

# Pharmacy DAILY

Thursday 10 Mar 2011

PHARMACYDAILY.COM.AU

## Guild gets rave reviews

**THE** inaugural Guild Pharmacy Academy NSW Convention and annual Pharmacy Zone Leaders Conference held at the Novotel Manly last month is receiving rave reviews from attendees.

According to the Guild, industry exhibitors at the event have seen a marked improvement in "business results" in the weeks following the conference "on top of those achieved at the convention".

## Inhalers discontinued

**ASTRAZENECA** has discontinued the UK production of its Pulmicort CFC-free Inhaler 100/200 ug and NebuChamber Spacer (Budesonide) effective immediately, due to "complex manufacturing issues".

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## PSA push for uniform rules

**THE** Therapeutic Goods Administration should actively work towards the implementation of a nationally uniform regulation of drugs and poisons, according to the Pharmaceutical Society of Australia.

The comments are part of the PSA submission to the TGA Transparency Review, with the Society also urging that bioequivalence status between products or formulation be reflected in approved Product Information.

The PSA has also urged the TGA

## Call for H2N2 shots

**SCIENTISTS** from the US Vaccine Research Centre are pushing for world governments to consider H2N2 influenza vaccination programs, saying people under 50 have little immunity to the strain.

Published in the *Nature* journal, the researchers cite an outbreak of H2N2 between 1957 and 1968 which is thought to have cost around four million lives worldwide.

H2N2 has the potential to create another pandemic similar to the recent H1N1 outbreak, they said.

The report argues that making the H2N2 vaccine developed in the 50s and inoculating enough people to create herd immunity, may be enough to stave off a potential outbreak, whilst also providing a cheaper option over stockpiling.

to enlist the expertise of a pharmacist representative on any "similar review panels in the future", as well as recommending that the TGA provide a public summary of how the outcomes of therapeutic recommendations have been (or will be) implemented.

Other PSA recommendations include raising awareness of therapeutic good advertising rules as well as wider reporting of complaints & advertising breaches.

The Society urged that the outcomes of Advisory Committee on Medicines Scheduling CMS meetings be published within two weeks "to facilitate communication to and implementation of outcomes by pharmacists."

## Collaborative care

**THE** Royal Australian College of General Practitioners has released a *Collaborative Care Arrangements Guide* which focuses on the relationship between doctors and nurse practitioners, in the light of the new legislation which allows the nurses to prescribe under the PBS.

The draft guide covers clinical settings where care will be provided, responsibilities and agreed scope of practice, patient coverage, protocols, prescribing arrangements and more.

The draft is now open for public comment at [www.racgp.org.au](http://www.racgp.org.au).

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The Pharmacy Guild of Australia



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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.

**Pullman Reef Casino Hotel** in Cairns is offering a 'Friends with Benefits' package priced from \$249 per couple per night.

The deal includes overnight accommodation in a Superior Room, a bottle of sparkling wine, chocolate dipped strawberries, room-service brekkie, and a late checkout.

The package is available for sale from 14 March - 11 April for stays between 14 March - 14 June 2011.

See [www.accorhotels.com.au](http://www.accorhotels.com.au)

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## Pharmacists in practice

THE integration of pharmacists into general practice settings is likely to improve medication safety outcomes, according to Queensland pharmacist and PhD candidate, Christopher Freeman.

In an article published in the *Australian Family Physician*, Freeman and his co-authors stress the management of adverse drug events as one of the major health issues currently facing the nation.

According to the report, the evidence on ADEs in Australia is "sobering", citing statistics that 10.4% of GP patients had experienced an ADE in the past six months, whilst around 140,000 Aussies are admitted to hospital every year due to ADEs.

The report argues that because it is unknown as to how many general practices in Australia have systematic surveillance systems for drug monitoring and ADE prevention, and that because the Medicare Benefits Schedule's Medicine Review interventions have "not significantly impacted on major clinical endpoints," that Australia should follow in the footsteps of the UK and Canada which are currently

piloting programs involving pharmacists in primary care settings.

"Current arrangements do not meet evidence based criteria for strategies that are successful in chronic care in general practice," the article said.

"These include use of multidisciplinary teams, structured care, technology use and health systems redesign," it added.

As such, Freeman and his colleagues propose that a senior pharmacist be introduced into general practice multidisciplinary teams to focus on medication safety, with roles including: patient services (focusing on high risk patients), management of practice drug surveillance systems, and the management of systems to enhance medication safety across related facilities.

"All three roles are consistent with recent recommendations of the National Prescribing Service review of medication safety in the community," the report said.

"This strategy focuses on interventions to high risk patient groups and disease states, to use practice information technology systems to manage quality medication systems and services.

"Specifically, this role contains no dispensing or prescribing duties.

"It requires planning, focus and rational debate to facilitate the integration of a pharmacist into the general practice team," the article added.

If pharmacists are utilised in this manner, the article argued, they can effectively assist general practices fulfil safety obligations.

## DISPENSARY CORNER

KIDS love cartoons.

Researchers from the University of Pennsylvania have found that kids will disregard taste in favour of cartoons on cereal boxes.

The study involved 80 kids aged four to six, who were shown four cereal boxes, each containing the same cereal.

The boxes were divided into two 'cereal types' one called Sugar Bits and the other called Healthy Bits (with each featuring a plain cereal box, and one with cartoon penguins).

Children who ate the cereal from cartooned boxes ranked the taste as significantly better than those who ate from the plain box, whilst within the plain box category Healthy Bits scored higher than Sugar Bits.

WANT to save your plants?

Aussie researchers have discovered tiger faeces is an effective repellent for native Australian herbivores.

The revelation came after eight years of investigations into non-lethal ways of deterring animals from eating certain plants, with samples from a variety of predators tested.

According to reports the tiger poo (which contained remains of native animals) proved to be the most effective deterrent.

"There's not only a chemical signal in the faeces that says 'Hooly dooley, this is a dangerous animal', it's 'Hooly dooley, this is a dangerous animal that's been eating my friends'," said researcher Prof Peter Murray.

## WIN A FABULOUS NAIL CARE PACK



This week, *Pharmacy Daily* is giving 5 lucky readers the chance to win a prize pack from **Fabulous** professional nail care range (pictured to the left).

Each prize pack is valued at \$50 and includes: Professional Nail Polish Remover, Nail Polish 6 Pack, Mirror Shine, Miracle Nail plus a bonus Vitamin E Lip Therapy.

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The first correct entry received will win!

Congratulations to yesterday's lucky winner, **Lynda Carter** from **Flinders Medical Centre, SA.**

NSW PHARMACY DINNER 2011

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