

PD competition winner

CONGRATULATIONS to Irene Nimorakiotakis from Pharmore Pharmacies who was the lucky winner of Friday's Australis competition.

For more chances to win, see **page two** of today's issue.

New US orphan drug

THE US Food and Drug Administration has announced the approval of clobazam (Onfi) tablets as an add-on treatment for seizures associated with Lennox-Gastaut syndrome in adults and children.

The medication is intended to treat a condition which affects less than 200,000 people in the USA and has hence been granted orphan drug designation by the FDA.

Lennox-Gastaut syndrome is a severe form of epilepsy which causes debilitating seizures.

Aussie drug OK for Europe

AUSTRALIAN-developed cystic fibrosis treatment Bronchitol has been given a positive assessment by the European Committee for Medicinal Products for Human Use, with the move "clearing the way for the product to be used in Europe".

Manufactured by Pharmaxis, the company said it expects the opinion to be confirmed by the European Commission, with a marketing authorisation for Bronchitol to be granted by January.

Bronchitol will be indicated "for the treatment of cystic fibrosis in adults as an add-on therapy to best standard of care," with Pharmaxis ceo Alan Robertson saying the approval was good news for the cystic fibrosis community "which has supported us throughout the development of Bronchitol."

"Bronchitol is a drug which was discovered and developed in Australia," he said, with the EU OK representing "the culmination of a great deal of work by many people."

Robertson said supply and logistics arrangements for Europe had already been established with Pharmaxis' marketing partner Quintiles, while Bronchitol clinical data had been made known to CF clinicians in recent publications and scientific conferences.

Bronchitol will be the first approved therapy in Europe to increase mucociliary clearance, a mechanism of action which has been shown to improve lung function and reduce exacerbations.

Currently approved in Australia for patients aged 18 and above, Bronchitol will also be part of an upcoming short clinical trial in children aged 6-17 "with a view to extending the licence to this age group," the company said.

Medicine memories

PHARMACISTS are being encouraged to share their memories of medicines for a Medicine Memories of a Nation collection to be shown in the National Library in Canberra.

The call comes from Medicines Australia (under its Australian Medicines Industry tagline), with MA ceo Brendan Shaw saying the development of antibiotics is seen as the most important medical development of the last 100 years.

"The infection fighting properties of antibiotics have had a great influence on society, with so many people choosing them as the greatest advance [in a recent survey]," he said.

If you have a medicine memory you would like to share, go to www.medicinememories.com.au.

Arthritis webinar

ARTHRITIS NSW is hosting an online community seminar for chronic pain led by Lois Tonkin, Physiotherapist, and Sarah Overton, Clinical Psychologist from Royal North Shore's pain clinic.

A registration fee of \$10.00 applies for Arthritis NSW members or \$15.00 for non-members.

Registration closes 16 November, call 02 9857 3300.

Australians encouraged to use SunSense



AUSTRALIAN TV personality and sun aficionado, Catriona Rowntree, helped kick off the SunSense UV Photobus tour last week (**PD** Fri), getting in for a consultation before the crowds descended.

The bus' first ports of call over the weekend included the sun drenched Sydney streets of Manly and Cronulla, with Rowntree lending her iconic image and voice to the call for Australians to come and have their skin checked by the SunSense team, and to learn about sun safety.

The bus is now set to travel the length of the country over summer offering Aussies the opportunity to have a free UV damage check, and to get sun protection advice from a skin expert as well as free products to take home.

Rowntree is pictured above with a SunSense Photobus Skin Expert.

New AusPARs on TGA

NEW AusPARs are available to view for Cetuximab, Dexamethasone, Gonadotrophin - human menopausal, Sildenafil & Filgrastim on the TGA website at www.tga.gov.au.



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PHARMACIES FOR SALE RECEIVER & MANAGERS APPOINTED

- Chemist Depot Grand Market Bankstown
- Chemist Depot Appian Way Bankstown
- Priceline Pharmacy Bankstown
- Chemist Depot Top Ryde

For sale by expression of interest closing
Friday 4 November 2011 at 4.00pm.

For a copy of the information memorandum please
contact Sean Roffey (PBS Pharmacy Brokers)

PBS-Pharmacy Brokers

GPO Box 2681 Sydney NSW 2001

Ph: (02) 9261 1123 | M: 0408 882 111 | Fax: (02) 9267 5562

Email: pbs@healthbusinesssales.com.au



Guild Update

This week's update from the Pharmacy Guild

Pharmacy Rewards

The Pharmacy Guild is once again looking to reward excellence in community pharmacy, with entries now open for the 2012 Pharmacy of the Year competition.

Sponsored by the Quality Care Pharmacy Program (QCPP), the awards provide the highest recognition of excellence in the industry.

The awards recognise excellence across three categories:

1. Business Management,
2. Innovation in Professional Services and
3. Community Engagement.

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2012 being selected from these three category winners.

The overall winner will be the pharmacy that stands out among the finalists and can demonstrate achievements across each of the three categories.

There is no better showcase of community pharmacy's individual and collective achievements than this rigorously judged and highly respected award.

Since its inception in 1998, the standard of entries for Pharmacy of the Year has improved each year, and I expect that 2012 will be no exception, particularly as 91.5% of all pharmacies are now QCPP-accredited, which is a record achievement.

Winners will share in a cash prize, receive a stylish trophy to display in their pharmacy, and a professional in-pharmacy photo shoot to be used in subsequent promotions.

The award ceremony will take place at the Australian Pharmacy Professional (APP) conference on the Gold Coast, 8-11 March 2012.

An innovative online form has been created to help streamline the entry process for all pharmacies.

Entrants can access the form at www.pharmacyoftheyear.com.au.

Submissions close Friday 2 December 2011 at 5pm.



The Pharmacy Guild of Australia

Pfizer asked to explain

PFIZER will have to explain the circumstances of its patient support program to the Therapeutic Goods Administration, according to a report in *The Age*.

In letters written to both Pfizer and the Pharmacy Guild of Australia, the TGA is asking for an "urgent" explanation of the circumstances of their commercial agreement to discover if it breaches the Therapeutic Goods Act which prohibits the promotion of PBS medicines to patients.

The action follows recent media attention of the deal between Pfizer and Guild offshoot healthlinks.net which sees pharmacists paid an administration fee of \$7 to sign patients up to a support program which gives them access to information about their prescription drug directly from Pfizer (*PD* 20 Oct).

Both Pfizer and the Guild have defended the program saying in no way is it unethical because it involves prescription medicines and

is not designed to promote any medications, but rather to encourage quality use and compliance with medicines.

According to reports as many as 18 similar patient support programs across the healthcare community are currently in use, however a spokesperson the Australian Medical Association told *The Age* that it was unaware of any programs in which GPs are paid to sign up patients.

MEANWHILE APESMA has again struck out at the deal saying "No Australian should trust emails coming from drug companies without getting independent advice from their pharmacist or doctor".

APESMA also criticised Medicines Australia for supporting the program.

"While Medicines Australia has come out in support of its donor they have failed to answer important questions about the controversy," said a statement from the union.

DISPENSARY CORNER

ALIENS have landed?

Conspiracy and science-fiction fans worldwide are frothing at the mouth over new video footage released on YouTube of a supposed alien idly wandering through the Amazonian rainforest.

The video was posted by a paranormal expert, Michael Cohen, who allegedly obtained it from two British tourists who were videotaping children from a village in the Mamas region of the Amazon.

The footage shows the children in the forefront of a cleared area, with the ET-esque alien standing next to a tree in the background casually watching the proceedings.

Cohen has defended the footage from hoax claims saying "it comes from an area known for experiencing intense UFO activity".

To view the "evidence" for yourself **CLICK HERE**.

MEDICAL miracle.

A litter of extremely rare white tiger cubs has been delivered at Kameltheaters Kernhof zoo in Austria, in what scientists and animal experts are calling nothing short of a miracle.

"White Bengal tigers are very rare and usually arrive as single cubs," said a zoo spokesperson. "To have three in one litter is amazing," the spokesperson added.

Not only lucky for the zoo and for the prospects of the species and its dwindling numbers, but the three zoo births are a very lucky occasion for the cubs themselves as they would have been unlikely to survive in the wild due to their albino colouring.



Your afternoon dose of cuteness

WIN AN EMU SPIRIT PACK



This week **Pharmacy Daily** is giving 10 lucky readers the chance to win an Emu Spirit Pamper Bundle, courtesy of **Emu Spirit**.

Our Pamper Bundle is the perfect combination for those who cherish their skin.

Each bundle is valued at over \$110 and contains: 1 x Moisturising soap bar, 1 x 100g Day Crème Refresh and Renew, 1 x 100 g Night Crème Repair and Restore and 1 x 125ml Oil of Emu.

Emu Spirit's Oil of Emu is a natural anti-inflammatory that can be used to treat all aches and pains to skin conditions such as psoriasis and eczema. Best of all, Oil of Emu can also be used to promote general health and wellbeing and is a wonderful source of 'skin food' to assist dry itchy skin, scars, and fine lines.

For your chance to win an Emu Spirit Pamper Bundle, simply be one of the first two people to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

How many sizes does the Oil of Emu Omega 3,6,9 Capsules come in?

Hint! Visit Emu Spirit website at: www.emuspirit.com

Congratulations to yesterday's lucky winner, **Adrian Sung** from **Pharmacy Online Discount Outlet**.