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Record for APP2011

THIS year's APP conference on the Gold Coast kicks off formally today, and is the biggest APP event ever, according to Guild President Kos Sclavos.

Pharmacy Daily is reporting from APP, and this special edition is also being printed and handed to delegates at the conference, as well as being sent via our normal email which is available as a free subscription at pharmacydaily.com.au.

APP will be packed with lots of news - see next week's issues of **PD** for all the latest in pharmacy.

WIN A 'GET FIT' PACK



Pharmacy Daily has teamed up with **FGB Natural Products** this week and is giving five lucky readers the chance to win a get fit pack, valued at \$70.

This fantastic pack includes Clements Iron, a Yoga Mat & Yoga DVD.

Do your customers complain of stomach upsets and constipation from their iron tablets? Clements Iron is the gentle, effective solution.

For your chance to win this great pack, simply be the first reader to send in an answer to the daily question below to: comp@pharmacydaily.com.au

What type of patient would this preparation be suitable for?

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winner, **Joanne Campbell** from Gosford Hospital, NSW.

Pfizer defends direct model

PFIZER says it's "pleasantly surprised" with the first six weeks of its controversial direct to pharmacy distribution model, despite a strong undercurrent of opposition from some attendees at APP this year.

During a Q&A session at yesterday's APP State of the Industry Symposium, a show of hands from pharmacists saying that they and their patients had experienced problems, clearly indicated that many have had issues.

However the man responsible for the program, Pfizer gm Established Products for Australia and NZ, Mark Crotty, told **PD** that many teething issues had already been resolved and Pfizer is committed to pushing ahead with the program.

He said there had been issues handling the volume of phone calls, with about 70% of orders being placed via the Pfizer call centre which had been swamped - but staff numbers here are being doubled to cope with the demand.

A new depot is being established in Tasmania, the list of items on the 'critical list' has been expanded and measures have been taken to improve cold chain deliveries, he said, with Pfizer constantly reviewing the program's operation.

Crotty said going direct was a vital strategy for Pfizer, with the

ongoing increase in generic versions of its medication portfolio making it important to build relationships with pharmacists.

B.Braun into pharmacy

AFTER thirty years of selling its wound care and other products into Australian hospitals, manufacturer B.Braun has launched its first product onto pharmacy shelves.

The global company has been operating here since 1982 but has always been hospital focused.

With the new venture, which will see the Prontosan wound cleaner distributed initially via Symbion, "for the first time patients who suffer from chronic wounds in the home can now access these products via the pharmacy channel," according to B.Braun BDM Stuart Riley.

He told **PD** the move recognises the tide of change in Australian health, with strong growth in home-based and community care.

"We have recognised the great strain on the hospital sector, and are offering these products to support patients in the home".

Prontosan assists with wound cleaning and healing, with benefits including reduction of inflammation and improved pain control.

See www.bbraun.com.au.

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TGA Satibo warning

THE Therapeutic Goods Administration has issued a safety advisory on internet purchases of so-called Satibo capsules, which are claimed to be an "all natural Chinese herbal formula".

The TGA said that after analysis it's found therapeutic quantities of Eli Lilly erectile dysfunction drug Cialis in the capsules, along with hydroxyhomosildenafil, which is a derivative of Pfizer's Viagra.

Consumers who have purchased Satibo are urged to cease using the capsules and discard the remaining product, which is not approved for commercial supply in Australia.

"Consumers are again advised to exercise extreme caution about purchasing medicines from unknown overseas internet sites," the TGA warned, with a strong potential that such items could have potentially harmful ingredients.

\$50m pharmacy hit to API

AUSTRALIAN Pharmaceutical Industries has warned of a \$50 million pre-tax charge to its forthcoming half-year accounts due to a change in the way it manages its Financial Guarantee program for pharmacists and their banks.

In a stock market statement issued yesterday API said that one of the banks is requiring a cash reserve for financial guarantees provided by API, with the company's Board deciding that the accounting treatment of these figures will now reflect the guarantees on its balance sheet.

As well as slamming the API profit, the change will mean the company breaches its earnings related covenants with its lenders, but preliminary discussions with banks "indicate a satisfactory

outcome should be achieved".

API said its guarantees are issued to pharmacists on the basis of being fully recoverable from the pharmacist, with the guarantees typically recovered in line with pharmacy refinancing.

The company said that the \$50m impost "has no impact on the ongoing operational performance of API".

Charts consultation

THE Health Dept has invited written submissions to help with the development of three new Fifth Agreement initiatives: *Continued Dispensing of PBS Medicines in Supply Circumstances*; *Supply and PBS Claiming from a Medication Chart in Residential Aged Care Facilities*; and *Electronic Recording and Reporting of Controlled Drugs*.

For more information on the consultations see bit.ly/dUHO4Y.

New PSA standards

THE PSA this morning released its Professional Practice Standards and Practice Guidelines for two of the Fifth Agreement Pharmacy Practice Incentive (PPI) programs.

The new guidelines cover the Staged Supply and Clinical Interventions schemes, with PSA National President Warwick Plunkett saying the documents have been released now so that pharmacists registering for the new programs (*PD* yesterday) can see what are the required competencies and standards well in advance of the programs 01 Jul start date.

See www.psa.org.au/standards.



DISPENSARY CORNER

WANT to expand your skill set?

The St John's Ambulance service in Austria has begun offering courses in first aid for dogs.

The classes cover mouth to mouth resuscitation, how to bandage up wounds to stop bleeding and how to diagnose specific canine illnesses.

"I love my dog dearly but I would probably think twice about giving him the kiss of life, especially just after his breakfast," said one St John's Dog Course student.

Countering any misgivings about the classes, a St John's spokesperson said that "pets now enjoy a status in many homes that really does make them part of the family."

"It is sensible and responsible to learn how to take care of them when they get into trouble."

CRUSTY crustacean gets second chance - very healthy ageing.

One of the oldest and heaviest lobsters ever caught in Britain has been saved the indignity of becoming dinner, by a kind fisherman who donated his hefty catch to his local Blue Reef aquarium in Portsmouth.

The 4kg lucky lobster has been estimated at 50 years of age, shy 15kgs and 30 years of the record holder, "Mike", an imaginatively named 19kg 80 year old gent who was caught in 1934.

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Brush day and night

COLGATE has joined with the Australian Dental Association to get Australians to brush their teeth twice daily.

Titled Brush Night and Day, the new campaign comes on the back of research which found that whilst 68% of Aussies know they should brush twice a day, the majority don't.

Around 11 million teeth suffer decay in Australia per annum, and between 2008-09 the nation spent approximately \$6b on dental work.

"The campaign message is simple, brushing night and day with a fluoride toothpaste is the most effective way of preventing tooth decay and maintaining good dental health," said ADA spokesperson Dr Philippa Sawyer.

See www.brushnightandday.com.au.

Fukushima advice

THE Department of Health and Ageing has updated its advice for health practitioners regarding exposure arising from current nuclear incidents in Japan.

Pharmacists consulting with returning travellers should reassure them that the risk of residual contamination is low, and low levels of exposure are easily mitigated by showering and washing hair.

There's no real test or treatment for low levels of exposure, with the department saying that the use of iodine prophylaxis is only required for substantial radiation exposure, and not for those outside the protection zone - arpansa.gov.au

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