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## EU on active control

A PLACEBO control arm (where ethical and feasible) should be included in pivotal trials which are used to support marketing applications, according to the European Medicines Agency.

The EMA outlines its argument in a reflection paper published late last year, saying that the need for active control must be considered on a case by case basis.

Recommendations in the paper include that experimental drugs be compared with placebos where the drug may be associated with mortality or morbidity concerns.

The EMA also said that placebos should be used where treatment with a drug of inferior efficacy might "conceivably lead to significant, long-term, or irreversible harm".

"In both scenarios, the comparison to active control will usually need to be 'direct' (within the same trial)," the EMA said.

"There are few circumstances where an indirect comparison might be considered sufficiently reliable," the EMA added.

## PSA's pharmacy register

NSW and Queensland pharmacists affected by the floods are now able to provide suggestions as to what assistance they will need over the coming weeks and months, via a new register set up by the Pharmaceutical Society of Australia.

Created as part of the PSA's bid to ensure that aid is well targeted and used to maximum effect, the register is designed to help pharmacists "get back on their feet".

Members who wish to provide assistance to their flood-affected colleagues are also being urged to contact the PSA to provide details of what they can offer.

"We have had numerous inquiries from members wanting to help their colleagues in the flood-affected areas and the register is our way of coordinating the efforts so that the help provided is effectual and timely," said National President of the PSA, Warwick Plunkett.

The PSA has also said that pharmacists wishing to contribute donations can do so via the PSA

Benevolent Fund.

Meanwhile, PSA staffers have been kept busy today hosting a range of fundraising events across the nation, with the PSA agreeing to match donations dollar for dollar.

Pharmacists wishing to register aid suggestions or assistance offers should email Peter Waterman at [peter.waterman@psa.org.au](mailto:peter.waterman@psa.org.au), and those wanting to donate to the Benevolent Fund can find the form on the PSA website- [www.psa.org.au](http://www.psa.org.au).

## Nicotine and kids

EXPOSURE to nicotine can increase the blood pressure of children as young as four years old, according to a new study conducted by the University of Heidelberg in Germany.

The study looked at the blood pressure of 4,236 kindergarten children and found that those with a parent who smoked were 21% more likely to have systolic blood pressure in the top 15%.

"Childhood blood pressure consistently tracks into adult life," said study author, Dr Giacomo Simonetti.

"Removing any avoidable risk factors as soon as possible will help reduce the risk for heart disease later on and improve the long-term health of children," he added.

## iNova extension

INOVA Pharmaceuticals has offered its major wholesale partners extended trading terms for any purchases for their Queensland Warehouses until 31 March.

According to the company, all of its major wholesale partners have agreed to pass these trading terms onto flood affected pharmacies.

## More Tas pharmacists

23 NEW pharmacists and four new pharmacy interns are set to be employed over the next three years across Tasmanian hospitals.

The move is part of an agreement between the state and federal governments regarding the expansion of the PBS into public hospitals at the point of patient discharge and also for outpatients.

The Society for Hospital Pharmacists has welcomed the move saying "pharmacists working within the healthcare team in hospitals can save lives, improve patient care and reduce the length of stay for many people".

## Lucentis' UK launch

A NEW visual impairment treatment for people with diabetes has been launched in the UK, Lucentis(R) (ranibizumab).

The drug is the first licensed therapy to improve vision and vision-related quality of life in people with visual impairment due to diabetic macular oedema.

"Ranibizumab has the potential to transform the way we treat DMO," said Nicholas Beare, Consultant Ophthalmologist at Royal Liverpool University Hospital.

"For the last 25 years, laser therapy has been the standard treatment for DMO but it is not generally associated with visual improvement, whereas ranibizumab has been shown to produce a rapid and sustained improvement in vision."

## 3M under Stirling

STIRLING Health has won a 2 plus 2 year contract to represent 3M's Nexcare and Futuro ranges sold within Aussie pharmacies, including stock control, positioning, in-store training and sales.

## IT'S NEVER TOO EARLY TO THINK ZINKE

Every day this week, *Pharmacy Daily* is giving 2 lucky readers the chance to win a KeySun Zinke Pack, courtesy of KeySun.

Each pack is valued at \$26.93 and contains 3 products for babies and toddlers: Clear Zinke Roll on, Stick & Lotion.



The NEW Clear Zinke for Babies and Toddlers by Key Sun is:

- ✓ Dermatologically tested
- ✓ Fragrance free
- ✓ Non irritating, gentle formula
- ✓ Suitable for sensitive skin
- ✓ 4 hours water resistance
- ✓ Broad Spectrum UVA & UVB protection
- ✓ Very high sun protection SPF 30+
- ✓ Formulated by Australians, specifically for the Australian sun

For your chance to win this great pack, simply send through the correct answer to the daily question below:

What great KeySun Zinke range can add more colour to your days in the sun?

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

First 2 correct entries received will win!

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

Congratulations to yesterday's lucky winners, Cheyne Shaw from Flinders Medical Centre, SA and Miriam Ronagh from Unity Health, VIC.

## MARCH WEEK END

Continuing education focusing on the heart and mind

## Annual Therapeutic Update

Friday 25 – Sunday 27  
March 2011

Novotel Sydney Manly  
Pacific, NSW

[www.psa.org.au](http://www.psa.org.au)

## New AusPARs

**THE** Therapeutic Goods Administration has updated its AusPAR listing to include information on Nitisinone and Filgrastim.

Nitisinone is an oral capsule approved for the treatment of hereditary tyrosinaemia type 1 in combination with dietary restriction of tyrosine and phenylalanine.

Filgrastim comes in a pre-filled syringe and is approved for seven therapeutic uses including, the reduction of the duration of neutropenia and clinical sequelae in patients undergoing induction and consolidation chemotherapy for acute myeloid leukaemia.

**MEANWHILE** the TGA has also published a draft compositional guideline for steviol glycosides, which is available to be viewed via its website- [www.tga.gov.au](http://www.tga.gov.au).

## CPD Calendar

**WELCOME** to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**20-29 Jan 2011:** Pharmacy Study Tour, Mammoth Mountain California and Las Vegas - [www.medic.com.au/events](http://www.medic.com.au/events).

**01 Feb:** PSA Monthly Lecture, Sexual Health and Contraception, PSA Office Suite, Greenhill Road Unley- [sa.branch@psa.org.au](mailto:sa.branch@psa.org.au).

**04 Feb:** [2010 graduates] PSA Welcome to the Profession Party; Myers Place, Melbourne- [Deepak.a.p@gmail.com](mailto:Deepak.a.p@gmail.com).

**04 Feb:** MMR Stage 1 Accreditation Course; Woolloongabba, Qld- [educationqld@psa.org.au](mailto:educationqld@psa.org.au).

**06 Feb:** Clinical Seminar: A Focus On Men's Health; Crowne Plaza Hotel, Adelaide- 08 8272 1211.

**06 Mar 2011:** Drug Interaction Seminar, The Sebel Albert Park, Melbourne, 0418 772 877.

**01-10 May 2011:** The PSA's 2011 Offshore Conference in Venice, Italy and Salzburg - [www.psa.org.au](http://www.psa.org.au).

## Pharmacy flood measures

**THE** Department of Health (DoH) and Ageing has approved flood affected pharmacists to work out of temporary facilities if required.

The move follows emergency talks between the DoH and the Pharmacy Guild of Australia regarding the need for flood affected Australians' ability to access medicines.

Yesterday the Guild informed the industry that if patients have lost their prescriptions, medicines or Medicare cards due to flooding, they can visit the nearest pharmacy to have their medicines dispensed by a pharmacist under emergency protocols (**PD** yesterday).

The Department of Health and Ageing has also reassured flood affected Australians that it is "working with national distributors of pharmaceuticals to ensure medicines can continue to be delivered to flood-affected areas".

**MEANWHILE** last night the DoH convened a 'GP Round Table' to discuss the ongoing medical needs of flood-affected regions.

The Department has also advised that all aged care recipients living in flooding zones have been relocated to their families, local hospitals or to locations "as deemed suitable by the State Emergency Service".

Promises of support for flood affected Australians who suffer mental health problems as a result of their experiences have also been laid down, with the government promising an extra \$1.3 million in funding for the Access to Allied Psychological Services (ATAPS) initiative.

"No doubt there will be lasting mental health ramifications for some residents in the flood affected areas who may have experienced loss or trauma," the DoH said in a statement.

"In the weeks and months ahead, the Australian Government will provide access to ongoing support from allied health professionals including psychologists and social workers through the ATAPS initiative," the statement added.

For more details visit [www.health.gov.au](http://www.health.gov.au).

## PSA intern extension

**THE** Pharmaceutical Society of Australia has extended the deadline for Qld and northern NSW interns wanting to apply for the PSA National Intern Training Program until 07 Feb 2011.

See [www.psa.org.au/intern](http://www.psa.org.au/intern).

## Eli Lilly & Boehringer

**ELI** Lilly and Boehringer Ingelheim have entered into a strategic alliance to develop and commercialise new diabetes drugs.

Under the agreement the pair will jointly develop and commercialise a portfolio of diabetes compounds currently in mid- and late-stage development.

At present the agreement covers Boehringer Ingelheim's two oral diabetes agents, linagliptin and BI10773, and Lilly's two basal insulin analogues, LY2605541 and LY2963016, as well as the option to co-develop and co-commercialise Lilly's anti-TGF-beta monoclonal antibody.

## DISPENSARY CORNER

**NO** need to fetch ever again.

A 25-year old US inventor, Ryan Rusnak, has created yet another reason not to get off the couch, a 'Beer Bot'.

The Bot is basically a fridge, which when activated via an iPhone App shoots a can of beer out of its icy chill and into the hands of its owner.

Webcams installed in the front of the fridge allow the beer drinker to aim the Bot's cannon towards the precise location it is desired.

**SAY** goodbye to long walks forever.

A Chinese man, Zhao Xueqin, has created the world's first pair of "electric shoes", which when activated propels users forward at a max speed of 15kms.

The 'shoes' are similar to electric roller-skates, and can run continuously for up to three hours, feature brakes, headlights, indicators and brake lights.

Xueqin told reporters that he created the shoes so that kids in rural areas wouldn't have to walk three hours to school every day.

**NOT** a natural phenomenon.

Scientists baffled by the sudden colour change of the Goldstream River in British Columbia, have uncovered the reason for the transformation, fluorescein.

The river, a known tourist haunt because of its natural beauty, appeared to change from its usual clear colour to bright green over the course of an hour, leaving visitors to the area stunned.

The colour lasted for around three hours before the river once again ran clear.

Subsequent testing of the water found that fluorescein (a fluorescent tracer) had been added to the water.

Fortunately no fish or animals were harmed as a result of the colourful addition.

It is not yet known who dyed the river green.



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Gold Coast Convention & Exhibition Centre, Queensland

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The Pharmacy Guild of Australia

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