

Guild Update

This week's update
from the Guild

Hydrogen Peroxide

COMMUNITY pharmacists are routinely vigilant when handling medicines and a wide variety of health products.

Now, at the request of the Attorney-General's Department, the Guild is urging community pharmacists to be mindful of an issue relating to hydrogen peroxide.

In addition to its normally benign uses, including cleaning wounds and bleaching hair, it has been revealed that hydrogen peroxide can be used to make homemade explosives.

This over-the-counter chemical has been used by terrorists internationally, such as in the July 2005 London bombings, to cause deaths and mass casualties.

In the same year in Australia, police uncovered a terrorist plot involving a group of men from Sydney, some of whom were linked to purchases of hydrogen peroxide from pharmacies.

Community pharmacists and their staff can help prevent the misuse of hydrogen peroxide in three easy steps:

1. **Ask** your customer, as you would with medicines, how they intend to use the product.
2. **Think** does this fit with the product's normal usage? Is the quantity appropriate for their intended use? Does the customer fit the profile for this product? Are they acting nervous or evasive?
3. **Act** if something doesn't feel right. Speak to your supervisor then call the National Security Hotline on **1800 123 400** to report your suspicions. Record as much information about the purchaser as you can and, if possible, retain CCTV images.

You should also consider strengthening security around the product by placing it within sight, and reducing the number of bottles on display.

For more information on the chemicals of security concern visit australia.gov.au/chemicalsecurity, email chemicalsecurity@ag.gov.au, or phone 02 6141 2526.



The Pharmacy
Guild of Australia

HMR's for economic boost

HOME Medicines Reviews can result in a significant decrease in healthcare utilisation costs, according to the results of the Economic Value of Home Medicines Reviews study, conducted by the University of Tasmania.

According to researchers, HMRs provide an "excellent opportunity for pharmacists to identify and manage targeted patients likely to be for example, at high risk of adverse drug events", through improved patient medication management, knowledge and compliance.

"Ultimately, the targeted HMRs

ensured improved quality of life for those patients and avoided heavy cost burdens on the health system including potentially preventable hospitalisations," a statement from the researchers said.

Recommendations for moving forward include the development of resources for accredited pharmacists to ensure that HMRs meet the expectations of GPs and patients (with an increased focus on individualising patient therapy).

The HMR report is available to view at www.guild.org/research.

Temperatures rising

A RECENT survey undertaken by the Meningitis Research Foundation has revealed that around half of UK parents are unaware of the normal body temperature range for babies and toddlers.

Involving around 1,500 British parents, the survey also found around two thirds of respondents did not know there is a difference between critical body temperatures in babies, toddlers and older children.

Coinciding with the UK Meningitis Awareness Week, the report is aimed at raising awareness of the importance of correct temperature monitoring (raised temperature being a key indicator of many serious childhood illnesses).

"Babies, toddlers and children become poorly all the time and sometimes it is very difficult for any concerned parent to establish just how sick their child really is," said researcher Dr Hilary Jones.

Other report findings showed that 33% of parents relied on temperature devices which are generally considered by health practitioners to give inaccurate readings.

Tylenol holds the faith

DESPITE the recent spate of J&J US recalls it appears consumers still have faith in Tylenol products, according to the latest survey results.

Based on consumer evaluations of brands (judged via perceptions of warmth, sincerity and competence) Tylenol topped Advil as most Americans' pain relief product of choice (67% vs 65%).

Researchers also found that the majority of the survey's 1,04 participants still rated the Tylenol brand as "honest and trustworthy" as well as a brand "that acts with [consumers] best interests in mind".

"We believe that Tylenol's long track record of reliability has generated a deep reservoir of goodwill toward the brand and that its recent production issues have been interpreted by consumers as a temporary lapse in competence, rather than a shortfall of warm intentions towards them," said Chris Malone, Chief Advisory Officer of The Relational Capital Group.

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Lantus revelations

PATIENT-level data from a recent randomised clinical trial undertaken by Sanofi-Aventis has revealed that adding Lantus(R) (insulin glargine [rDNA] injection) to patients with type 2 diabetes, uncontrolled on oral antidiabetic drug therapy (OADs), created a greater reduction in A1C levels and a lower incidence of hypoglycemia compared to all comparators (OADs, NPH, lispro, premix).

Presented at the European Association for the Study of Diabetes' 46th Annual Meeting in Stockholm, the results were backed up with a pooled analysis of several clinical studies which also found that when type 2 diabetes sufferers used Lantus (R) as either a monotherapy, or in conjunction with an antidiabetic agent, a greater reduction in A1C was noted, as also was a lower risk of hypoglycemia compared to patients taking two OADs.

MEANWHILE Sanofi-Aventis also revealed this week the results of its Phase III clinical trial program assessing the efficacy and safety of lixisenatide, the company's new once-daily GLP-1 receptor agonist, as monotherapy in patients with type 2 diabetes.

Results from the trial found that as a once-daily GLP-1 agent, lixisenatide substantially reduced A1C and had a "pronounced effect on post meal glucose control".

Kmart walk in clinics

US Kmart pharmacy chains have announced that consumers will be able to get themselves a seasonal vaccine via their new walk-in flu clinics as of this week.

Priced at US\$25 the seasonal flu shots are administered by a "trained practitioner" and are now available at around 900 Kmart Pharmacy locations across the country.

Solar pharmacy

THE world's first solar-powered conveyor system for drive through pharmacies in the US has been developed by Bavis & Associates.

Powered by a roof-top installation of solar panels, the conveyor system includes a heavy duty carrier for bulky items, as well as a back-up battery and charger to provide power to the system during periods of sunlessness.

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Headache register

HEADACHE Australia is urging Australians who suffer from migraines or chronic headaches to join the Headache Register.

As part of the Register, participants will be notified about details of current migraine research projects and how they can be involved.

According to Headache Australia the more registrants that sign-up the greater the potential for more representative samples and "better quality outcomes".

The register will also act as a forum for registrants to share and discuss their experiences.

"This will be a huge benefit to headache research," said Gerald Edmunds, Secretary General of Headache Australia.

"If you suffer from migraines or know someone who does, or if you suffer from chronic headache or know someone who does, please enter Headache Australia's National Register or ask them to do so and ask them to enlist any other sufferers they know, to help us to help you," he added.

Edmunds also stressed that contact details of registrants will be held strictly "on a medical confidence basis".

Sufferers can register at www.headacheaustralia.com.au or by calling 1300 886 660.

Forest pleads guilty

US MANUFACTURER Forest Pharmaceuticals has pled guilty to distributing an unapproved new drug Levothroid (levothyroxine sodium tablets, USP), distribution of a misbranded drug (Celexa for pediatric use) and obstruction of an FDA inspection and has agreed to pay over US\$300m in fines.

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Blackmores breaks records!



lifetime chance to walk, jog, sprint or skip across the Sydney Harbour Bridge without car/bus/truck traffic.

Festival events included a Full Marathon, Half Marathon, Wheelchair Marathon, 9km Body and Soul Bridge Run and a 4km Family Fun Run/Walk.

The atmosphere of participants lining up to take part in each event was electric, as even the most cynical stroll-er couldn't help but get caught up in the energy and excitement of thousands of runners gearing up behind the start lines.

Speaking with **PD** at the event, Blackmores senior PR Manager, Amy Down, said that the turn out for 2010 was the best the festival had seen, with participants raising a massive \$2,157,388 to be dispersed between charities including (but not limited to) Diabetes Australia, Alzheimer's Australia, the NSW Cancer Council, Oasis Youth Support Network, the Heart Foundation, McGrath Foundation, Macular Degeneration Foundation and MS Australia.

Amongst the fray were special Blackmores ambassadors Olympic snowboarder Torah Bright in the 9km Bridge Run, Glenn McGrath and Adam Gilchrist in the 4km Family Fun Run and Walk and Naoko Takahashi, the women's marathon gold medallist from the Sydney 2000 Olympic Games.

Pictured above from left is Blackmores Deputy Chairman, Stephen Chapman, Glenn McGrath, Torah Bright and Blackmores Director of People and Strategy, Richard Henfrey.



AROUND 34,200

people competed in this year's Blackmores Sydney Running Festival last Sunday.

Competitors ranged from super sleek 'Skins' totting fitness doyens to pram pushing grandmothers, social groups, and those just in it for the once-in-a-



DISPENSARY CORNER

WAS it something she ate?

A 73-year old Polish woman, Pawel Petrykowski, was shocked to find a two metre anaconda snake slithering around in her toilet bowl this week.

According to reports Petrykowski raised the lid to find the snake trying to slither out of the loo and into the apartment.

"She was certainly very frightened but managed to keep her wits about her," said an emergency worker who came to her aid after she slammed the lid down and called for help.

So far it is a mystery as to how the snake managed to wriggle its way into Petrykowski's loo, however some experts are suggesting that it made its way through the plumbing pipes.

As for the anaconda, it has been taken to live out its life in a nearby zoo.

DON'T let theft get in the way of a good night's sleep.

A Malaysian burglar has been busted in the act after he curled up with his loot on the owners couch and fell fast asleep.

In true Goldilocks style, the family returned from holidays to find their lounge room in a mess and a sleeping man on their couch.

Upon discovery the thief leapt out a nearby window and raced away, however he was arrested shortly afterward carrying 10,000 ringgit (\$3,200) worth of watches and jewelry.

REALITY gone wild.

A new reality show has launched on US airways combining Bridezillas and surgery - what could possibly go wrong!

The show 'Bridalplasty', involves 12 brides-to-be living together in a mansion and competing in wedding-themed challenges to win themselves a whole bunch of plastic surgery procedures.

One bride a week will be culled from the comp, until the last one standing's big post-surgery reveal at the altar.

TGA updated

THE Therapeutic Goods Administration has uploaded the Revised CTD Module onto its website.

The module, detailing Administrative Information and Prescribing Information as at Sep 2010, outlines the requirements for prescription medicine submissions that are lodged with the TGA from 1 November 2010, as well as the requirements for submissions lodged in accordance with the streamlined submission process - see www.tga.gov.au.

FDA on Actos

THE US Food and Drug Administration has initiated a safety review of the type 2 diabetes drug pioglitazone (Actos).

The review comes on the back of concerns raised after an observational study found that long-term patients on high doses of pioglitazone had an increased risk of developing bladder cancer.

At present the FDA is recommending health practitioners continue to follow the label directions when prescribing the drug.