

Tuesday 06 Dec 2011

PHARMACYDAILY.COM.AU

PD comp winner

CONGRATULATIONS to Alice Tucker of Cooe Bay Pharmacy who was the lucky winner of last Friday's *Pharmacy Daily* Perfect Eye Pack Competition.

For more chances to win, see page two of today's issue.

Craft loves a banana

TV personality Shelly Craft has signed on as the face of Banana Boat, and will appear on a series of ads about the product and sun safety.

UK patient records to open?

A **CONTROVERSIAL** plan by the British government will allow drug companies to access medical records held by the UK's National Health Service.

According to reports, the plan would keep all patient records anonymous and would set a default that allows them to be used for research purposes, unless the patient explicitly opts not to allow their records to be available to researchers.

The opening of files to

researchers would, according to the Government, make it easier for drug companies to develop and test new drugs and treatments.

"The most crucial, fundamental thing we're doing is opening up the NHS to new ideas," said the British Prime Minister, David Cameron.

"The end-game is for the NHS to be working hand-in-glove with industry as the fastest adopter of new ideas in the world, acting as a huge magnet to pull new innovations through, right along the food chain — from the labs to the boardrooms to the hospital bed," he added.

Whilst warmly welcomed by drug manufacturers and researchers, the proposal has met with criticism from some groups with concerns over privacy and confidentiality.

"Our records should not be passed around by the Department of Health as they see fit or sold to private companies without our permission," said a statement from Patient Concern.

MEANWHILE the British Govt also announced plans for an Early Access Scheme which could allow seriously ill patients access to new drugs up to 12 months before they are fully approved.

Kiddie Concepts

THE website for Kiddie Concepts bottle products (*PD* 23 Nov) is www.nurtureware.com.au.

NPS app reminder

NPS' Medicines List iPhone app has been updated and now features a range of new features which allow people to schedule in reminders to prompt them to take their medicine.

The app also now allows people to record whether they took their medicine on time, and if not, why not.

"With the upgrade, your patients can set reminders to help them take the right doses of their medicines at the right time," said NPS clinical adviser Dr Danielle Stowasser.

"Health professionals should encourage their patients to record information about any possible side effects of their medicine, and whether they are taking their medicine as prescribed," she added.

Since its initial release mid 2011, the app has been downloaded more than 9,000 times.

The upgraded app can be downloaded at the Apple iTunes store, and for those with the app already, the upgraded features will download to your phone the next time an app update is conducted.

Amcal expands its sites in Victoria and Darwin



AMCAL and Guardian pharmacies has expanded its reach with the launch of two new pharmacy sites.

The first new pharmacy store lies in the Qantas Domestic terminal at Melbourne Airport and is the second Amcal pharmacy to open in the Airport with the other located in the International wing.

"The opportunities for the new Amcal pharmacy to assist the traveling public are immense given that Melbourne Airport is the second busiest airport in Australia, with the Qantas Domestic terminal alone seeing over 12 million people pass through it each year," the company said in a statement.

"It is very important to have

qualified and experienced pharmacists in major international and domestic airports, as often we are the first line of enquiry when passengers require medical attention," the company added.

Meanwhile Amcal has also added a seventh Amcal pharmacy in the greater Darwin area, with the opening of a new Amcal Max in Casuarina.

"With the Northern Territory being somewhat of an isolated region, we feel it's vitally important to provide residents with access to the best retail health care delivered by a knowledgeable and caring team," said Shane Logan, Sigma's National Retail Network Development Mgr.



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Guild Update

This week's update from the Pharmacy Guild Quality Care Award

It's not too late to be recognised as Australia's top community pharmacy in the Quality Care Pharmacy Program (QCPP) sponsored 2012 Pharmacy of the Year competition.

The deadline for entries has been extended to this Friday – 9 December 2011 – at 5pm.

The organisers understand that this is a very busy time of year, and have extended the cut-off date after receiving feedback from aspiring entrants requesting more time.

Entering is quick and easy. Simply tell us how your pharmacy excels in Business Management, Innovation in Professional Services and Community Engagement (in a maximum 350 words for each category).

Go to the website - pharmacyoftheyear.com.au for further information on how to enter.

An online form is available to streamline the process. If you need additional advice and support, please contact the Pharmacy Guild on 02 6270 1888 and ask to speak to Tim McLaren or email - tim.mclaren@guild.org.au.



The Pharmacy Guild of Australia

Magnesium to treat fear?

A NEW study has found that an increase in magnesium may actually enhance the brain's ability to reduce fear and anxiety responses.

Published in *The Journal of Neuroscience*, the study titled 'Effects of Elevation of Brain Magnesium on Fear Conditioning, Fear Extinction, and Synaptic Plasticity in the Infralimbic Prefrontal Cortex and Lateral Amygdala' involved neuroscientists from Tsinghua University in Beijing, University of Texas and University of Toronto.

The researchers looked at the effect of increasing brain magnesium, by a novel magnesium compound [magnesium-L-threonate (MgT) or Magtein] in rats and found that an increase enhances synaptic plasticity in the hippocampus and learning and memory.

Researchers also found that the

use of a high magnesium treatment induced a unique pattern of action on the brain regions involved in and responsible for the body's emotional processes.

As such the treatment heightened the function of the prefrontal cortex, a brain region involved in controlling fear responses, without affecting the function of amygdala – the brain's region involved in fear memory formation and storage.

"Through our study, we found that increasing brain magnesium with Magtein enhances not only the learning and memory ability, but also top-down inhibition of fear memory of rats," said study lead, Dr. Guosong Liu.

"When the cognitive ability is enhanced, fear responses such as anxiety-like and post traumatic stress disorder-like behaviours, are controlled," he added.

WIN A PROTEC ANTI-AGING CREAM

Every day this week, **Pharmacy Daily** is giving three lucky readers the chance to win a **Protec Anti-Aging CoQ10 + E** cream.

Protec Anti-Aging CoQ10 + E cream is clinically proven to reduce fine lines and increase collagen synthesis to firm skin and improve suppleness.



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- ◆ Neutralises harmful free radicals, which are one of the causes of aging
- ◆ Moisturises and nourishes the skin, maintaining and improving skin suppleness

To win, simply be one of the first 3 people to send in the correct answer to the question below to comp@pharmacydaily.com.au.

Protec Anti-Aging CoQ10 + E protects against UV induced _____

Hint! Visit www.keysun.com.au

Congratulations to yesterday's lucky winners, **Trent Rogers** from **The University of Queensland**, **Dinah Graham** of **MIMS Australia** and **Jackie Carter** from **Australian Pharmaceutical Industries**.

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DISPENSARY CORNER

MAN'S best friend?

A US hunter's dog has landed him in the emergency room after shooting him in the buttock whilst out on a duck hunting expedition.

The man, his dog and his hunting buddy were in a boat searching for flying ducks when the "excited" pooch stepped on the hunters gun (which was not on safety) setting it off to shoot a bullet into a buttock.

Fortunately the hunter was not seriously injured as he was wearing extra rump padding.

BEER keeps man alive.

In possibly the first case of its kind, an Alaskan man has survived a three day ordeal in the snow by eating frozen beer.

The man, Clifton Vial, crashed his truck into snow on a remote road outside of the Alaskan town of Nome.

Vial realised he was in serious trouble when after many attempts he could not free his truck from the weight of the snow drift it was caught under.

Wearing tennis shoes, jeans and a light jacket, Vial decided against digging his way out, because with temperatures dropping to -28°C he figured he had a better chance of surviving and avoiding frost bite by staying inside.

Vial managed to retain a little heat by using the inside lining of a sleeping bag, and occasionally turning on his truck to blast the heater.

Aside from the cold, Vial was also fighting hunger and thirst, until he realised that he had a few cans of light beer lying around in the truck, which were frozen solid from the cold.

Not deterred, Vial cut open the cans and dug out the frozen amber liquid, for frosty refreshment.

He remained stuck for three days, with his family out of town and unaware.

It was only when he failed to show up for work that a search party was launched and he was located.