

More cancer info

THE Department of Health has announced that it will publish raw data on cancer surgery waiting times from May 2012, with an accompanying narrative about the variations in types of cancers, as well as information about the numbers of reporting hospitals, until national benchmarks are developed.

The announcement follows the recent release of cancer treatment services information in March 2012 on the national MyHospitals website.

P&G signs Moffatt

PROCTER & Gamble has signed Australian triathlete and two-time world champion Emma Moffatt as its official Metamucil ambassador for the London 2012 Olympic Games.

MS Awareness Week

THE official theme for this year's MS Awareness Month in Australia is 'Kiss Goodbye to MS'.

Launching in May, MS Awareness Month is designed to get Aussies talking about the disease, the most common neurological condition for young people in the country.

The theme partially reflects the fact that 75% of people with MS are women, and requires people to wear red lipstick or a red article of clothing, a red Kiss Badge, or red Kiss t-shirt to get the conversation ball rolling.

For more information visit www.kissgoodbyetoms.org.

Whitening clarification

THE Australian Dental Industry Association (ADIA) has announced plans to review the regulatory standards for teeth whitening products, following the ACCC's ban on the sale of teeth whitening kits containing concentrations of greater than 6% hydrogen peroxide or 18% carbamide peroxide to consumers.

"Until the ACCC clarified the safety requirements for teeth whitening products, it was not uncommon for kits containing concentrations of greater than 6% hydrogen peroxide or 18% carbamide peroxide to be sold directly to patients," ADIA said in a statement.

"The ACCC has advised that this practice is unsafe and inconsistent with the Poisons Standard," ADIA

added, saying that despite this these kits can still be sold by the dental industry to registered healthcare professionals, provided they are not designed for unsupervised take-home use by patients.

According to ADIA, under the regulations, teeth whitening procedures can still be carried out by registered healthcare professionals using products with greater than 6% hydrogen peroxide or 18% carbamide peroxide, however such procedures need to be performed under the direct supervision of the registered healthcare professional, usually within a dental practice.

Meanwhile, teeth whitening kits containing concentrations of 6% or less of hydrogen peroxide and 18% or less of carbamide peroxide can still be supplied directly to patients or consumers, including via over-the-counter sales.

"ADIA cautions that such products need to be packaged in accordance with state regulations supporting the Poisons Standard and the mandatory requirements for the ingredient labeling of cosmetics," ADIA said.

Currently ADIA is in the process of looking over options to review the regulatory standards for teeth whitening products, saying that it is "seeking an outcome that is based on a risk management approach designed to ensure public health and safety, while at the same time freeing industry from any unnecessary regulatory burden".

Pharma partnership

THE University of NSW has signed an agreement with leading Indonesian pharmaceutical company, PT SOHO Global Health of Indonesia, regarding supercritical fluid technologies developed by chemical engineers at UNSW.

Under the agreement, PT SOHO plans to use the supercritical fluid technologies to uncover the evidence-based potential of long-used herbal remedies.

"The technologies we have developed have the potential to uncover the true medicinal value of many plants that have not yet been explored," said UNSW's Professor Neil Foster.

Actemra approval

ACTEMRA (tocilizumab) will be listed on the Pharmaceutical Benefits Scheme from 01 May 2012 for the treatment of sJIA in patients under 18 years of age.

sJIA is one of seven types of juvenile arthritis and is considered to be the most difficult sub-type to diagnose and treat.

Actemra is a biologic therapy specifically designed to block the action of the body's protein messenger interleukin-6 which contributes to chronic inflammation.

The listing extends the drug's current availability on the PBS for the treatment of severe, active rheumatoid arthritis in adults.

Dementia a priority

DEMENCIA is set to become a National Health Priority, following the Minister for Health, Tanya Plibersek's announcement that the Government is set to propose its designation.

The proposal comes in response to figures projecting the rapid and high growth of dementia forecast for Australia over the coming decades, a situation which Plibersek called a challenge to the health sector.

Plibersek said that making dementia a national priority area would help focus attention and drive collaborative efforts aimed at tackling dementia at national, local and state and territory levels.

As such, the Govt intends to formally bring a paper on this issue to the Standing Council on Health's August 2012 meeting.

NO GROUP CAN OFFER YOU ALL OF THESE BENEFITS!

HIGHEST WHOLESALE PBS DISCOUNT

5.5%

BEST OTC SUPPLIER DISCOUNTS

TOP +10%

HIGHEST Rx GENERICS DISCOUNTS

90%

LOWEST MEMBERSHIP FEE/MONTH

\$99



FOR MORE INFORMATION:
Contact our National Sales Manager
David Patton m: 0432 515 717

Founded and owned by a chemist, Synthon is vertically integrated ensuring quality every step of the way

www.synthon.com.au

Synthon



Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is

Anthony White,
Chief Executive
Officer of Terry
White Chemists



With pharmacy-based flu immunisation services now well underway we are beginning to see some interesting results.

It is clear the early consumer response has been as we predicted – that pharmacy-based flu immunisation services for 2012 would report a significant uptick in terms of demand.

Some weeks ago we went on record in the pages of *Pharmacy Daily* stating that we expected demand for flu vaccinations to double this year.

We are pleased to say we're on track to deliver and have provided 7000 flu vaccinations against roughly 4000 delivered last year, with the program still ongoing across the network.

At Terry White Chemists we already know we will record substantial growth in our Flu Vaccination Nurse Service this year with numerous stores adding additional appointments to cope with demand.

What we look forward to knowing a little more of is what is driving demand, in what sectors and where?

It is too early to cite these demand drivers with any meaningful degree of certainty.

Yet initial data is providing interesting insight into which consumer groups are likely to lead the charge towards adoption of pharmacy as a destination for professional health services more broadly.

The Fifth Community Pharmacy Agreement makes it very clear that the federal government believes pharmacy has an increasing role to play in the provision of professional health services.

However pharmacists must be strategic in adopting relevant services which marry up with consumer 'comfort' and demand.

At Terry White Chemists we're pleased to see the exponential growth in consumer demand for pharmacy-based flu services. It's a service that makes perfect sense for a range of consumer groups, and subsequently, for the industry as well.

Further cuts add savings

FROM 01 August a further 13 medicines will take price cuts of between 11% and 77%, as part of the ongoing price disclosure system agreed between Medicines Australia and the Government.

Accounting for more than 200 brands the 13 medicines include Amisulpride (to drop 18.27%); Bisoprolol (dropping 18.75%); Cefalotin (down 16.99%); Doxorubicin (down 32.97%); Escitalopram (36.76%); Levetiracetam (14.15%); Meloxicam (23.62%); Mitozantrone (18.25%); Ondansetron (77.25%); Oxaliplatin (51.76%); Oxybutinin (11.25%); Perindopril (11.59%); Prochlorperazine (25.55%).

The cuts, announced on Friday, are in addition to the \$1.9b in PBS savings agreed in a MoU between Medicines Australia and the Government, part of which saw 74 medicines take price cuts from the beginning of this month.

"Yet again we're seeing price disclosure putting downward pressure on the price of medicines and containing PBS expenditure," said MA Chief Executive Dr Brendan Shaw.

"There are further price cuts confirmed today and more to come in the future as more medicines go off-patent and become subject to price disclosure. We expect more savings to accrue to the Government in years to come," he added.

Meanwhile in the wake of the reductions, Shaw continued to push Medicines Australia's stance that the Government should steer away from any further PBS reform.

"It is very clear that the long-term strategy to keep the PBS sustainable is working," he said.

"By any measure the PBS is being well managed, spending is being contained and the program is sustainable," he added.

WIN A NUDE PAPAW OINTMENT



This week *Pharmacy Daily* is giving 10 lucky readers the chance to win a Nude Papaw Ointment 75g Tub valued at \$12.95 each, courtesy of **Nude by Nature**.

Introducing Nude Papaw! The Naturally derived Papaw ointment.



Unlike most popular Papaw ointments, Nude Papaw **does not** contain petrochemicals or preservatives. Instead Nude offers genuinely natural relief from only natural and naturally derived ingredients.

Nude Papaw combines the fresh fermented fruit of the healing papaya with beeswax and an infusion of vanilla essential oils.

Soothing natural relief on: Nappy rash, minor burns, sunburn, open wounds, chafing, gravel rash, cuts, insect bites and cracked lips.

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

What two types of UNNATURAL ingredients do other Papaw Ointments have?

DISPENSARY CORNER

SLEEP for mental acuity.

A truck driver in the Czech Republic has blamed his dangerous road behaviour on severe fatigue, telling police that he didn't notice that he had no front wheel because he was fatigued.

"I could have sworn it was there when I set off," he said.

For his lack of awareness, the man has had his truck impounded and has lost three points on his license.

STOP the spread of zombies.

Pharmacy students at the US University of Rhode Island have led a public appeal to stop the spread of zombies.

The brave students went as far as opening a "clinic" on campus to dispense zombie medications, Zombivir and Gummivir, (sour patch and gummy bears lollies).

Whilst the clinic was a light-hearted way to spend a day, the day of the dead had a more serious purpose, to educate the students on infectious diseases and how to respond to them.

Associate Professor Jeffrey Bratberg led the day, and told journalists that "We are running a mock point of dispensing operation, which is the standard in response to outbreaks of small pox, flu or anthrax."

"The focus of this public health class is to teach pharmacy students how to recognize infectious disease outbreaks, how they spread among populations, what the symptoms look like and where in the world they develop."

"And as everyone knows, if you can get treatment within 24 hours of a bite from a zombie, you won't come down with the symptoms," he added.

