

### Health gets a hand

**FOUR** organisations with healthy eating and exercise programs in WA have each been given \$700,000 to help combat the tide of obesity in the community.

The funds are going to the City of Cockburn's 'Co-health Lifestyle' project, the city of Bunbury's 'Get Healthy Get Active Feel Great' project, Geraldton's 'Go Gero' work and Manjimup's 'Warren Blackwood Healthy Communities' project.

### Obesity and psoriasis

**OBESE** children have a higher prevalence of psoriasis, according to a study published in the *Journal of Pediatrics*.

The study took into account the health records of 710,949 children and found that obese children were 40% more likely to have psoriasis than children who fell into 'normal' weight categories.

Interestingly, the study also found that teenagers who suffered psoriasis, regardless of their weight, generally tended to have high cholesterol levels.

"Our study findings suggest that the higher heart disease risk for patients with psoriasis starts in childhood in the form of higher cholesterol levels," said study lead author Corinna Koebnick, PhD.

"We may need to monitor youth with psoriasis more closely for cardiovascular risk factors, especially if they are obese," she added.

## Renewal reminder for WA

**PHARMACISTS** in Western Australia need to check their registration date now in order to ensure they renew their registration on time, according to the Pharmacy Board of Australia.

The reminder comes in the lead-up to the 30 June registration deadline under the new National Registration Scheme.

Pharmacy Board Chair Stephen Marty said that AHPRA would be implementing an intensive communication campaign to support the renewal process, which will include reminder emails

### APC seeks directors

**THE** Australian Pharmacy Council is seeking applications to fill a vacancy for a new director.

Prospective applicants are due by next Fri 27 May, with attributes including clear understanding of governance responsibilities, management/financial and/or legal background, educational pharmacy experience, and an understanding of accreditation, registration and professional regulation activities.

Also desired is a "national perspective, especially having regard to indigenous issues and with an understanding of the issues of remote and rural pharmacy practice".

For more information contact APC ceo Lyn LeBlanc on 02 6262 9628.

### Hep C test approval

**THE** US Food and Drug Regulatory Agency has approved Abbott's RealTime PCR (polymerase chain reaction) test for measuring the viral load of hepatitis C (**HCV**).

Designed for use in patients with HCV to help them manage their condition, the test measures HCV RNA levels at baseline and during treatment and can be utilised to predict sustained and non-sustained virological response to HCV therapy.

  
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## MEDICAL AFFAIRS ASSOCIATE

### Dynamic Sydney based role including:

- **Medical writing**
- **Value add promotional review**
- **Input to special projects where you can shine**

*iNova Pharmaceuticals is an Australian owned and operated company headquartered in Sydney and operating in Australia, New Zealand, the Asia-Pacific and Southern Africa regions.*

### Your responsibilities include:

- Researching, interpreting and communicating clinical/scientific data
- Managing outsource partners for medical information and enquiries
- Reviewing promotional materials for compliance
- Preparing communications to support sales and marketing operations
- Working with regulatory and marketing teams to help implement strategy

### Essential candidate requirements:

- Medical, Pharmacy or other Life Sciences tertiary qualification
- Experience communicating medical/scientific information within a healthcare setting
- Outstanding written and verbal communications, especially medical writing
- Knowledge of industry codes and regulations governing promotional activities

You will enjoy an interesting and diverse role using your medical know how, communications prowess and innovative flair in supporting key brands across various therapeutic areas.

The chosen candidate will enjoy a competitive salary and benefits, and can look forward to being an integral part of a successful team in a supportive, flexible environment.

**Sounds like you? Then forward your resume and a short covering letter to the Human Resources Manager, iNova Pharmaceuticals at: [careers@inovapharma.com](mailto:careers@inovapharma.com)**

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## Business Development Managers

### Location - Melbourne & Sydney

APHS Packaging is recruiting for passionate and committed pharmaceutical sales professionals, with a demonstrable track record in achieving results.

APHS Packaging is a leading supplier of dose administration aids for pharmacies and aged care facilities across Australia. Through state of the art packaging and inspection systems, APHS Packaging produces easy-to-use medication sachets within a highly regulated manufacturing environment. With APHS Packaging poised for strong growth, this role will play a key part in the organisation's overall success.

Reporting to the National Sales Manager, these hands-on roles will focus on the new customer acquisition, as well as promoting the expanding product offerings to the existing customer base. You will achieve this by owning the customer relationships from origination to initiation.

Register your interest by contacting Peter Maloney,  
0408 705 662 or [peter.maloney@aphspackaging.com.au](mailto:peter.maloney@aphspackaging.com.au).

  
*Your Pharmacy Partner*

## 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.

**NOVOTEL** Palm Cove has launched a five night family package priced from \$1,445 for two adults and two children (up to 15 years old) in a resort standard room, valid for stays until 31 October.

The deal includes accommodation, daily breakfast and a cruise to Agincourt Reef.

For bookings visit the website at [novotelpalmcove.com.au](http://novotelpalmcove.com.au).

**QANTAS** Airways is celebrating its non stop Sydney-Dallas Fort Worth-Brisbane route with airfares priced from \$1,749.

Sale fares are also available to Houston, Miami and Orlando and 'Great Deals' can be found to 52 more destinations offered by Qantas' US partner, American Airlines.

The special is valid for booking until 24 May and for travel from 24 October to 23 November and 01 February to 28 March 2012.

See [www.qantas.com](http://www.qantas.com).

**TIGER** Airways has a number of domestic airfares on sale during its 'Escape the Cold' sale with nothing to pay except the taxes and charges.

Airfares from Melbourne Avalon to Brisbane start from \$15.08, Sydney to Sunshine Coast from \$31.89 and international flights departing from Perth begin at \$119 to Singapore.

For more deals and destinations visit the airline's website at [www.tigerairways.com](http://www.tigerairways.com).

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## AstraZeneca loses to PBAC

**ASTRAZENECA** has lost its Federal Court case against the Minister for Health and Ageing and 17 current and past members of the Pharmaceutical Benefits Advisory Committee, over the decision to list Crestor (rosuvastatin), and Lipitor (atorvastatin) in the same therapeutic group.

The case delved into the murky legislative waters of drug interchangeability, with

AstraZeneca arguing that the drugs are not equivalent in 40mg dosage forms.

During the hearing the company said that advice received by the Minister from the PBAC was not in keeping with the National Health Act's rulings on interchangeability because "although the PBAC purported to ask itself whether atorvastatin and rosuvastatin are interchangeable on an individual patient basis, it did not ask itself whether atorvastatin and rosuvastatin are, in the case of each of the particular forms in which the drugs are listed, interchangeable on an individual patient basis".

However the court disagreed.

## Avandia pulled in US

**GSK'S** Avandia (rosiglitazone) will be removed from the shelves of US retail pharmacies from 18 Nov this year, under a new "risk evaluation and mitigation strategy" released by the Food and Drug Administration overnight.

Doctors who want to prescribe the type 2 diabetes medication must instead enrol patients in a special program and they will receive the drugs by mail order.

The change follows consideration of evidence suggesting an elevated risk of heart attacks in patients treated with rosiglitazone.

## Ascent takeover over

**ASCENT** Pharmahealth Ltd has ceased trading as of 16 May following Court approval of a Scheme of Arrangement between Ascent and shareholders, which will see the company taken over by Indian pharmaceutical company Strides Arcolab Limited for \$100m.



## DISPENSARY CORNER

**IF** you can't make it, fake it.

Millions of women across the world who missed out on snagging the real life Prince have decided instead to embrace lifestyle habits of his Princess and her sibling, by running out in droves to purchase fake tanning products.

According to UK beauty supply store, Debenhams, even as the eyes of the world were glued to a pair of lightly tanned ladies slowly making their way down an exceptionally long isle, sales of its fake tanning products spiked a whopping 219% compared to the same day in 2010.

And even the day after the big do, as the tears were wiped away, hangovers forgotten and 'It should have been me' t-shirts shelved until Harry's big day, women set off again to achieve that Middleton glow, with Debenhams reporting fake tan sales spiking 200%.

**NO** pain, no gain.

A Canadian man desperate not to disappoint his Oprah-obsessed wife literally beat himself up to try and get into the star-studded taping of her final episode.

According to reports, the man and his wife had travelled to the US without final show tickets in the hopes of getting some when they arrived.

Unfortunately the show was completely sold out when they got to Chicago.

Rather than leave empty-handed, the man cut his forehead with a rock and scratched his palms on the pavement, before reporting to the police that he had been robbed and his precious Oprah tickets taken, in the hopes that the philanthropic talk show host and the police department would let the couple into the show.

The plan unraveled however hours later when he confessed the scam to the police officers.

## WIN A NUDE BY NATURE PACK



WIN Australia's No.1 Mineral Make-up System! And get the celebrity airbrushed effect on your own skin...

This week **Pharmacy Daily** have managed to get their hands on the entire 4-step **Nude By Nature** system to give to three lucky readers!

Each prize pack is valued at over \$150 and includes the Undercover Airbrush Primer, Natural Mineral Cover, Mineral Bronzer, Natural Finishing Veil and Mineral Brush.

No harsh chemicals, animal testing or itchy bismuth. Nude By Nature is the 100% natural formulations with incredible airbrushed results that are good for even the most sensitive skin!

For your chance to win this fantastic Nude By Nature pack, email your answer to the question below by COB on Friday.

**In 25 words or less tell us why Australia's number one mineral brand Nude By Nature is your number one choice for cosmetics**

Email your entries to: [nudebynature@pharmacydaily.com.au](mailto:nudebynature@pharmacydaily.com.au)

Three most creative entries will win this fantastic prize pack and their names will be announced in **PD** on Monday 23rd May.