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Guild Update

This week's update
from the Guild

The Roadmap

THIS week, Pharmacy Guild members should be receiving their copies of *The Roadmap: The Strategic Direction for Community Pharmacy* – a 60-page publication outlining the value that community pharmacy can add to the Australian health system and setting out the Guild's vision for pharmacy's future.

An important aspect of the Roadmap, which the Guild feels distinguishes it from similar undertakings, is that this document is truly a living document.

Receiving the hard copy of the Roadmap through the post is just the first step. As the many proposals outlined in the Roadmap take shape and undergo the natural evolution involved in transitioning from planning to practical implementation, and as further resources are produced, these materials will be available to members through the Guild's website. It is vital that members check in at www.guild.org.au/roadmap on a regular basis to realise the full value of the Roadmap.

In the hardcopy of the Roadmap there are four templates that outline the program/service descriptions; implementation and enablers; funding; and timelines for a range of pharmacy initiatives. These printed templates are for Medication Continuance, Minor Ailments Scheme, Chronic Disease Management and Home Medicines Review.

In addition to these, there are already four more templates uploaded to www.guild.org.au/roadmap:

- Drugs Real-Time Monitoring
- Staged Supply
- Electronic Prescriptions (eScripts)
- Health Checks - Screening and Monitoring

Over 40 templates are in various stages of development, so the range of resources that will be available on the website will be extensive.

All of these documents, including the Roadmap itself, should be considered as "works-in-progress" and will be adapted as the vision set out in the Roadmap becomes reality.



The Pharmacy
Guild of Australia

PSA to review conduct code

THE Pharmaceutical Society of Australia this morning announced the establishment of a panel of expert advisers to help review its Code of Professional Conduct.

The Code Review Working Group is chaired by Dr Shane Jackson, and is tasked to initially assess gaps in the current code arising from changes in legislation, the altered health care landscape or the evolution of professional pharmacy practice.

The group will also look at the codes of overseas pharmacy organisations, as well as similar

NZ pharmacy move

NEW Zealand medicines regulator Medsafe has announced the restriction of cough and cold medicines for children aged under 12 to pharmacy only.

The move applies to medicines containing phenylephrine, dextromethorphan and ippecacuanha which will only remain available in supermarkets if they are relabelled for use by adults and children over 12 years of age.

Natural remedies containing substances such as lemon and honey will still be available in supermarkets for kids aged over 6.

A Medsafe spokesman said the pharmacy-only reclassification would mean that "parents will now be able to get professional advice on how to use these medicines safely when they buy these products for their children".

Group weight loss

A STUDY published in the *American Journal of Lifestyle Medicine* this week has found a significant reduction in diabetes risk in people who attended a six month Weight Watchers group program.

Sixty-one overweight or obese men and women participated in the study which found that those who attended the most sessions had the most success, reinforcing the importance group support in lifestyle change.

Weight Watchers Australasia welcomed the findings, saying they showed that the "two million Australians thought to be living with pre-diabetes could benefit from a group weight loss program and reduce their risk of developing the disease".

codes developed by other health professions in Australia.

At its first meeting the working group said it believes the way forward is to revamp the current document into a simpler "code of ethics" which would "articulate the core values of the profession and be supported by additional guidance documents".

PSA President Warwick Plunkett said the review was timely, given "the context of its inclusion in the health professions code which will apply to pharmacists under the national registration scheme" which becomes effective from 01 July.

"The code is also one of the requirements that approved pharmacists must comply with in dispensing prescriptions for pharmaceutical benefits," he added.

Plunkett said the process would include an open consultation period further down the track, inviting comments and contributions from interested parties both within and outside the profession.

The current code is now online at www.psa.org.au.

US ondansetron recall

THE US Food and Drug Administration has announced the nationwide voluntary recall by Sagent Pharmaceuticals of its ondansetron in 5% dextrose injection product which is manufactured by Claris Lifesciences.

The move follows an FDA Public Health Alert warning of "reported foreign material and non-sterility in one lot of product".

Sagent says the recall should be carried out to the user level and apologised to pharmacists for any inconvenience caused.

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HIP restructure

HEALTH Corporation, the owner of the Health Information Pharmacy franchise group, today announced the departure of its chief financial officer and company secretary Stephen Sippel "to pursue new opportunities" in line with its efforts to reduce costs and streamline administration.

Rachel Jelleff has been named as the new Company Secretary, and Kim Stevenson is the firm's new Financial Controller, with both having experience in administering public companies as part of the management team from the company's new investment syndicate.

Cessation update

BEST practice guidelines on pharmacotherapies for smoking cessation should be updated in the light of recent regulatory changes and new clinical evidence, according to Nicholas Zwar, who's a Professor of General Practice at the University of NSW School of Public Health and Community Medicine.

Speaking at last weekend's Pharmacy Expo in Sydney, Zwar said there are now expanded indications for nicotine replacement therapies including for use by pregnant women, as well as new evidence relating to the use of varenicline and bupropion.

Professor Zwar's presentation focused on the need to tailor pharmacotherapy to each patient, and also looked at the possible role of future options such as nicotine vaccines to help prevent relapses.

More Pharmacy Choice

SYMBION has extended its popular Pharmacy Choice range with the addition of two new OTC products which it says underline its commitment to independent pharmacies.

The additions include Pharmacy Choice Oral Rehydration Salts which is now available, along with Pharmacy Choice Nappy Rash Ointment launching next month.

Symbion product manager, Consumer Products Emma Tottenham said the range was already delivering great results, with "good margins and a streamlined replenishment process for independent pharmacies" across Australia.

Pharmacy Expo carries on

NO amount of drizzle and rain could keep the punters away from this year's annual Pharmacy Expo 2010, held at the Sydney Convention Centre last weekend.

Packed lecture halls with muted microphone mutter mixed with excited exhibitor and pharmacist chatter and the sound of sample bags swishing to provide the sound track to the event, which saw industry insiders, pharmacists and key players discuss new ideas, products and the future of pharmacy.

Pharmacy Daily would like to take the opportunity to thank all our lovely readers for their kind comments, and to welcome the hundreds of new subscribers that signed up at our stand for their very first edition of **PD**.

We snapped the photos on this page during the event.



ABOVE: These Circulation Boosters are perfect for aching feet!

Testing them out are the girls from High Tech Health, Hayley Fejer (left) and Gaby Roach.

LEFT: Peta Bibby and Karen Ross from Gold Cross.

BELOW: Health Focus Products' Peter Howard and Mark Baldock show off their Only Papaya showbags.



BELOW: The Unilever team at the show: Kate Leseur, Andrew Barlow and Louise Cottrell.



BELOW: John Siokos from Allergan Eye Care.



DISPENSARY CORNER

ALLERGY sufferers are rejoicing over news of the possible development of a low-allergy peanut.

A US research team is working on the special hybrid which has been created by mixing varieties thought to be responsible for allergic reactions.

They're not actually genetically modified but the product of conventional crossbreeding, the scientists emphasised.

Children who consume the special peanuts would also be less likely to become allergic in the first place, the researchers said.

A 25-YEAR old man has told an Adelaide court that he imported pseudoephedrine as part of a remedy to keep snakes away.

Ken Lee pleaded guilty in the District Court to bringing 85 grams of pure pseudoephedrine in a shampoo bottle into Australia last year, claiming the illicit drug precursor was intended for use within the Chinese community as a poison and to discourage snakes from coming into homes.

The judge said he was "sceptical" about the story, giving Lee a six month suspended prison sentence and a \$2000 fine.

SOCCER fans visiting South Africa for the FIFA World Cup which kicks off this Friday are risking permanent hearing damage, according to a report released in Johannesburg yesterday.

The stands will be full of people brandishing traditional "vuvuzela horns" which are described as the tournament's "must-have" accessory.

Hearing air manufacturer Phonek measured the sound emitted by the horns as equivalent to 127 decibels - just ahead of the almost-as-popular drums at 122 decibels, or a referee's whistle at 121.8 decibels.

Some players from visiting teams in the World Cup have called for the vuvuzelas to be banned because they interfere with their concentration.