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New Local body

THE Australian General Practice Network (AGPN) has been enlisted to establish a new national body to support and coordinate the network of Medicare Locals.

As the new Medicare Local national body the AGPN will provide national leadership and will promote close communication and collaboration across the Medicare Local network and with other parts of the health care sector and consumers.

Guild supports moratorium

NO NEW pharmacy schools should be established in Australia, according to the Pharmacy Guild of Australia.

The Guild's comments come in support of the Dean of the Monash University's Faculty of Pharmacy, Professor William Charman (**PD** yesterday), who said the growing number of pharmacy schools was not only a concern, but unsustainable.

"It is time for a moratorium on any new schools – given that the number of schools has tripled since 1997," a Guild statement said.

The Guild also said that there was an urgent need for accurate data on the pharmacist workforce, in order to let universities know how many graduates the industry will support once students graduate.

Specifics of the data would need to include where students come from, where they graduate, where they ultimately work, the hours pharmacists are under-employed or over-employed, the types of workplaces, and how many are leaving the profession.

"This is the kind of information which can inform national pharmacy workforce policy decisions," said the National President of the Guild, Kos Sclavos.

"We know there are some parts of Australia where there are shortages, and others where there are surpluses.

"Now that we have a national Pharmacy Board, such data collection is achievable, and in the pipeline."

The information that is collected, according to the Guild, may push a moratorium further into capping numbers of pharmacy students entering existing Australian pharmacy schools.

"Pharmacists rely on the private sector for jobs more than any other profession," the Guild said.

"This has proven increasingly difficult with the rapid proliferation and expansion of pharmacy schools in the past ten years," it added.

Today's issue of PD

TODAY'S mega issue of *Pharmacy Daily* features three pages of news, plus a full page from API inviting pharmacies to boost their sales via its Pharmacy Best Buys monthly promotion, which will in September offer a major prize of a new car (see p4).

MEANWHILE PD would like to congratulate Amanda Pippia of Leeton Pharmacy in NSW who was the lucky winner of last Friday's A'kin Day & Night Duo competition.

For more chances to win, see **page 2** of today's issue.

Astellas big-wigs celebrate Australian launch



THE launch of the Australian branch of the second largest Japanese pharmaceutical company in the world, Astellas (**PD** 14 July), was held at the NSW Art Gallery last week, attended by the company's biggest players, as well as senior Australian politicians.

Based in North Ryde the Aussie Astellas wing is set to bring local employment, as well as investment into local research and development, the end result of which will be future introductions

of important new medications for local patients.

Pictured above at last week's launch is (from left) Shin-ichiro Katayanagi, Senior Vice President, Asia International; Yoshihiko Hatanaka, Global CEO; Senator Nick Sherry, Minister for Small Business, the Minister Assisting on Deregulation and Public Sector Superannuation, and the Minister Assisting the Minister for Tourism; and Masaaki Usui, Managing Director Astellas Pharma Australia.

Compounding covered

THIS year's PAC11 will include a special presentation by Jenny Goam which looks into the emergence of compounding as a specialisation by community pharmacists, and how this differs from traditional practice.

The regulation of pharmacy compounding and development of guidelines for professional practice will also be canvassed.

See www.pac11.com.au.

New flu warning

THE main flu season will occur through winter and into early spring despite an unusually high number of flu cases (four to five times the usual level) diagnosed this summer and autumn, according to the Influenza Specialist Group.

The ISG is urging Aussies to get a flu vaccination now, to avoid the flu in coming weeks.

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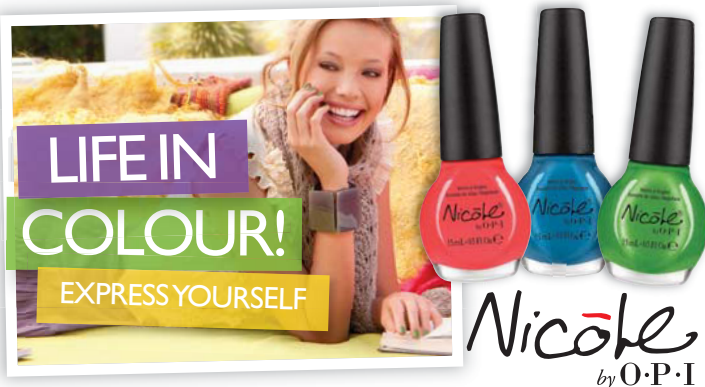


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Healthy App guidelines

THE US Food and Drug Administration is in the process of drawing up guidelines for the possible regulation and oversight of smartphone medical Apps.

The review is timely given the FDA's estimation that by 2015 more than 500 million smartphone users across the globe will have at least one health care application.

According to the FDA, its oversight will look at a specific group of apps which "present the greatest risk to patients when they don't work as intended" including apps that are used as an accessory to medical devices already regulated by the FDA and apps that transform a mobile communications device into a regulated medical device.

TGA transparency report

THIS morning the government approved the release of the report into the Review to improve the transparency of the Therapeutic Goods Administration.

The review, which was launched last Nov, aims to "improve public knowledge of regulatory decision making and enhance public understanding of the benefits and risks of therapeutic goods".

Although the Panel said that the TGA had done much in recent years to increase knowledge of its role, "it was also apparent that the expectations of the public are not being met and there is more that the TGA can do".

The report includes a range of recommendations, including the

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2 Day Conference & Trade Expo

establishment of an Australian Therapeutic Goods Advisory Council "to enable more effective stakeholder input into future directions and program implementation".

It also suggests the definition and adoption of consultation principles, the creation of a "comprehensive communication strategy" via a dedicated in-house team, and that the TGA work transparently with other key providers of information to enhance the information available to the public consistent with the principles of the quality use of medicines.

Another key recommendation is the implementation of mechanisms "to educate and inform the public that listed medicines are not evaluated for effectiveness by the TGA prior to market".

The report also urges improved access and quality of information on the processes for regulation of therapeutic goods advertising, including the complaints process.

To view the report [CLICK HERE](#).

Goodbye to diarrhoea

A NEW report published in the *Scandinavian Journal of Gastroenterology* has found that hyperimmune bovine colostrum powder can significantly reduce the risk of diarrhoea caused by the enterotoxigenic *Escherichia coli* (ETEC) strain of bacteria.

The most common cause of travellers diarrhoea, ETEC was found by researchers to be neutralised in the body before the onset of symptoms by antibodies in an oral formulation of hyperimmune bovine colostrum powder.

The oral formulation, taken immediately prior to meals, works by binding to the bacteria, inhibiting their ability to attach to the intestinal wall.

The clinical trials show that people who take a suitable formulation may be up to 90% more likely to be protected against diarrhoea due to ETEC.

The publication is being hailed by the creators of Travelan (*PD* 29 Jun), which contains milk proteins derived from the colostrum of Australian dairy cattle.

First 5th agreement R&D project

THE integration of community pharmacists into the primary health care setting will be the focus of the first Research and Development project awarded under the Fifth Community Pharmacy Agreement.

PricewaterhouseCoopers, in collaboration with the Australian General Practice Network and the University of Technology Sydney, has been awarded the RFT2010/11-05 Professional Integration project which will see researchers identify a "best practice model" for professional integration.

Gaining a slice of the \$10.6m 5CPA R&D funding pie, the end result of the project will be recommendations and implementation requirements for a best practice professional

integration model, as well as defined roles or interventions that pharmacists could engage in.

"Community pharmacists are an underutilised resource in the Australian primary health care system," said Pharmacy Guild National President Kos Sclavos.

"We have the knowledge, skills and – most importantly – the capacity to help deliver better health outcomes for patients, as well as significant health budget savings to the Government.

"The PricewaterhouseCoopers project will hopefully identify the best ways for pharmacists to be used more effectively in the primary health care setting for the benefit of all Australians," he said.



Annual Medicines Update

This program is being delivered in short course and full day format:

Short Course – Sydney CBD

15 June – Diabetes and Cardiovascular
22 June – Respiratory and Mental Health
23 June – Pain and Neurology

Full Day Program – Parramatta CBD

18 August 2011



www.psa.org.au

WIN A PURE SPA PACK



Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a Pure Spa® pack, courtesy of **Pure Spa**.

Pure Spa® natural skincare products contain certified organic rosehip, jojoba, sunflower and natural vitamin E oils – all rich in natural vitamins and well known for their ability to care for sensitive, newborn baby skin.

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What are the All Pure Spa® natural skincare products free from?

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Hint! Visit www.purespa.com.au

Congratulations to yesterday's lucky winner, **Noelene Morris** from **Marlin Coast Amcal, QLD**.



Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



Say goodbye to germs

Dettol's new No-Touch Healthy Hand Watch System automatically senses hands placed underneath it and dispenses hand wash accordingly. The Healthy Touch system helps to stop the spread of germs because users do not have to touch or press any buttons or pumps on the dispenser in order to wash their hands. The System comes with a stainless look dispenser, aloe vera and vitamin E hand-wash refill and four AA batteries so it can be used immediately. Hand wash refills are also available in the following fragrances: Grapefruit Essence, Green Tea and Ginger, Cucumber Splash and Classic.

RRP: \$19.99

Stockist: 1800 022 046

Older Aussies get back their bounce

Berocca Focus 50+ is a targeted multivitamin formulation for people aged over 50. What's more, mature Aussies are the first to gain access to the new product, which claims to improve concentration, physical endurance and reduce fatigue. Key vitamins and minerals in each tablet include thiamine nitrate 15mg (Vit B1), riboflavin 15mg (Vit B2), nicotinamide 50mg (Vit B3), pantothenic acid 23mg (Vit B5 as calcium pantothenate), pyridoxine hydrochloride 10mg (Vit B6), cyanocobalamin 10µg (Vit B12), ascorbic acid 500mg (Vit C), biotin 150µg (Vit H), folic acid 400µg, calcium 100mg (as calcium carbonate and calcium pantothenate), magnesium 100mg (as magnesium carbonate-heavy and magnesium oxide light), zinc 10mg (as zinc citrate trihydrate) and panax ginseng 250mg (ginseng). **Berocca Focus 50+** comes as a film coated tablet, as well as in Berocca's traditional effervescent tablet.

RRP: \$16.49 (effervescent 30 pack), \$12.99 (film coated 30 pack), \$37.49 (film coated 100 pack)

Stockist: Call your wholesaler



Be fresh and gentle when travelling

From next month onwards **Wet Ones** will sport a brand new look, as well as two new sized hand and face wipe travel packs, Be Fresh and Be Gentle. The new travel packs each feature 15 anti-bacterial wipes, with Be Fresh designed for freshening up busy people on the go, whilst Be Gentle is created to cleanse delicate skin types (and is the only anti-bacterial sensitive wipe on the market that is also fragrance free). In terms of its overall new look from August all Wet Ones wipes will be made from Spunlace fabric, which according to the company, is a softer and more durable wipe. In addition all wipes will have anti-bacterial properties to kill 99.9% of bacteria, but will be alcohol and paraben free. Products in Wet Ones Be Fresh range will also carry an improved fragrance.

RRP: \$1.99 (Wet Ones Be Fresh and Be Gentle travel packs)

Stockist: 1800 810 310



Shhhhhh...I have a secret in my shoe

High heel wearers breathe a sigh of sweet relief, there is help at hand, in the form of **Hollywood Feet's Secret Gel Heel Cushions**. Made to stick to the heel area of high heels the inserts are clear and discreet and work to protect heels from discomfort and blisters caused by shoes that slip and rub. The addition of a light lavender fragrance also helps to calm aching heels, whilst providing a pleasant but subtle aroma.

RRP: \$9.95 (2 pairs in a pack)

Stockist: 1800 268 803



DISPENSARY CORNER

"SEXY drinks" may not be so good for your health, according to a warning from Food Standards Australia New Zealand.

An update issued by the authority yesterday alerts users about the tasty drinks named "Sexpresso" and "Rock Hard" which after testing have been found to compounds similar to Viagra.

Sildenafil has not been listed as an ingredient for either drink, which are marketed online as "Male Virility Coffee".

Consumers are being advised to stop taking the drinks immediately and speak to a doctor if they are experiencing (unwanted) side effects.

A CASE for some first aid training?

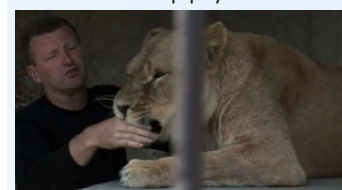
In what could be an attempt for a 2011 Darwin Award, Ukrainian zoo owner Aleksandr Pylyshenko has moved into his lions' den.

Taking to his new home like a cat to a couch, Pylyshenko has said that during his stay he will sleep on the wooden floor with the pride, be fed his food through the bars alongside his lions, and perhaps in his most unwise move will be present for the birth of one of his lionesses' new baby cubs.

"I plan to see the cubs being born and spend some time with them but then I will move out," he said.

To capture his lion-like retreat, Pylyshenko has planted four webcams in the cage and is broadcasting his bizarre "reality show" live on the internet.

As for his motivation, the stunt is aimed at raising funds for the zoo, with Pylyshenko, an aspiring artist, telling media that he will paint whilst in the cage, and sell his works to help pay the bills.



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WIN a new car in September

There has never been a better time to join in on the huge success of Pharmacy Best Buys. The September major prize is the multi award winning Volkswagen Polo 77TSI valued at \$24,300 with 5 state consolation prizes of Tom Tom GPS units (valued at \$447 each). Attract new customers to your pharmacy and encourage your existing customers to spend more!

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