

Pharmacy DAILY

Monday 22 August 2011

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Rigby reappointed

CONSULTANT clinical pharmacist Debbie Rigby has been reappointed to the NPS Board for a further three year term, as the Health Practitioner Class (Pharmacist) director.

Rigby first joined the NPS board in 2008, and is also the current chair of the Australian Association of Consultant Pharmacy and the Qld Branch Committee of the Pharmaceutical Society of Australia.

Rigby is a member of the NPS Audit Committee, and also represents the NPS on both the Pharmaceutical Decision Support and Medicines Line Advisory Groups.

PD Fri winner

CONGRATULATIONS to Suzy Wright from Bathurst Hospital Pharmacy who was the lucky winner of a Slim Secrets gluten free pack in last Fri's *Pharmacy Daily*.

This week *PD* readers have the opportunity to win an Australis cosmetic pack - see **page 2**.

Primary Pan payout

PRIMARY Healthcare today disclosed \$9.38 million in extra corporate revenue as a result of its "net litigation proceeds" from the Pan Pharmaceuticals class action.

The company's results for the year to 30 Jun saw a 41% dive in net profit after tax, with an overall figure of \$78.3 million.

Primary said the figure was affected by significant government funding reductions over the last two years, as well as periods of "below normal patient demand" for both GP and diagnostic services.

PBAC Jul recommendations

THE Pharmaceutical Benefits Advisory Committee has published the outcome of its Jul meeting, with a number of recommendations for new PBS listings.

AstraZeneca's new Brilinta (ticagrelor) for Acute Coronary Syndrome (**PD** 21 Jun) has been recommended as an Authority Required listing, on the basis of "acceptable cost-effectiveness compared with clopidogrel in combination with aspirin".

Osteoporosis is also a focus of the rulings, with a recommendation to remove the current three year treatment limit for Novartis' Aclasta (zoledronic acid solution).

Merck Sharp & Dohme's Fosamax Once Weekly, Fosamax Plus and Fosamax Plus D-Cal products have also been recommended for an extension of the current listing to include treatment of osteoporosis in patients aged 70 years or older.

Other recommendations include an Authority Required listing for Bristol-Myers Squibb's Orencia (abatacept) rheumatoid arthritis treatment, as well as the firm's Eliquis (apixaban) anti-thrombotic for patients undergoing total knee or hip replacements.

Lundbeck Australia's Saphris (asenapine) sublingual wafer is also recommended for a listing for treatment of bipolar 1 disorder and schizophrenia.

The PBAC is recommending an extension of the current S100 listing for Ipsen Pty Ltd's Dysport (botox) for the treatment of blepharospasm and hemifacial spasm in adults, along with a new

300 units per vial presentation.

Aspen Pharma has received a recommendation for an additional pack size of 30 Actiq (fentanyl) lozenges, while Novartis' COPD treatment Onbrez (indacaterol) has been recommended on a cost minimisation basis, compared with fluticasone in combination with salmeterol.

Blackmores' MagMin magnesium tablets have been recommended as a restricted benefit for patients with chronic renal failure to treat hypomagnesaemia in Aboriginal and Torres Strait Islander persons.

A GlaxoSmithKline submission to extend the National Immunisation Program to include active Boostrix vaccination of parents of newborn infants was rejected on the basis of uncertain clinical effectiveness.

Other first time rejections included BMS' cancer treatment Yervoy (ipilimumab); Lundbeck's Azilect (rasagiline); an extension of the current S100 listing for Pfizer's Genotropin (somatotropin) to include treatment of adults; and an extension to the listing of Pfizer's Sutent (sunitinib) cancer treatment.

FDA Adcetris approval

THE US Food and Drug Administration has approved Adcetris (brentuximab vedotin) for the treatment of Hodgkin lymphoma, with the drug being approved under the FDA's accelerated approval program.

It's the first new approval for the condition since 1977, and is made by Washington-based Seattle Genetics.

Free pharmacy seminar

TODAY'S Pharmacy Daily includes a full page promoting the upcoming Alive Discount Pharmacy seminars in Brisbane on 29 Aug and Melbourne on 31 Aug.

For details see **page 3** or call Nick Loukas on 0412 359 683.

New UK guidance

THE Royal Pharmaceutical Society of Great Britain has issued a new document giving pharmacists guidance on safe custody of controlled drugs.

The document explains which Controlled Drugs require safe custody, including dealing with patient returns and out of date or obsolete medications.

See www.rpharms.com.

BYS Christmas packs

BYS has today officially launched its 2011 Christmas Gift Pack range, with options including "Wild and Chic", "Smokey Eyes", "Glam and Glitter", "Animal Instinct", "Paint Box" and "Colour Change".

For info see www.bys.com.au.

Health body chairs

FEDERAL Health Minister Nicola Roxon has named Ms Patricia Faulkner as the inaugural chair of the new National Health Performance Authority (NHPA) once the required legislation passes through parliament.

The vice-chair will be John Walsh, while the new Independent Hospital Pricing Authority will be chaired by Shane Solomon, with deputy chair Jim Birch.

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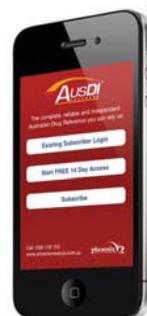
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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is **Clint Dowdell** from **HiLife Health and Beauty**.

The skinny on weight loss

IN what is always a slow time for weight loss and diet categories, should we be offering solid advice to consumers who are already seeing their "winter coat" in full swing?

Absolutely. It's now we have the opportunity to point people in the direction of the programs that can start supporting a healthy weight loss system and enable them to achieve results **BEFORE** they need to be exposed on the beach.

Pharmacies are able to effect the most change of habits in lifestyle than most retail outlets, due to the fact people are likely to seek advice, rather than just consume.

But what advice is good advice? Fads and dangerous methods of dropping weight are not going to build loyalty and trust. We need to support healthy living, easy to follow diet plans and see real results.

Take for example the Rapid series (Rapid Detox, Rapid Burn and Rapid Loss). The backend support system in place is stronger than any other on the market and teaches achievable, long-term, healthy habits. Just look at the already outstanding results of the Rapid Challenge online for the proof!

To your store, the Rapid brand means happy and regular customers. To your customers, it can be a life changing recommendation.

Can you afford not to try and lean to the lighter side of life?



Major mental health push

THE Council of Australian Governments has announced a new National Partnership Agreement on Mental Health, with the aim of addressing "major gaps" in the treatment of mental illness in Australia.

Plans include a 10-year roadmap for mental health reform, setting out the "priorities and sequencing of reforms across a range of government services".

The National Partnership Agreement will focus on stable accommodation and support; the presentation, admission and discharge planning in major hospitals and emergency departments; and related support services for sufferers.

"By addressing priority service gaps in Australia's mental health system the National Partnership will help move Australia's mental health system away from crisis-driven activity towards prevention, early intervention and care in the community," COAG said.

The increasing priority of mental health is also reflected in a budget allocation of \$2.2 billion over five years (**PD 10 May**) for mental health.

The Pharmaceutical Society of Australia has suggested the creation of a "liaison pharmacist" role to assist patients with mental illness transferring between health-care settings and providers.

The PSA is also set to undertake a major review of the *Statement of Mental Health Care Capabilities for Pharmacists* (**PD 15 Aug**).

COAG said it would further address the National Partnership Agreement before the end of 2011.

Valeant acquisition

VALEANT Pharmaceuticals has settled its US\$441 million acquisition of Lithuanian specialty pharmaceutical maker AB Sanitas.

AB Sanitas sells its range of around 400 generic medications in several countries in eastern Europe including Poland and Russia.

DISPENSARY CORNER



EMERGENCY services in Austria say they will be able to get to ill patients in traffic jams and shopping centres much faster after announcing the purchase of a fleet of Segway scooters.

The space-age transportation - more often seen in movies or being used by tour operators - will be equipped with sirens and flashing lights.

Officials said the Segways had significantly outperformed ambulances and paramedic motorbikes in trials.

"They go places that conventional vehicles could never reach," said a spokesman.

He said that although the Segways weren't able to carry patients, they could be fitted with most items needed for first aid operations, including a heart defibrillator.

The Segway trial had been particularly effective during recent marathons in Vienna and Linz, where crowds of runners and spectators blocked access to larger vehicles.

A US man is standing up for the rights of elderly people to cover themselves, suing the New York Department of Parks and Recreation for making him wear a pair of skimpy speedos.

61-year-old Roy Lester says he's been working as a lifeguard at the state's Jones Beach for more than 40 years, but lost his weekend job after the imposition of "new swimsuit rules" which mandate the iconic Aussie cossie.

"People don't want to see old people in Speedos and that's what it comes down to, and I agree with them," he said, refusing to don the skimpy swimwear to undertake an annual "rehire test" requiring guards to swim 100m in 75 seconds.

Lester claims the new policy is part of a concerted push for lifeguards to look "young and attractive," aiming to force out older employees.

WIN AN AUSTRALIS COSMETIC PACK



Pharmacy Daily has teamed up with **Australis** this week and is giving Paparazzi Perfect High Definition packs to five lucky readers.

Introducing Australis Paparazzi Perfect High Definition range! A revolutionary range containing an intelligent mix of light reflecting properties and skin balancing pigments which provide a flawless, smooth complexion under any light! Bring on the Paparazzi!

Each pack includes Blush in Poser, Foundation in Natural Beige, Eyeshadow in Snap Attack, Tinted Moisturiser in Med-Dark and Paparazzi Perfect Keyring Camera.

For your chance to win this exciting prize pack, simply be the first person to send through the correct answer to the question below to comp@pharmacydaily.com.au:

What type of make-up is the Australis Paparazzi Perfect range?

Hint: Visit www.australiscosmetics.com.au

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NORMAN THURECHT

(Partner Johnston Rorke Pharmacy Services) talks about pharmacy trends and how to make your business stronger and more profitable.



NEIL ARROWSMITH

(Director of Angley Arrowsmith) talks about intelligent, sales-oriented store planning, fit-outs and merchandising.



NICK LOUKAS

(Managing Director of Retail Pharmacy Group) talks about store lay out, fit-out and merchandising, and how it can be used to unlock hidden sales potential in your business.

Hear about a new alternative to a Discount Pharmacy Retail brand, see how their business is growing.

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