From the way the boy smokes and his posture, he looks to have had a long history of smoking even though he is so young," said Doctor Zhang Gong.

His family said Dong also drinks alcohol, and added that he "learned to walk and talk later than other children of the same age in the village."

AND SPEAKING of precocious youngsters, a 10-year-old girl in the UK has been banned from trying to sell her grandmother on internet auction site eBay.

Zoe Pemberton said she was just joking when she created the light-hearted listing for her 61-year-old granny, describing her as "cuddly but annoying".

eBay said the ad breached regulations on human trafficking.

"Obviously we have rules about the selling of people. We had to take it down but it was quite amusing," said a spokesperson who added that there had been "quite a few offers".

A PROSTHETIC arm is one of the unusual items sitting in the Lost Property office of Transport for London, which operates the famous Underground system.

The office in Baker Street, London is celebrating 75 years of collecting mislaid items - many of which have never been collected.

Other bizarre items reportedly include a pair of breast implants and a "home vasectomy kit."

The most common item is umbrellas, with a spokesperson for the office saying that about 7000 are collected each year - way down from the level in the 1960s when about 90,000 were left behind annually.

## Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**WORLD EXPEDITIONS** is offering a saving of \$1200 for a fantastic 16 night trip from Australia to Peru.

The journey is priced at \$3990 per person ex Sydney, departing 02 April 2010.

The price includes flights, accommodation, private transport, and some meals, with the trip of a lifetime taking in Lima, the Amazon Jungle, a four day trek in the Andes and the UNESCO World Heritage site of Machu Picchu.

Call 1300 720 000 quickly!

For something a bit closer to home, **HOTELS.COM** is offering 55% off stays of three nights or more at the Beachfront Apartments on Trinity Beach near

Cairns in North Queensland.

A one bedroom pool view apartment with a spa, kitchen and laundry costs from just \$297 per room for three nights - a saving of over \$360 on the normal rates.

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

**VIKING RIVER CRUISES** has released a range of earlybird specials on its *Waterways of the Czars* cruise, in which passengers spend 13 days exploring the historic cities, towns, villages, lakes and landscapes of Russia.

Savings of up to \$1500 per person on offer for bookings paid in full by 18 Dec 2009, with the trip priced from \$4640 per person for departures May-October 2010.

More info 1800 221. 712.

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