

## Revitanail winner

**CONGRATULATIONS** to Lindsay Scott of Broken Hill Base Hospital, who was last Friday's Revitanail competition winner.

See page two for this week's Hissyfit Competition.

## Bowel cancer budget

**THE** Australian Government could continue to fund the National Bowel Cancer Screening for around \$80 million in net annual costs, according to a new study published in the *Medical Journal of Australia*.

The findings by academics at the University of North Carolina and the University of Sydney, come as the government considers whether to continue funding the scheme, which wound up on 31 December last year.

"Expanding the National Bowel Cancer Screening Program is the best investment available to the Australian govt for reducing cancer deaths in the short and long term," said study co-author, Professor Ian Olver.

According to researchers, the Scheme's \$150m (gross) cost, is comparable to the govt's annual spend on breast and cervical screening programs.

"Bowel cancer is killing 1200 more Australians each year than breast and cervical cancers combined – why should people with bowel cancer miss out on a life-saving test?" said Olver.

Study researchers looking into the long-term viability of the scheme concluded that over time its annual \$150m outlay would decrease as cost offsets occurred, (including reductions in incidence, and drops in hospital costs due to earlier diagnosis and treatment) to around \$80m (net) per annum.

## Steps to stop R&D decline

**THE** implementation of the R&D tax credit, currently before the Federal Parliament, is one of four key policy priorities set out by Medicines Australia to arrest the nation's drug trial decline.

Addressing delegates at Research Australia's pre-NSW election Policy Forum, Medicines Australia Chief Executive, Dr Brendan Shaw, said the four priorities would aid Australia curb the increasing trend of manufacturers towards moving drug trials away from our shores.

In addition to the tax credit, Medicines Australia's four point list also included the release and implementation of the joint industry-Federal Government Clinical Trials Action Group's recommendations to simplify and streamline the regulatory process for setting up clinical trials; as well

## Fluvax restrictions

**VACCINE** manufacturer CSL has confirmed its Fluvax vaccine is now restricted to use by Australians aged five years and over.

The announcement comes after a significant increase in reports of fever and febrile convulsion in children aged less than five years after receiving Fluvax vaccine or Fluvax Junior vaccine in 2010, compared to previous seasons.

At present, both CSL and the TGA have been unable to elucidate the biological mechanisms underlying the reactions.

As such, the prescribing information for 2011 Fluvax will carry a warning against vaccinating children under five, and will also contain a warning about the possibility of febrile events in children aged between five and nine years.

**APP2011**  
17-20 March  
Gold Coast Convention & Exhibition Centre, Queensland

"Community Pharmacy: Innovation in Healthcare"

 The Pharmacy Guild of Australia

**REGISTRATION NOW OPEN!**  
[www.appconference.com](http://www.appconference.com)

## R&D decline

as the reversal of the NSW Government's decision to double the minimum insurance cover for clinical trials in NSW.

The final priority, according to Medicines Australia, is the rejection of the private members Bill in the Federal Parliament that proposes a ban on patents for biological materials, which would render industry funding of clinical trials untenable.

The policy priority announcement comes after three years of consistent decline in the nation's clinical trial numbers.

"Fundamentally, Australia has a fantastic capability in clinical trials that we can build on to develop and grow the nation's medical research," Dr Shaw said.

"However, there are a number of policy changes that need to occur to help ensure we stop the decline and retain industry-funded clinical trials in the future," he added.

The harmonisation of the ethics approval process for clinical trials, according to Shaw, should have been addressed "years ago".

"There are currently 200 sites in Australia where companies can get approval for clinical trials, each operating its own system," he said.

"In the 21st century this is simply madness," he added.

According to Medicines Australia, in 2009 there were 680 individual trial notifications in Aust, a figure which looks likely to drop over the coming years if financial and regulatory issues are not addressed.

"Australia has a terrific base to do clinical trials," Shaw said.

"We need to get the financial and regulatory settings right to ensure we can maintain and build on this base," he added.

## Mental misunderstanding

**A LARGE** portion of Australians still misunderstand schizophrenia and bipolar disorder, according to the latest Pfizer survey.

Around 2,505 Aussies (198 carers, 114 patients and 2,396 general public) took part in the survey, 47% of whom told researchers that they believed schizophrenia means "having violent tendencies".

This figure is up its 15% from 32% in 2006.

Other attitudes revealed in the survey include the fact that 59% of sufferers said they use medication to manage their condition, with 49% supporting medication as a means of treating the condition, and 61% saying ongoing support from a health professional is an effective method for treatment.

## New DoH Fact Sheets

**THE** Department of Health has published two new Industry Fact Sheets on its website including: Framework for the introduction of parallel TGA and PBAC Processes; and Framework for the introduction of a Managed Entry Scheme for submissions to the PBAC.





For retail store opportunities, call **(03) 8677 6690** or [click here for more information](#)

**HAS YOUR WHOLESALE REDUCED YOUR PBS DISCOUNT? CAN YOU AFFORD TO LOSE \$5,000 PER YEAR FOR EVERY \$1M IN TURNOVER?\***

**We GUARANTEE we can increase your current PBS Discount! You can get back what you have lost and more!**

[Click here for more Chemsave benefits](#)

\*Approximate and average figures based on a 1.25% PBS discount reduction



**STILL OFFERING AUSTRALIA'S HIGHEST WHOLESALE PBS DISCOUNT!**

Contact us NOW to see how we can help YOU!

DAVID PATTON: 0432 515 717

 **Pharmacy Catalyst** A Retail & Buying Group

**Put us on your list at APP2011**  
**Let's talk about your Pharmacy Retail Health!**

[pharmacycatalyst.com.au](http://pharmacycatalyst.com.au)

Andrew Pattinson • Phone: 02 9248 2609 • Email: [andrew@instigo.com.au](mailto:andrew@instigo.com.au)

Just one click away from keeping up to date with all the breaking news as it comes to hand...



### Weekly Comment

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

This week's contributor is Pharmacy Alliance Group's Director of Strategic Sourcing, Tom Love.

### Price disclosure - what it means to you

With our ageing population, we will soon be dispensing twice as many scripts as we are today.

However, with the negative impact of PBS reform and price disclosure, we will still be making the same profit that we are now.

Working differently can help you avoid the negative impacts, without needing to work harder.

You need to be getting the most competitive pricing across the widest range of manufacturers and molecules.

You must also keep informed of changes within the industry.

Most importantly, it is essential that you are getting up-to-date and detailed information specific to your pharmacy.

Performance reporting and benchmarking are essential in understanding how well you are managing your generic substitution process.

Understanding the impact and missed (financial) opportunity of your current substitution and dispensing process is a complex challenge.

You don't have the time required to do the analysis and it's difficult to know how you are performing against your peers or industry benchmarks.

Make sure you are getting the support you need to manage the complexity of your dispensary, your engine room.

Align yourself with a provider who can deliver the most competitive solution AND can provide performance reporting, visibility and benchmarking

that takes the complexity out of optimising your dispensary.



## Elmo joins Generic Health

**FORMER** Sigma Pharmaceuticals chief executive officer, Elmo de Alwis, has joined the team at Generic Health as its new

### NZ consultation

**COMMUNITY** pharmacists in New Zealand are being asked to provide feedback on proposed changes to the nation's Pharmaceutical Schedule Rules regarding pharmacy services.

The proposals aim to address perceived weaknesses in the system and include a move towards a Patient-centred system of care (rather than the current medicine focus); changes to the current Close Control rules and increased access to pharmacy services for people with long term conditions.

Operations and Strategy Advisor.

Elmo stepped down from Sigma late in 2010 after 33 years with the company, following Sigma's full-year loss of \$389 million.

In his new role, Elmo will be pursuing acquisition opportunities and advising on business strategy and operations effectiveness.

"We are excited to welcome Elmo to the Generic Health team and are confident he will play a key role in the future growth of Generic Health as we continue to expand our product portfolio and provide our pharmacy customers with optimum levels of service and innovative solutions to meet their generic pharmaceutical needs," a statement from Generic Health said.

## DISPENSARY CORNER

**HUMOUR** is a serious business.

The 17th annual conference of the Australasian Humour Society Network has kicked off in Hobart this week, with representatives from the health, arts and education sectors meeting to discuss the importance of laughter.

"It's a lot of fun but yes we do take it seriously," said organiser Dr Jessica Milner-Davis.

"We use this form of behaviour in a lot of different ways, not just for entertainment but for positive purposes and then for a lot of negative purposes too," she added.

During the two-day event delegates will hear from speakers ranging from Dr David Bell of Royal North Shore Hospital on *Suicidality, Psychosis, Mania and Distress: A World-First Randomised Controlled Trial of Humour in an Acute Psychiatric Ward*, to Prof. Michael Ewans on *Aristophanic Elements in Monty Python's Life of Brian*.

**PREPARE** for a heat wave.

A chilli-products producer in the UK, Fire Foods, has accidentally created the world's hottest chilli.

The Infiniti Chilli has topped 1.25 million scoville units (measurement of spicy heat which ranks mild chilli between 0-5,000, medium chilli 5,000 and 20,000, hot chilli 20,000 and 70,000 and extreme chilli 70,000 and 300,000).

"I didn't set out to grow it, it's really easy for chillies to crossbreed in a greenhouse, one day I just saw this new chilli plant growing," said Fire Foods owner, Nick Woods.

"When I tried it tasted nice at first, like an odd fruity taste, the effect is delayed... then it hit me.

"I began to shake uncontrollably, I had to sit down, I felt physically sick," he added.

## WIN A HISSYFIT PRIZE PACK



Every day this week, PD is giving away exciting prize packs, courtesy of Hissyfit.

Each pack is valued at \$59.90 and contains 2 Hissyfit products: Body Luxe and Body Bronze.

Hissyfit offers the ultimate in hybrid beauty, with an advanced range of multi-benefit products for the face, body, hands and lips, all designed to:

- ✓ PROTECT against harsh environmental elements
- ✓ RENEW with advanced anti-ageing and nourishing botanical ingredients
- ✓ PERFECT using high quality colour cosmetics

The Hissyfit focus on sophisticated textures, gorgeous colours, beautiful fragrances and results-driven ingredients, has led to an innovative range for super-smart girls who want to fast-track to flawless natural-looking beauty.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the daily question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**What are the key botanical extracts in Hissyfit Body Luxe?**

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

  
natural health  
conference and expo



4 & 5 March 2011 - Randwick Racecourse, Sydney  
**Expo FREE to attend - REGISTER NOW!**  
[www.naturalhealthexpo.com.au](http://www.naturalhealthexpo.com.au)