

PD comp winners

CONGRATULATIONS to the winners of last Thursday and Friday's Press & Go Nail competition: Eva Goodlich, Yokine Pharmacy Perth; Brad Garnett, Apotex; Adrian Sung, Pharmacy Online Discount Outlet; Lachlan Rose, Manly Vale Pharmacy; Caroline Bailey, Omega Pharma; and Joanne Campbell, Macquarie Hospital.

Mental development

THE third phase of the Mental Health Professionals Network project has been launched, with the Govt providing almost \$7m to the network to support better training and professional development.

Accidental deaths down

A NEW US Centres for Disease Control and Prevention study has found that mortality rates from unintentional injuries in children and teens dropped nearly 30% between 2000 and 2009.

The Vital Signs report looked at accident statistics involving children aged 0-19 years and found that whilst overall numbers have been dropping, rates of poisoning in American teens aged 15-19 increased a whopping 91%, a figure which researchers attributed largely to prescription drug overdose.

To counter this rise the CDC has suggested that a focus on appropriate prescribing, proper storage and disposal, discouraging medication sharing, and state-based prescription drug monitoring programs may reduce deaths.

Sigma focus on pharmacists

SIGMA Pharmaceuticals has reaffirmed its commitment to its retail operations, with the company's annual report released yesterday outlining the outcome of a strategic review of the business.

The report says that Sigma "recognises the need for significant investment in our retail brands" and outlines a number of "retail pillars" as the business looks ahead.

These include the appointment of brand ambassadors Georgie Parker, star of TV soap opera *Home and Away* for the Amcal brands, and Dr Cindy Pan for Guardian.

Sigma is also set to develop consumer-based retail formats based on segmented data, as well as shifting to a multi-channel strategy which incorporates e-commerce and social media.

Ethics awarded

MEDICINES Australia has awarded 14 medical sales representatives from the Australian medicines industry with Continuing Education Program Awards for achieving the best marks in their compulsory ethics education program.

Winners included: Wendy Carrol, Sanofi; AstraZeneca's Margaret de Jong, Kristen Viero, and Lucy Nicholson; Natalie McLean, Mundipharma; Neil Stilgoe, Boehringer Ingelheim; Maria Lizbeth Piedad, MSD; Carla Silvestri, MSD; Martin Kelly, Novartis; Laurent Wieher, Abbott; Sean Lim, Pfizer; Joanne Campbell, Novartis and Kimberly Varga, Amgen.

Also on the agenda are "reinvigorated and improved supplier engagement programs that provide partnership opportunities and more dynamic sourcing capability".

The report summarises Sigma's recovery, with the new strategic plan placing "the consumer and pharmacist at the centre of everything we do," according to CEO Mark Hooper.

A stronger financial performance, showing a \$50.3m full year profit, was underpinned by operational efficiencies following the move to the new highly automated Rowville site in Vic, along with market share gains which came despite the advent of the Pfizer Direct model.

However Hooper warned that the coming year brings further challenges including an expected slowing of industry growth due to the PBS reforms.

The report also reveals that Hooper was paid about \$1.7m for the year, including a \$622,000 cash incentive.

Urological decline

A NEW GBI Research report is predicting that major pharmaceutical companies will lose their hold on the urological disorders market by 2017.

This trend, according to the report is based entirely on multiple patent expiries which began in 2009 and will continue through until 2017.

Patent expiries of leading drugs are expected to erode the 72% market share held in 2010 by Johnson & Johnson, Boehringer Ingelheim, Astellas Pharma, Pfizer, and GlaxoSmithKline, with Astellas Flomax (tamsulosin) and J&J's Levaquin (levofloxacin) already having lost their patents in 2009 and 2010 respectively.

Drugs set to lose patent protection in the coming years include, Pfizer's Detrol (tolterodine) in September 2012, J&J's Doribax in 2015 and GSK's Avodart in 2015.

The global urological market was estimated to be worth \$8.1b in 2010, and is forecast to increase in the future to exceed \$10b by 2017.

PRIME FOR PERFECT MAKEUP

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Which is applied first, Collagen Lift or Instant Wrinkle Filler?

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Email your answer to: comp@pharmacydaily.com.au

Congratulations to yesterday's lucky winners, Devina Jogia from Deepdene Pharmacy and Maryann Gale of Boambee Amcal Pharmacy.



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Guild Update

Are you in NSW and want to make the Fifth Community Pharmacy Agreement work for your pharmacy?

If so, register for the upcoming Primary Health Workshops, which offer hands-on participation to prepare a health promotion and learn about how screening and disease state management can work in your pharmacy.

The workshops begin with a Quality Care Pharmacy Program (QCPP) presentation to pharmacists and pharmacy assistants on primary health care.

Pharmacists then take part in a clinical case study on asthma with the team from QCPP, while pharmacy assistants undertake cough and cold Refresher Training with Guild Training.

The afternoon sees attendees come together to understand how to "make the service work in your pharmacy and improve your profits".

The next session is being held on Sunday 6 May in Orange.

Further sessions will be held in Newcastle, Port Macquarie, Wollongong, Narooma, Penrith, Tamworth, Mascot, Mittagong, Gosford and North Ryde.

The workshop will be transmitted via video link to nominated venues in Wagga Wagga, Dubbo and Broken Hill.

Registration is essential and the cost is \$50 per pharmacy (for up to four participants) and \$20 per additional guest.

Click [HERE](#) to download the registration form and confirm your place now.



The Pharmacy Guild of Australia

Poor asthma management

MANY Australians suffering from asthma are under treated according to a new report in the NPS' *Australian Prescriber*.

The comments come from Associate Professor Helen Reddel, research leader at the Woolcock Institute of Medical Research who said that more than 50% of all asthmatics aged 15-34 are dispensed preventative medications only once a year.

This statistic, according to Reddel indicates that "many people are not taking enough of these medicines to reduce the risk of asthma flare-ups".

Other issues with asthma management according to Reddel include the fact that most asthmatics do not use their inhalers correctly, which not only wastes their medication, but leads to poor clinical outcomes.

"Deaths from asthma have dramatically fallen in recent years, so it is often perceived as a commonplace and rarely serious condition," she said.

The cost of cheap fills

AMALGAM (mercury dental fillings) are not the cheaper option when external costs are taken into account, according to a new study.

The US report found that the cost to the wider community via pollution, deterioration of public resources, and the health effects associated with mercury contamination push the cost of amalgam to at least an extra US\$41 per filling.

"Highly focused and specialised"
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"However, treatment of asthma in Australia is not optimal," she added.

Interestingly Reddel also said that there is a high portion of sufferers who are being "over treated" and are prescribed higher dosages of medication than what is necessary to treat their condition.

"The majority of preventer prescriptions for asthma in Australian adults are for the highest potency combination of an inhaled corticosteroid and long-acting beta₂ agonist rather than a low-dose inhaled corticosteroid which alone should be sufficient for most patients," she said.

Instead of overmedicating patients, Reddel recommends that patients have their asthma control and risk factors reviewed once or twice a year, and have their treatment adjusted if necessary.

"Patients may also make short term adjustments for worsening asthma in accordance with their written action plan," she added.

See www.australianprescriber.com.

New genae CMO

CONTRACT Research Organisation, genae, has appointed Dr Catalina Tran as its Chief Medical Officer.

Dr Tran is a Cardiology Specialist at the Interventional Cardiology Department of the Centre Hospitalier Universitaire Vaudois in Lausanne, Switzerland, and in her new role she will be responsible for all clinical, safety and risk management related to genae's research services.

DISPENSARY CORNER



FINES can be hazardous.

A zealous traffic warden held on for dear life after jumping on the front of a bus when its driver refused to pay a fine.

The warden was filmed clinging to the bus as it drove down a street, pursued by police and concerned citizens.

The driver was arrested shortly after, and the warden escaped unharmed.

BEWARE coldsores.

An edible elevator artwork is raising the eyebrows of office workers at Engine on London's Great Portland Street.

The artwork, titled Jaffa Cakes, was inspired by Willy Wonka, and covers the inside of a lift with wall paper upon which is a tasty graphic of Jaffa Cakes.

The work took a team of artists and food technicians a month to create, and allows workers riding in the lift to lick the Jaffa Cakes and taste their sweet flavour.

"We are all about bringing a bit more fun to life and this was the perfect way to get a little joy straight to stressed out office workers," said the money behind the artwork, McVitie's Jaffa Cakes', Philippa Tilley.



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