

Guild Update

This week's update
from the Guild

Codeine changes

The codeine scheduling changes were introduced nationally on 1 May – one month ago.

The Pharmacy Guild conducted an information campaign to ensure the transition to the new legal requirements relating to pain relievers containing codeine were implemented appropriately and with the best advice and assistance offered to health care consumers.

The Guild supports the message sent to pharmacists last week by the Pharmacy Board of NSW, reminding them that they must be personally involved in the sale of such medications and determine the appropriateness of the supply, having regard to their legal and ethical obligations.

The Board said, in part: "If particular circumstances indicate that a sale of multiple packets of analgesics containing codeine may be appropriate, such as the client going overseas where access to such medication is problematic or living in a remote location, the Board believes that good practice would dictate that the pharmacist document the reasons for such a sale."

The Guild shares the Board's confidence that "the majority of pharmacists will exercise their professional judgment in a responsible manner".

Under the changes, analgesic products containing codeine:

- are not available as a Pharmacy Medicine (S2)
- which contain up to five day's treatment with a maximum dosage unit of 12mg anhydrous codeine or 16mg codeine phosphate are available as a Pharmacist Only Medicine (S3)
- in larger pack sizes (i.e. greater than five day's treatment) and/or higher strengths of codeine (i.e. greater than 12mg anhydrous codeine or 16mg codeine phosphate) are only available by prescription.

For further information on the changes visit www.guild.org.au/content.asp?id=2696.



The Pharmacy
Guild of Australia

Guild Hepatitis C campaign

YESTERDAY the Pharmacy Guild, in partnership with Hepatitis Australia, has launched a television community service announcement series, designed to increase consumer confidence in their local pharmacy as a source of information and advice on Hepatitis C.

The advert also aims to present community pharmacy as a place that supports consumers confidentiality and where staff will provide Hep C advice free of judgement and stigma.

The voiced over tag-line of the ad is "Over 200,000 Australians are living with Hepatitis C."

"It can go undiagnosed without obvious symptoms for many years... blood to blood contact puts you at risk of having Hepatitis C... Get tested. Get treated."

The timing of the television commercial's launch comes on the back of National Hepatitis Awareness Week which was held 17-23 May, and it is hoped that the campaign will again place Hep C education and awareness in the public consciousness.

Participation in Hepatitis Week was a component of the Hepatitis C Public Health Promotion Pilot Program, which is part of the Fourth Community Pharmacy Agreement funded by the Department of Health and Ageing.

In supporting the TV launch the

NPS opioids program

THE National Prescribing Service has launched a new therapeutic program titled *Opioid use in chronic pain: use a planned approach*, in a bid to cut down on rising levels of inappropriate opioid use.

With about 20% of Aussies suffering chronic pain, the NPS said the last 20 years had seen a significant increase in opioid supply.

"Opioids are an option for some patients with chronic pain, with their goals being to reduce pain and to improve function and quality of life," said NPS ceo, Dr Lynn Weekes, adding: "They should only be prescribed as part of a comprehensive pain management plan developed in consultation with the patient."

A number of resources including a Pharmacy Practice Review covering opioid use are now online at nps.org.au/health_professionals.

How to Sell Solutions

MOTIVATE & TRAIN YOUR STAFF ONLINE



Free Trial

CLICK HERE

Guild said that, with an estimated 400,000 consumer visits to the nation's 5000 community pharmacies, pharmacists are in the perfect position to help promote awareness and offer support to people with Hepatitis C.

To view the ad, filmed in a local pharmacy in Epping, Victoria **CLICK HERE**.

Everything else can wait

ST John Ambulance Australia has launched a new first aid campaign titled 'Learn First Aid Today - Everything Else Can Wait', designed to encourage Aussies to learn first aid.

The campaign utilises examples of people who have used their first aid skills to save a life, and also cites testimony from Aussies whose lives have been saved by people with first aid experience.

According to St John, at present, only 8% of the population has a first aid certificate, with the main reason for people not obtaining a certificate being that their day to day lives simply get too busy to undertake extra studies.

See www.stjohnfirstaid.com.au.

Voltaren's \$15m spend

NOVARTIS has announced a \$15 million Voltaren marketing and education campaign, designed to help both pharmacists and consumers understand the issues surrounding the appropriate usage of Voltaren's over the counter analgesics range.

The spend effectively doubles the company's 2009 Voltaren brand investment and from today, will see pharmacies offered a series of face-to-face education and training programs as well as in-store promotions designed specifically to enhance product understanding, and refresh OTC pain management knowledge.

Novartis' consumer push will also this month see Aussie basketball superstar Andrew Gaze become the face of a brand new Voltaren television commercial and point of sale campaign.

Products featured will include Voltaren Rapid 12.5 tablets and Voltaren Emulgel, with a particular focus on Voltaren Rapid 25 as a stronger pain relief option following the recent codeine rescheduling.

For more info on the campaign or stock ordering call 1300 667 558.

SYDNEY

PAIN MANAGEMENT
SEMINARS

FINAL SEATS FILLING FAST

Please join us for an evening of entertainment and education on pain management. Guests will enjoy a 3 course meal accompanied by fine wines. There will be a special performance by Marcia Hines and presentations by; a well regarded expert in the field of pain management and Grigorios Foropoulos (BSc, PhD), Global Medical Affairs, Novartis Consumer Health.

WHEN & WHERE Please choose from one of the following

Tuesday 8th June Kirribilli Club, Grand Ballroom,
11 Harbourview Crescent Lavender Bay, NSW 2060

OR

Wednesday 9th June Curzon Hall, Marsfield, 53 Agincourt Rd
Marsfield, NSW 2122

TIME 7.00pm – 10.00pm

RSVP BY Friday 4th June

HOW TO REGISTER

Email your details: First Name, Last Name, Pharmacy Name, Address, Contact phone number and Dietary requirements to:

novartis@issmarketing.com.au

If you have any enquiries please call (03) 8866 2873

*Please note that this is a Pharmacist only event.



Get smart on iodine

TIMED to coincide with national Thyroid Awareness Week (1 - 7 Jun) The Australian Thyroid Foundation is urging pharmacists and pharmacy assistants to chat to their pregnant and breastfeeding clients about the importance of taking iodine supplements.

"The main message we want to get out this Thyroid Awareness Week is, *Get Smart, Protect Your Baby's Brain*", said ATF President, Ms Beverley Garside.

According to recent studies around 50% of all Australian women and children are iodine deficient, which in turn may have an effect on kids' mental and nervous system development.

The Thyroid Foundation has recently sent out information packs to pharmacies nationwide, which it hopes will be used as a guide to help pharmacists and pharmacy assistants to discuss adequate intake levels as well as the risks of deficiency and benefits of supplementation.

For more information regarding iodine and supplementation see www.thyroidfoundation.com.au, or if you missed out on the pharmacy info pack and would like one email beverly@thyroidfoundation.com.au.

Aspen checking out Sigma

TROUBLED Pharmaceutical manufacturer Sigma has opened its books to its South African suitor Aspen Pharmacare (PD 24 May), granting it due diligence for the next four weeks.

Sigma has promised not to accept any rival takeover bid to Aspen's 60c per share (\$707 million) offer, and is generally thought to be the first step towards Aspen formalising its bid and Sigma accepting it.

Prior to granting due diligence no other rival bids had been tendered to Sigma.

The due diligence agreement also means that Sigma will not be able to enter into contracts regarding asset sales - but will continue its previously announced asset sale program.

The bid is subject to a

confidentiality agreement, and Sigma is telling shareholders not to take any action at this stage because the due diligence may not result in a formal proposal or recommendation from the board.

If the bid succeeds Aspen will become one of Australia's largest suppliers of prescription drugs.

PBS June updates

THE Schedule of Pharmaceutical Benefits has, from today, been amended to include four tablet packs of *Fosamax Plus D-Cal* (alendronate sodium with colecalciferol and calcium carbonate - containing the equivalent of 70mg alendronic acid with 140 micrograms colecalciferol and 48 tablets calcium carbonate 1.25g - equivalent to 500 mg calcium) for the treatment of established osteoporosis in women and men with fracture due to minimal trauma.

The move is in line with the with newly released Osteoporosis Management Guidelines from the Royal Australian College of General Practitioners.

"The availability of a convenient all-in-one treatment in tablet form should help our osteoporotic patients get optimal protection from fracture risk, while avoiding the additional cost of supplements," said Professor John Eisman, Director of Osteoporosis and Bone Biology Research, Garvan Institute of Medical Research.

Further additions to the PBS include Clopidogrel, Tablet 75 mg (as besilate) (Clovis 75) for the prevention of the recurrence of ischaemic stroke or transient cerebral ischaemic events and the prevention of recurrence of myocardial infarction or unstable angina in patients who meet certain criteria.

The maximum quantity for **Rivaroxaban**, Tablet 10 mg (*Xarelto*) has also been altered to allow the 15 tablet pack size to be broken and the 10 tablet pack size to not be broken, in a bid to cut down on adequate supply confusion.

For a comprehensive list of all PBS additions, deletions and alterations as at 01 Jun see www.pbs.gov.au.

PURE NATURAL GOODNESS FOR YOUR SKIN.



Handmade from fresh Australian goat's milk, Sudz is perfect for people with sensitive skins. With no harsh chemicals or irritants, Sudz is mild & cleansing leaving your skin soft & moisturised.

SUDZ
WWW.SUDZSOAP.COM.AU



DISPENSARY CORNER

MORPHINE'S nothing on this frog!

Scientists and frog lovers alike are over the moon at a UK aquarium's successful breeding Phantasmal poison frog program, which has produced a total of 26 tadpoles.

Measuring a mere 1 centimetre, adult poison frogs kill anybody who comes into contact with their skin.

Currently facing extinction in its native habitat of Ecuador's Andes mountains, adult poison frogs at least give warning of their presence - being coloured bright red with three fluorescent green stripes down their backs.

Although deadly, scientists are excited about the frog boom, due to the fact that recent studies have found an extract from its skin has the power to block pain 200 times more effectively than morphine - without the addictive side effects.

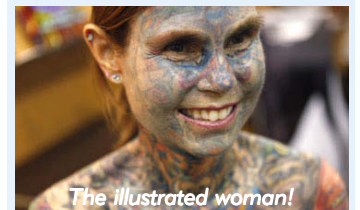
TATTOOS:- the secret weapon against porphyria.

A 55-year old Californian woman, Julia Gnuse, has been given the prestigious Guinness Book of Records title of "World's Most Tattooed Woman" after undergoing 20 years of inking.

Upon receiving her title Gnuse told the media that she began her tattoo collection in order to cover up scars created by her porphyria skin condition - which basically means that when exposed to sunlight her skin blisters (which can get as bad as a third degree burn).

"I had a friend, who is a plastic surgeon, who suggested tattooing my skin the same colour to the scarring that I had, seeing if we can match my just pale-looking skin that I had," Gnuse said.

"We tried it, [but] it was very difficult to match [my skin] so I had the idea of a colorful tattoo, then I got hooked," she added.



The illustrated woman!

WIN A KABUKI BRUSH



Every day this week, Pharmacy Daily is giving readers the chance to win a stylish Kabuki Brush, courtesy of Total Beauty Network.

Designer Brands Kabuki brush is compact, luxurious and easy to use. Containing all natural hair so its better for your skin and great with your make-up. Kabuki brush is the ideal tool to apply bronzers, powders & blushes for a smooth and even finish.

For your chance to win your own

Kabuki brush this week, simply send through the correct answer to the daily question below:

Describe what a Kabuki Brush is

Send entry to: comp@pharmacydaily.com.au

The first correct entry received each day will win.

Hint! Visit www.tbn.com.au.