

### Today's issue of PD

TODAY'S issue of *Pharmacy Daily* contains two pages of news, plus a full page on this month's upcoming Pharmacy Expo at Sydney's Darling Harbour (17-19 June) - see p3.

### Actavis approval

US citizens now have access to a generic equivalent of Aricept, following the Food and Drug Administration's approval of generic pharmaceutical company Actavis' donepezil hydrochloride tablets in 5mg and 10mg dosages.

For full details go to the FDA website at [www.fda.gov](http://www.fda.gov).

### NAPSA scoops the coin

THE National Australian Pharmacy Students' Association has raised a massive \$12,000 in support of the Day of Difference Foundation, via its Annual Charity Cup.

Held last month, the Charity Cup saw NAPSA's 14 affiliated branches host events such as an 'Op Shop Prom', a cruise on Sydney Harbour, raffles, Glucojel guessing competitions and a 'Superheroes and Villains scavenger hunt'.

The Day of Difference Foundation works for children with life threatening illnesses, supporting their families and providing access to hospital resources, access to communications and accommodations, community engagement and education in the acceptance of difference.

## Australians living with pain

ONE in three Australians is currently living with chronic pain, according to a new *Pfizer Health Report* set to be released next week.

The report looked at 2,511 Australian adults over the age of 18, and found that 29% of those surveyed experience chronic pain.

Women were found to have slightly higher rates of long term pain, with 31% admitting to suffering chronic pain, versus to 26% of male pain sufferers.

Chronic pain sufferers were spread over all age groups with the highest numbers found in people aged 66 and over (36%) and the lowest number in those aged 18-29 (19%).

The most common causes of chronic pain were identified as arthritis, an inflammatory condition, multiple sclerosis or cancer (47%); followed closely by operation or accident-related illness (40%).

Researchers also noted that 13% of sufferers had no identified medical reason for their pain.

Overall patients reported dissatisfaction with their current treatment regimes, with only 16% saying they are satisfied with how their pain is currently managed.

Disturbingly, study authors noted that 20% of all persons who were found to be suffering chronic pain had considered suicide to end their suffering, with 5% acting on the impulse

and trying to end their lives.

Commenting on the report's findings Coralie Wales, President of Chronic Pain Australia, said that it was clear Australians needed access to an improved network of pain management options.

"As a community we need to ensure people with chronic pain get more support to help them continue on with their lives," she said.

"The National Pain Strategy provides clear guidance on how this can be achieved.

"The first step is recognising chronic pain as a separate condition so healthcare professionals can give it the time and attention it deserves," she added.

### Needle approval

THE US FDA has approved Repro-Med Systems' High Flo RMS Subcutaneous Needle Sets for the delivery of medication to subcutaneous tissue.

### HIV management

PATIENTS living with HIV now receive most of their care from general practitioners, according to an article in the latest issue of *Australian Prescriber*.

This trend is representative of new HIV treatments which have significantly increased life expectancy rates, shifting the health care management of patients from palliative care to chronic disease management.

As a result of this, report author Dr Tom Turnbull said that health care practitioners need to familiarise themselves with recommendations around vaccinations, including flu shots which are offered to patients with chronic conditions; as well as potential drug interaction risks between HIV antiviral medications and other drugs.

"Start low, go slow and monitor the patient closely," he said.

To read the full article visit - [www.australianprescriber.com](http://www.australianprescriber.com).

### Sensaslim expose

CHANNEL Nine last night featured a report on the Sensaslim weight loss product, following a "major investigation" into the backers of the company marketing it.

Using emotive terms such as 'fabricated research', 'false promises', 'the duped doctor' and 'the sexy twins', the report welcomed input from Sensaslim but the company reportedly hasn't responded at this stage.

Ironically channel 9 was one of the TV stations which broadcast advertorial spots promoting the product.

### Smoke free SA

THIS week SA Health Minister, John Hill unveiled a statewide plan aimed towards making the state smoke free in the future.

The SA Tobacco Strategy 2011-2016 lays out the State's smoke free plan for the next five years and includes a ban on retailers displaying tobacco products by 2012 and most government premises to be smoke free by 2012 and wholly smoke free (excepting prisons) by 2015.

In addition the plan will see smoking banned at publicly funded indoor events by 2014, and aims to have in place an industry standard whereby smoking is banned in pubs and restaurants by 2016.

### Drug on the Fast Track

FAST track designation approval has been granted for Tioga Pharmaceuticals' asimadoline by the US Food and Drug Administration.

Asimadoline is designed for the treatment of patients with diarrhea-predominant irritable bowel syndrome, and is currently in multi-centre Phase 3 clinical trials which is being conducted under a Special Protocol Assessment agreement with the FDA for US registration.

The fast track program facilitates the development and expedites the review of new drugs that are intended to treat serious conditions.

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### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

**BIG4** Adventure Whitsunday Resort in Airlie Beach is offering a three night special indulgence package, priced from \$570 for two adults and two children, for travel until 23 June.

The deal includes three nights in a self contained cabin, a \$50 dinner voucher, three hours of babysitting and one hour of 'Toddler Time' per child per booking, a 30 minute massage and bottle of champagne - to book email [reservations@adventurewhitsunday.com.au](mailto:reservations@adventurewhitsunday.com.au).

**CONSTELLATION** Hotels has a number of Winter Short Break deals at its range of Australis, Country Comfort, and Chifley properties in Canberra, Brisbane, Adelaide, Perth, Melbourne, Wollongong, Cairns, Margaret River, Newcastle and more.

The Grand Chifley Adelaide is now priced from \$130 per night in a standard room with a bottle of wine, breakfast for two daily, complimentary upgrade to a Superior Room and late check out.

For more information visit [constellationhotels.com.au/winter](http://constellationhotels.com.au/winter)

**CREATIVE** Cruising has reduced the price for an 11 night Eastern Mediterranean cruise on *Star Clipper* by 25%.

The itinerary is now priced from \$3,669 per person including all meals and entertainment.

The cruise departs 14 July 2012 and stops in Athens, Mykonos, Santorini, Yithion, Corfu, Kotot, Dubrovnik, Korcula and Mali Losinj. Call 1300 362 599.

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## PSA opens up enrolments

**ENROLMENTS** for the second 2011 intake for the Pharmaceutical Society of Australia's specialist National Intern Training Program (NITP) are now open.

Primarily an online program the NITP includes practical projects, workplace-based assessments and tailored face-to-face workshops designed to help interns develop their practice knowledge and further their career.

According to the PSA the NITP will allow interns to easily transfer interstate as the program is delivered consistently across Australia, and will provide them with a free online training course for their nominated preceptor as well as support materials.

In addition the NITP will provide interns with access to interactive online forums, as well as support with the PBA provisional registration application process, written and oral exam support throughout the duration of your intern year and tax deductible course fee and flexible interest free payment options.

"The NITP has been specifically developed to focus on your workplace, and as a result it increases the utilisation of your skills and knowledge which provides you with a competitive, professional edge over your peers," a statement from the PSA said.

Interns can enrol for the NITP online before 31 August at [www.psa.org.au/intern](http://www.psa.org.au/intern).

### WIN A \$175 PRIZE PACK FROM INNOXA!

Congratulations to yesterday's lucky winner, **Joylon Hawley** from **Aspen Pharmacare**.

**Pharmacy Daily** has teamed up with **Innox** this week and is giving five lucky readers the chance to win some exciting skincare packs.

Each pack is valued at \$175.65 and includes 7 products from the latest Innox skincare range (pictured below).

The new Innox Skincare range is proudly Australian made and continues to use the highest levels of breakthrough ingredients to hydrate, protect and renew the skins cellular structure. Innox Skincare is 100% allergy tested, dermatologically approved and not tested on animals.

Visit the new Innox Training website at [www.innoxatraining.com](http://www.innoxatraining.com). Complete the online training and receive a training certificate, training badge and gift pack.

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](mailto:comp@pharmacydaily.com.au)

### Which Innox Skincare range has an Oil-free toner?

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



### DISPENSARY CORNER

#### NATURAL smoking solution?

Next month inmates in prisons throughout New Zealand will be forced to quit smoking, via a new national strategy aimed at minimising rates of NZ smokers.

To tackle the problem of withdrawals, the government has instructed all prisons to dish out carrot sticks for the prisoners to chew when they have cravings.

Although there is a lot of concern for prison behaviour following the cessation of smoking, prison officials have begun costing the carrot solution, with one Invercargill gaol noting a jumbo carrot will provide withdrawing prisoners with 16 carrot sticks.

"I don't think it is one of their best ideas but it is worth a try," said Corrections Association of New Zealand president Beven Hanlon.

"It's the whole oral thing... if they have got something in their mouth, they won't be looking for a cigarette to put in it," he added.

#### LIFE in miniature.

US artist named Christopher Boffoli is making headlines with his depictions of daily activities amongst items of food.

The tiny hand painted models of people going about their daily business take Boffoli many weeks to create, and are then popped onto (or into) life size food models.

Examples of his artwork include two couples rowing through a bottle of spilt milk, and a man mowing his lawn on top of a broccoli floret.



Rowing, not fighting, over spilt milk

# pharmacy expo2011

17<sup>TH</sup> - 19<sup>TH</sup> JUNE DARLING HARBOUR

The Premier Pharmacy Practice Event



## REGISTER ONLINE NOW!

### Expo Hours:

Friday 17 June: 8.30am – 5.00pm  
 Saturday 18 June: 9.00am – 5.00pm  
 Sunday 19 June: 9.00am – 5.00pm

### Education Hours:

Friday 17 June: 9.00am – 5.00pm  
 Saturday 18 June: 10.00am – 4.00pm  
 Sunday 19 June: 10.00am – 4.00pm

### Education Program

#### Friday 17 June 2011 – 9.00am - 5.00pm

Theatre 1	Theatre 2	Theatre 3	Theatre 4	Theatre 5
SMART PHARMACY BUSINESS	PAEDIATRIC CORNER	DERMATOLOGY	CLINICAL FOCUS RED (Mental Health)	CLINICAL FOCUS BLUE (Musculoskeletal)

#### Saturday 18 / Sunday 19 June 2011 – 10.00am - 4.00pm

Theatre 1	Theatre 2	Theatre 3	Theatre 4	Theatre 5
SMART PHARMACY BUSINESS	COUNTER PRESCRIBING	NEW RESEARCH & PRACTICE UPDATES	CLINICAL FOCUS RED (SHPA)	CLINICAL FOCUS BLUE (Integrated Medicine)

EARN UP TO 24 CPD POINTS – over the 3 days

**IMPORTANT:** Friday workshop streams are pre-booked and with a number of sessions sold out in advance last year, we recommend you secure your place early.

Pharmacy Expo 2011 has something for everyone – Community, Hospital & Industry pharmacists, Accredited pharmacists, Owners & Managers, Pharmacy Assistants, Dispensary Assistants and Students, Graduates & Interns.

Go online now to [www.pharmacyexpo.com.au](http://www.pharmacyexpo.com.au) and review the list of 100 plus Exhibitors (36 of them are Brand new, offering products & services you may not have seen before) at the FREE to attend TRADE EXPO and to register your attendance at any of the Education Sessions.

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