



Alliance understanding

THE final Pharmacy Alliance Members Meetings for the year attracted almost 200 members across five meeting locations and was aimed at simplifying the complexities of the PBS changes. "The changes happening on 1st April are significant; though the average weighted drop of 23% in April is guaranteed we may see some molecules drop by more than 50%," said Pharmacy Alliance Executive GM, Darren Dye. "Though everyone is purely focused on atorvastatin there are an additional 30 other molecule patent expiries which represent more value than atorvastatin," he added, urging all pharmacists to ensure they have a good understanding of the changes that are coming and that their business is ready to handle the impacts on their day-to-day operations.

More patients get LABA

A NEW treatment for chronic obstructive pulmonary disease (COPD), will be available on the PBS from 01 December 2011, Onbrez Breezhaler (indacaterol). The new listing will expand the range of therapy options for Aussie patients, with the once-daily long-acting β_2 -agonist (LABA) being the first approved LABA to combine clinically relevant 24-hour bronchodilation with rapid onset of action within five minutes of administration of the first dose. Onbrez is administered using the Breezhaler device, which provides patients with dosing feedback.

NAPSA drops the Coalition

THE National Australian Pharmacy Students' Association (NAPSA) has dropped out of the Pharmacist Coalition for Health Reform due to a disagreement over a Senate Inquiry into the Fifth Community Pharmacy Agreement. According to NAPSA, it does not support the call for a Senate Inquiry, and it was in no way involved in the recent press release by the Coalition calling for one.

"NAPSA's position as a signatory on the Pharmacists Coalition for Health Reform has become non-tenable as a result of assumptions by the Coalition that NAPSA's members would agree to any course of action without prior consultation," a NAPSA statement issued overnight said.

"NAPSA will not partake in activities which threaten to destabilise the continuity of medicines supply and provision of professional services to the Australian public via the Community Pharmacy Agreement," the statement added.

In particular, NAPSA took umbrage at the assumption that it would follow the Coalition's lead without discussion, saying that it could not endorse an organisation which does not support consultation with its membership.

In addition, NAPSA went a step further, throwing its support behind the 5CPA, saying it has delivered, and will continue to deliver optimal health outcomes for all Australians.

"NAPSA's members, comprising

over 4000 pharmacy students Australia wide, wish to be part of community pharmacy in Australia as it stands," NAPSA said.

"Pharmacy students wish to see the profession evolve, but not at the risk of destabilising the current model which continues to serve the Australian public and deliver health care outcomes via the community pharmacy network," NAPSA added.

Sweaty issues

ONLY eight percent of Australians who have perspiration problems realise that it can be controlled by a product available in pharmacy; and of people who suffer from heavy sweating only 17% have consulted their pharmacist to seek treatment, according to a new GlaxoSmithKline Health Index report.

The Index looked at responses from 1,004 Aussies and found over 50% admitting sweating is an issue in performing everyday tasks.

Other interesting figures revealed in the survey include the fact that 23% of people who are troubled with heavy sweating avoid contact with other people, whilst 27% exercise at home to avoid any embarrassment and almost one in five say it has impacted on their social plans.

Saphris on the PBS

FROM 01 December Australian doctors and their patients will have access to a new treatment for bipolar 1 disorder on the PBS, Saphris (asenapine).

Saphris is currently approved for the treatment of: acute manic or mixed episodes associated with bipolar 1 disorder in adults; prevention of relapse of manic or mixed episodes in bipolar 1 disorder and schizophrenia in adults.

Following the PBS December listing the 5mg and 10mg drug will be PBS reimbursed for: treatment for up to six months, of an episode of acute mania or mixed episodes associated with bipolar 1 disorder; maintenance treatment, as monotherapy, of bipolar 1; and the treatment of schizophrenia.

Industry future

MEDICINES Australia has presented an action plan for the Federal Opposition's *Industries for Australia's Future* review.

The action plan is designed to ensure continued growth in the Australians medicines industry and includes recommendations to lower the corporate tax rate to 20%, as well as to strengthen intellectual property laws, establish a strategic co-investment fund and improve the investment environment for clinical trials in Australia.

"We've identified a number of areas in which reforms would help ensure the medicines industry's long-term viability in Australia," said Medicines Australia Chief Executive, Dr Brendan Shaw.

"These reforms will help the medicines industry contribute substantially to sustainable economic growth, driving global investment and supporting high-wage jobs," he added.

Shaw said the reforms would make Australia more competitive as an investment destination for clinical trials, but added that Australia needs a "strategic co-investment fund of the kind that created 1000 new jobs and achieved an increase of \$4 billion in value-add in the 1990s.

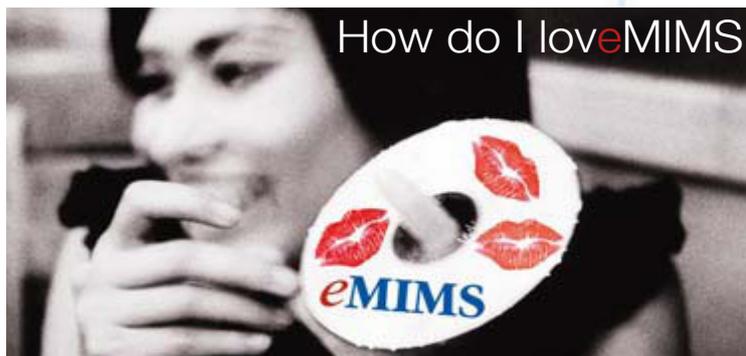
"Unfortunately it is becoming increasingly difficult to make global companies in knowledge-intensive industries view Australia as a preferred destination for major investment," he said.

"That is certainly true of the medicines industry and that is why we need Australia needs to take a bold and visionary approach to investing in industry," he added.

Gould scored Medal

BRUCE Gould, Bendigo hospital pharmacist, has been awarded the 2011 Victorian Pharmacist Medal for his 30 years of service to the Victorian community as a community pharmacist, and more recently, as a hospital pharmacist.

Gould was also congratulated for his efforts in the education and training of pharmacy students, interns and pharmacists for more than 15 years.



Guild Update

This week's update from the Pharmacy Guild

MedView

To make the best decisions, health care professionals require the clearest picture of a patient's medications history.

To be of maximum value, this information must include data from all health care professionals in a patient's care team – pharmacists and doctors in each of community, hospital and aged care settings.

MedView, a new e-health initiative, is being developed for this purpose.

MedView is a national medicines repository that will enable health care providers in selected regions to view a combined list of consenting patients' prescribed and dispensed medications.

The Fred IT Group, as the project lead, is working with eight software vendors to develop, build and deploy the repository which is viewable via a web portal integrated into participating health care providers' existing software.

MedView is a key part of developing national electronic health infrastructure and the Federal Government's \$467 million national Personally Controlled Electronic Health Records (PCEHR) project.

For the first time, health care professionals will be able to see their patient's combined medications information, regardless of how many doctors and pharmacies they visit.

This capability provides a clearer picture of a patient's medications history, a more complete basis for decision making and allows for better communication between a patient's care team.

MedView is being deployed nationally commencing with the Barwon region, then selected sites across Australia.

MedView uses an "opt-in" model, with full privacy protection.

The Commonwealth Government has provided funding for the development and implementation of Medview, as part of the National e-health Program.



The Pharmacy
Guild of Australia

TGA launches OTC review

THE Therapeutic Goods Administration has announced the first stage of its consultation into the Australian Regulatory Guidelines for Over-the-Counter Medicines (AGROM).

The consultation follows the commencement of a review by the TGA into the market authorisation process for OTC medicines which is expected to introduce revised processes for OTC medicines.

The TGA said it's hoped that the consultation will improve the AGROM in the provision of clear and useful information for its intended audience.

The first stage of the process involves the release of five appendices for consultation which have been chosen on the basis that they are intended to provide sponsors with greater clarity on the data requirements for submitting effective OTC applications to the TGA.

The Consultation documents

include: Guidelines on safety and efficacy aspects of OTC application, Guidelines on quality aspects of OTC application, Guidelines on presentation aspects of OTC application, Guidelines on OTC application for new substances, and Guidelines on OTC application for specific products.

The closing date for consultation submissions has been set by the TGA as 01 February 2012.

MEANWHILE the plan for the second stage of the consultation process will see the remaining ARGOM chapters that are associated with the process and format of OTC medicine applications, as well as post-market activities, released for consultation, once revised processes have been developed, consulted on and implemented.

The TGA said submissions will be reviewed, with feedback provided online and recommendations published as outcomes.



DISPENSARY CORNER

HAVING a wee bit of fun.

A London bar has installed the world's first urine controlled video game in its male urinal stalls.

The Exhibit Bar in Balham is exposing its clients to the console which sits at eye level on top of the urinal and features a selection of three games which can be played every time a guest uses the urinal.

The device is perhaps not the best way to curb binge drinking, as prior to the game it plays an ad for an alcoholic beverage that can be purchased in the bar post pee.

What the game does do however, is allow its users to post their scores via Twitter to a live leader board so men-folk attending the bar can compete to see who is the best at the urine game.

If popular, the game console will roll out to a selection of other London pubs in early 2012.

HOPE he had his vaccinations.

An intrepid two-inch tall piece of plastic is exploring the world sporting an impressive moustache for Movember.

The Lego-man belongs to British woman Leanne Buchan who bought him to take with her on her travels to Australia.

"I was going to Australia and my mum wanted to know I'd be ok, so I said I'd post pictures on Facebook," she said.

The photos of the Lego man became so popular on Facebook that Buchan decided to send him on his own round the world adventure, posting him to other Lego aficionados around the world to travel with them and have his photo taken in front of various landmarks.

In addition to being a good laugh, this month the Lego man has 'grown' a serious moustache and beard for Movember, and as such is championing men's health, specifically prostate cancer and depression in men.

WIN THE PERFECT EYE PACK

This week *Pharmacy Daily* is giving readers the chance to win the Perfect Eye Pack valued at \$45.80, courtesy of Australis.



Create multidimensional eye looks with Australis Double Decker Eye Duos containing loose and cream eyeshadow combined.

These amazingly pigmented and intense shadows are available in five hot shades including; Cosmic Rays, Moon Rocker, Give Me Some Space, Greenhouse Effect and Supernova Casanova. Compliment the eyes with a simple line above the eye with Australis IntensifEYE Liquid Eyeliner and finish with Australis Killer Curves Mascara that has a special 'wash-off' formulation for dangerous curls!



Visit www.australiscosmetics.com.au for more information and Become a FAN on Facebook www.facebook.com/loveaustralis.

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

What is the name of the Australis mascara that gives you dangerous curls?

Congratulations to yesterday's lucky winner, Kathrin Cerwen from High Tech Health, QLD.