

CHC conference saving

THE Complementary Healthcare Council of Australia is offering a 25% discount on its educational courses for all CHC conference delegates enrolled before 16 Dec.

Courses include Foundation Studies for Complementary Healthcare Products; Complementary Healthcare Products, Nutritional Supplements and Herbal Supplements.

See www.moodle.org.au.

Rural pharmacy in-depth

A NEW research program examining the rural and remote workforce and its impact on access to pharmacy services at a local level, has been greenlit with funding through the Research and Development Program funded under the Fifth Community Pharmacy Agreement.

The study, conducted by Human Capital Alliance will provide

quantitative data on pharmacy workforce numbers and pharmacy services (by location) in rural and remote areas, and qualitative data on how this impacts access to pharmacy services.

It is hoped that this data will help to addressing the challenge of providing an expanding range of professional pharmacy services and primary health care services to rural and remote living Aussies.

"This research is needed because the rural workforce issue can't be addressed by a mere survey," said National President of the Pharmacy Guild of Australia, Kos Sclavos.

"It is essential that we get workforce numbers right.

"Pharmacists who study hard for four years at university and a fifth year as an intern deserve to have good job prospects," he added.

It is expected that the project will be completed by late 2014.

Chemmart pharmacists shine on the Gold Coast



CHEMMART'S national conference went off without a hitch earlier this month with over 300 delegates attending the three day event at Jupiter's Casino on the Gold Coast.

Themed "Our Time to Shine" the event featured in-depth presentations which provided members with a greater understanding of current opportunities, as well strategies to deal with current industry challenges and trends, and an insight into the future direction of the brand.

"The 2011 conference was all about motivating members to achieve even higher standards of excellence," said Chemmart's Jonathan Layton.

"As a group, we have achieved a lot over the past 12 months and the conference was certainly an opportunity to celebrate this," he added.

Amongst the winners at the conference's annual award ceremony was Thomas & Chong Chemmart Pharmacy, named as the National Chemmart Wellbeing Pharmacy of the Year.

Pictured above is Chemmart's Qld members.



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News in today's PD

TODAY'S *Pharmacy Daily* issue features two pages of news, plus a third page from Biorevive detailing its Nasodren sinusitis treatment which has undergone 15 trials- see p3.

Pharmacies Reform

REFORM has launched EzPharm, a simple to use ordering system for vaccines, lines from Pharmacare and other products at competitive prices.

The system allows pharmacists to see pictures of the products and net into stores on all lines.

For more info on the system see www.reformmanagement.com.au.

Jakafi approval

THE US FDA has approved Jakafi (ruxolitinib), the first drug to specifically treat patients with the bone marrow disease myelofibrosis.

Caffeine and the pill

RESEARCHERS at the University of Sydney are warning women about the dangers of combining caffeine, oral contraceptives and smoking.

According to Vidya Perera a final year PhD student in the Faculty of Pharmacy, a daily consumption of two to three cups of coffee combined with smoking significantly increases the activity of the metabolising enzyme known as CYP1A2.

This enzyme, found in the liver, is responsible for processing a number of chemicals ingested when we eat or drink.

Perera found a 1.8 fold decrease in the enzyme's activity in women who use oral contraception compared to females not using the pill, and also discovered increased levels of CYP1A2 activity in women who both smoke and drink caffeine.

"Use of the oral contraceptive pill among young women inhibits the enzyme CYP1A2 responsible for metabolising caffeine and it can be reduced in some women by up to 5 fold," Perera said.

"This means that caffeine is staying in your body for a lot longer than women not taking the pill," he added.

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Children's brain study

A **RECENT** Australian study has found that complicated migraines are the most common cause of brain attacks in children.

Researchers at Royal Children's Hospital in Melbourne, Murdoch Children's Research Institute, and the University of Melbourne, looked at over 300 children presenting with brain attacks and found that almost 30% of the children had complicated migraine, with main presenting symptoms including headache (100%), vomiting (47%), vision changes (43%), and sensory changes (41%).

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

HAWAIIAN Airlines is promoting the launch of its new daily nonstop service between New York City's John F. Kennedy International Airport and Honolulu starting 02 June 2012, by offering special introductory fares of \$212 each way in Economy Class and \$808 each way in First Class.

The fares are valid for purchase from now until 20 November 2011, and are applicable for travel between 04 June and 30 June 2012.

TERRITORY Discoveries has a range of Uluru holiday deals for summer travel.

Deals include an 'Uluru From All Angles' package featuring two nights accommodation at Ayers Rock Resort and an Uluru Base and Sunset Drinks tour and return airport transfers from just \$369 per person twin share.

For details phone 13 67 83.

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Australia faces pain crisis

A **NINE**-fold increase in overdose deaths from oxycodone misuse in Victoria over the past ten years is leading experts to warn that Australia may be on track to join a global public health crisis.

The warning from the Australasian Professional Society on Alcohol and other Drugs, is based on a study which analysed drug toxicity deaths involving oxycodone reported to the Victorian coroner and found a steady increase in numbers: up from 4 deaths in 2000 (when a sustained release formula of oxycodone was released) to 15 in 2005 and 46 in 2010.

"Most deaths from oxycodone toxicity were unintentional and just over half of those who died were people prescribed the drug for chronic pain," said study author Angela Rintoul from Monash University's School of Public Health and Preventative Medicine.

"This is particularly concerning as there's little good quality evidence

to support the use of opioids in the long-term treatment of patients with chronic non-cancer pain, but substantial evidence emerging of serious harm," she said.

According to Rintoul, if Australia keeps going with the current oxycodone trend, it will end up in the same boat as the US and Canada, which both now say prescription drug poisoning is at "epidemic levels".

"Oxycodone poisoning is a complex public health issue - a new hidden population of drug dependent people is rapidly emerging, whose pathway to dependence has been mediated in some way by the medical and pharmacy professions," she said.

"A strategic and coordinated response is required that balances the need to prevent non-medical use and diversion to illicit markets while at the same time ensuring people with a legitimate need for oxycodone are not disadvantaged."

Independent pharma

PHARMACISTS in Quebec, Canada, are set for a role expansion with the introduction of a new Bill that will see them able to refill a prescription for a limited time, adjust a dose based on weight or allergies, and prescribe medications in cases where a GP appointment is not necessary, without consultation with a doctor.

The new law is designed to take the pressure off family doctors and emergency rooms, and will also allow pharmacists to administer drugs for teaching purposes, i.e. in the case of injectables and inhalers.

DISPENSARY CORNER

GIVE 'em the finger.

Twenty-year old Wang Yongjun is getting the chance to grow his middle finger outside of the womb, after he partially severed it off during an altercation with an electric saw.

Wang was at work when the accident happened, and fortunately for him quick thinking co-workers were able to get him to hospital in time for doctors to perform surgery to attach the mangled finger to his stomach in order to grow a new fingertip.

Prior to the attachment, surgeons had to cut away all the skin and muscle from the end of Wang's finger, leaving only bone, before securing the bone and remaining finger flesh to the stomach in the hope that blood circulation would be restored and the finger would be able to repair itself.

The surgery was a complete success and doctors now say Wang will have a new finger in less than a month.



What about the fingernail?



WIN A KIDDIE BOTTLE



Pharmacy Daily has teamed up with **Kiddie Concepts** this week and is giving five lucky readers the chance to win an **Adaptable Kiddie bottle**, valued at \$27.95.

Kiddie Concepts, an eco-friendly company based in Melbourne, Australia, has launched its safer, healthier alternative to the plastic children's 'sippy' bottle.

Practical, stylish and safe for kids the Adaptable Kiddie bottle allows you to simply change the top as your

child grows. The Adaptable Kiddie bottle can change from a nipple teat to sippy top (Phillips AVENT™ Sippy Top supplied with bottle) and finally can convert into a sports bottle - the perfect three-in-one bottle!

For more information, visit www.kiddieconcepts.com.au.

To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

Finish the sentence: "Kiddie Concepts children products are inspired by"



Congratulations to yesterday's lucky winner, **Paula Prats** from **Health Information Pharmacy, NSW**.

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