

## 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.

**Captain Cook Cruises** is offering up to 47% off its brochured prices for 3, 4, and 7 night Fiji cruises.

Valid for sale until 30 Nov, and travel until 31 Mar 2012, the deal includes fares for a 3-night Southern Yasawa voyage starting at \$639pp twin share; fares for its 4-night Northern Yasawa itinerary at \$855pp twin share and fares for 7-night Northern Fiji Dateline voyages starting at \$1,389.

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

Exclusive Blue Mountains resort **Wolgan Valley Resort & Spa** has launched a 'Spring Temptation' deal, which includes two nights in a double Heritage Suite including brekkie, lunch and dinner daily from \$1,470 per person.

The price also includes selected beverages and is valid to 19 Sep; details on 02 9290 9733.

The three star **Oyster Island Resort** in the Pacific paradise of Vanuatu is offering a special rate on accommodation in its waterfront bungalow's plus breakfast daily for just \$54pp per night - call 1300 374 248.

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## New sign-ups for PharmX

**INTERNET** based pharmacy ordering gateway PharmX has announced the sign-up of five new suppliers to its system including Chemplus, Clifford Hallam Healthcare, Doward International, Independent Pharmacy Supplies, and Terry White Management.

Brad Lumb, PharmX general manager, said that the new

### Abbott Indian buy

**ABBOTT** has finalised its acquisition of Piramal's Healthcare Solutions, and in doing so has become a front-runner in the Indian pharmaceutical market.

The sale saw Abbott pay an upfront fee of US\$2.2 billion, and will also require the company to make four US\$400 million payments over the next four years.

According to reports, the transaction will not impact on its ongoing earnings as per 2010 share guidance.

"The acquisition of Piramal's Healthcare Solutions business further strengthens Abbott's growing presence in emerging markets," said Miles White, chairman and chief executive officer, Abbott.

"Piramal's portfolio of well-known, trusted products has served patients in India for decades.

"Combined with existing product offerings, Abbott is uniquely positioned to meet the needs of one of the world's fastest-growing pharmaceutical markets," he said.

In response to a rapidly growing Indian market, Abbott has also said it expects that its own pharmaceutical sales within the region will be in advance of US\$2.5 billion by 2020.

partnerships mean that pharmacies now have a greater choice for online product ordering.

"The PharmX gateway is currently the most efficient and reliable way for pharmacy to purchase and manage stock," said Lumb.

"Our goal is to provide pharmacies with one window to all the suppliers that they need, and this widening of our supplier base is an important part of achieving this," he added.

PharmX also confirmed that it had reached a milestone of one million gateway transactions throughout Jul and Aug, a year on year increase of 25%.

"This reflects a steady increase in pharmacy usage of electronic ordering over the past twelve months, with 3,670 pharmacies now using the gateway (up from 3,400 at this time last year) and 24 suppliers now on-line," the company said.

Lumb attributed the growth to an "increased recognition of the business efficiencies that ordering online provides.

"Pharmacies are seeing just how efficient and reliable electronic ordering is for purchasing and managing stock," he said.

### Focus on folate

**INCREASING** the intake of folate (B-vitamin folic acid) may prevent up to 70% of spina bifida cases, according to Northcott Disability Services.

The statement came as part of Northcott's activities throughout Spina Bifida Awareness Week which took place earlier this month.

The organisation is also urging health care professionals to ensure that women considering falling pregnant are aware of the importance of adequate folate intake (0.5mg of folate daily), as well as higher levels needed for women who themselves have spina bifida or are in a greater risk category.

Each year around five out of every 10,000 pregnancies are affected by a neural tube defect such as spina bifida, which occurs when the spinal cord fails to completely form during the early weeks of pregnancy.

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

### iNova appointment

**WILL** Delaat has been appointed as a new non-executive director at iNova Pharmaceuticals, effective immediately.

Currently the Independent Chairman of Medicines Australia, Delaat has 40 years worth of pharmaceutical industry experience under his belt including a previous position as managing director of Merck Sharp & Dohme Australia/NZ.

Delaat also currently holds a non-executive directorship with Pharmaxis, and is the chairman of the Pharmaceuticals Industry Council.

"Will brings with him extensive experience in growing successful pharmaceutical companies and his insight into the trends and future outlook of the industry makes him a very valuable addition to our Board," said Paul Evans, Chairman of iNova.

"Over the past three years iNova has grown into a very significant Australian pharmaceutical company which can now benefit from Will's contribution as we move to our next phase of growth," he added.

Expressing his excitement over his new appointment Delaat said "I am passionate about the Australian pharmaceutical industry so I am very pleased to accept this appointment to the iNova Board and provide my experience to this exciting and growing Australian company."

### Bowel awareness

**IN** the wake of Ask Your Pharmacist Week, the Pharmacy Guild of Australia is highlighting the importance of the pharmacy-based screening program, BowelScreen Australia.

The immunochemical faecal occult blood test can be purchased over the counter at pharmacies and is recommended for both men and women over the age of 50 even if they have no symptoms or family history of the disease.

"Patients with current symptoms or a personal/family history should be directed to their doctor and people who have received a screening kit from the Australian Government are encouraged to complete that test," a statement from the Guild said.

For more information see [www.bowelscreenaustralia.org](http://www.bowelscreenaustralia.org).



## Jennerex & Transgene

**PRIVATE** clinical-stage biotherapeutics company, Jennerex, has entered into a partnership with bio-pharmaceutical company Transgene to develop and commercialise JX-594 for the treatment of solid tumors in Europe, the Commonwealth and the Middle East.

JX-594 is Jennerex's lead cancer biotherapeutic product, and has shown anticancer activity and a well tolerated safety profile in Phase 1 and Phase 2 clinical trials to date.

## Roxon wants health

**CURRENT** health minister Nicola Roxon is likely to retain her portfolio in the post-election reshuffle, according to a number of reports today - that is, unless one of the now all-powerful independents wants the health portfolio.

## GSK's new banker

**GLAXOSMITHKLINE** has appointed investment banker Simon Dingemans as the successor to its current chief financial officer Julian Heslop who is set to hand over the reins in Mar next year.

## J&J's new diabetes weapon

**LAST** week Johnson and Johnson Medical introduced to the industry a new way to measure blood glucose, the ONETOUCH Verio Blood Glucose Metre.

Launched at a lavish event held at the Sydney Convention and Exhibition Centre, in front of the 'who's who' of diabetes care, as part of the annual Australian Diabetes Society and Australian Diabetes Educators Association Scientific Meeting, the ONETOUCH system is said to offer unparalleled accuracy with its world first Tri-Sure strip technology which is very specific to glucose and does not react to maltose and galactose.

The new product also does not require patients to manually code their meters, and only requires a small blood sample for results.

The meter, according to J&J is an "all-in-one" system (incl. meter, test strips and a sterile lancet), that displays results that are clear and easy to read, with other features including a five second test time, meal flagging and commenting, a

downloadable 500-test result memory, and back button for easy review.

Welcoming guests to the launch dinner, Namal Nawana, J&J area vp said the company was excited to partner with healthcare professionals "to help people with diabetes live a life without limits."

"Technology cannot do it alone," he said, adding that "we know first hand that when it comes to managing diabetes, team work is crucial".

Speakers at the event included healthy lifestyle specialist and TV host of 'Guide to the Good Life' Dr Caroline West, as well as Professor of Medicine and and Diabetes Treatment at the University of Washington School of Medicine, Dr Irl Hirsch, who spoke about the importance of blood meter accuracy.

"It turns out that hypoglycaemia is associated with the same risk factors for cardiovascular disease, such as inflammation, oxidative stress, and endothelial dysfunction, as hyperglycaemia," he added.

Too many fluctuations between high and low blood glucose levels, according to Hirsch, "are not good for the long-term health of a person with diabetes, and the more extreme the fluctuations the greater the risk of complications".

"The best way for a person to be aware of their glycaemic variability, and improve it in order to avoid highs and lows, is through frequent blood glucose testing over a substantial period of time, and a meter is crucial for this process," he added.

Also in attendance at the event was the former US Acting Surgeon General (2006) and current Chairman of the Johnson & Johnson Diabetes Institute, Dr Kenneth P. Moritsugu, who himself a diabetic, thanked healthcare professionals "for what you do every single day in serving people with diabetes."

## FDA approval

**THE** US Food and Drug Administration has approved Imiquimod Cream, 5% (generic of Aldara® Cream, 5%) for the treatment of face or scalp actinic keratoses, superficial basal cell carcinoma, and external genital and perianal warts.



## DISPENSARY CORNER

**SOMEONE** get this man a statin.

A 53-year old Belgian man, Chris Verschueren, has set a new world record for continuous chip-making after he fried up tasty cut potatoes for 83 hours straight.

The owner of a French Fries shop, Verschueren managed to fry up a massive 1,500 kilos of chips, only taking a 20 minute break during the marathon to go to the bathroom and stretch.

Unfortunately Verschueren did not manage to take out the record for the most number of chip bags sold, only having dished out 1,500 bags during his 83 hour stint.

"My fingers are burnt, my feet are sore and my wrist is painful. But it doesn't matter, I'm going to party now," he said.

**NOW** this shows a good attitude to living with diabetes.

At last week's J&J ONETOUCH blood glucose meter launch one of the star attendees was Western Bulldogs AFL player Sam Reid.

He took to the stage to share his experiences after having recently been diagnosed with diabetes following surgery to one of his shoulders.

"I had lost 15kg in two weeks and my blood sugar was 40%," he said, adding "If I wasn't so fit I would have been unconscious".

But the highlight of his presentation was the unveiling of Reid's brand new tattoo - a cheeky dartboard on his stomach where he injects his insulin.

**FISH** oil can be good for you - but probably not in this form.

Authorities in NSW have banned an act at The Great Moscow Circus which is currently touring in Sydney's south.

The performance in question involves a woman who picks a live fish from a bowl, swallows it whole, then regurgitates it back into the bowl where it continues to swim around happily.

The NSW Department of Industry has put a stop to the act after complaints from Animals Australia about the fish's welfare.

## WIN A MINERAL EYESHADOW



Every day this week, **Pharmacy Daily** is giving readers the chance to win a Mineral Eyeshadow from the Love Candy range courtesy of **Total Beauty Network**.

Fall in love with colour! Hearts will be broken everywhere with the release of Designer Brands Love Candy, sweet inspired

products to taunt and tantalise your desire for colour.

The Love Candy range consists of nine vibrant eyeshadows, three tempting shades of nail polish and three opaque glosses.

For a chance to win your very own Mineral Eyeshadow, simply send through the correct answer to the daily question below:

**What is the main ingredient in the Lip Gloss?**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

The first correct entry received will win!

Hint: Visit: [www.dbcosmetics.com.au](http://www.dbcosmetics.com.au)

**Congratulations** to yesterday's lucky winner: **Trine Nielsen** from **Manly Vale Pharmacy**.