

PharmacyLIVE 2012

PHARMACYLIVE 2012 will be held in Sydney at the Sebel Parramatta between 9-10 Sep, and will give pharmacists the opportunity to earn up to 24 Group 2 CPD credits.

The conference will feature clinical and practical sessions designed to build skills, as well as interactive delivery sessions focused on planning and processes.

Expanded Prolia

FROM this month more women with postmenopausal osteoporosis will be able to receive reimbursement for Prolia (denosumab) following an expanded listing on the Pharmaceutical Benefit Scheme.

As such, Prolia (denosumab) is now listed on the PBS as the sole anti-resorptive agent for: established postmenopausal osteoporosis in a woman with fracture due to minimal trauma; and osteoporosis in women aged 70 years of age and older with a Bone Mineral Density (BMD) T-score of -2.5 or less.

Is telehealth the future?

THE provision of healthcare services via telecommunications may be the way of the future, according to a new report by GlobalData.

The *Telehealth and Telemedicine* –

ACP applications

THE Australian Pharmacy Council is calling for applications for membership of the APC Examining Committee.

To be eligible for one of the vacant positions on the Committee, an applicant must: be a pharmacist with an academic background in teaching or research; or be an overseas trained pharmacist who is registered in Australia as a result of completing the APC examination process.

Applications must include a CV and be submitted to the APC by close of business on 07 September 2012.

Send email applications to: nathan.ford@pharmacycouncil.org.au.

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BioCeuticals upgrade

BIOCEUTICALS has relaunched its Liquid Vitamins and Minerals range with new tamper-evident features, eye catching packaging and colour-coding for range familiarity.

In addition the liquid range now includes a Consumer Product Information leaflet in every box, which is also available in various languages online.

New asthmagen list

THERE are 374 different substances both naturally occurring and man-made that have known or suspected links to asthma, according to a new report.

The *Healthy Environments: A Compilation of Substances Linked to Asthma* report by Perkins + Will looked at eight lists published by Government agencies, academic sources and third party regulatory agencies to arrive at its own conclusive list.

"The most important finding is that the substances that are commonly linked with asthma are ubiquitous," the report said.

"From a kindergartner, to a nurse or a manufacturing plant worker, everyone is exposed to these substances in their respective environments," the report added.

The report also noted that there are many factors that determine how an individual will react to an asthmagen, adding that two asthmatics may have similar levels of sensitivity to cat dander, but very different levels of sensitivity to benzene.

"It is also particularly difficult to predict the impacts of individual substances when individuals are exposed to multiple substances at the same time," the report added.

Asthmagens found in 10 or more products included ammonium, persulphate, sulfuric acid, zinc, chloride and carmine; whilst other notable substances commonly found in nature include pollen, wood products and buckwheat.

The occupations most heavily affected by substances with links to asthma include healthcare, manufacturing, agriculture, and adhesives and the plastics industry.

To view the report and the list [CLICK HERE](#).

WIN A EUKY BEAR PACK



Every day this week, *Pharmacy Daily* is giving one lucky reader the chance to win a Euky Bear Pack, valued at \$50, courtesy of **FGB Natural Products**.

Each pack contains a Euky Bearub, Euky Bear Thermometer, Koala Soft Toy and Information Guide.

Euky Bear to the rescue! Little noses blocked? Luckily there is a natural

way to provide some relief to your sniffling tot, with Euky Bearub! This fast acting, gentle and naturally soothing Australian Eucalyptus chest rub helps to relieve a sore throat, clear a stuffy nose and soothe irritating chesty coughs.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the daily question below.

What does Euky Bearub provide to your sniffling tot?

Email your answer to comp@pharmacydaily.com.au

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winner **Michael Browne**, from **Boehringer Ingelheim Pty Limited**.

Global Opportunity Assessment, Competitive Landscape and Market Forecasts to 2018 report states that telehealth may hold the potential to change the way people receive medical care, and predicts that the worldwide telehealth and telemedicine market will experience a boom in growth over the next few years as technology expands in terms of the number of applications and availability.

According to the report, the global market for telehealth and telemedicine will jump from \$13.2 billion to \$32.5 billion by 2018.

This double digit growth, according to GlobalData, will be driven by the need to increase the reach of quality medical care to remote locations, as well as to reduce healthcare expenditure and enable the optimal usage of limited provider resources.

Other contributing growth factors include the accelerated growth of "robust telecommunication technologies", the increased adoption of related healthcare IT solutions and the readiness of companies and governments to explore this option.

"Currently the US dominates the industry, holding a 51% share in 2011, but it is the Asia-Pacific region that is estimated to exhibit the most impressive growth," GlobalData stated.

Last year the Asia-Pacific region contributed around \$2 billion to the telehealth and telemedicine market, however this figure is expected to quadruple to \$8 billion in the next eight years.

"This means a CAGR of 21%, while the US and European markets are expected to climb at the less substantial rates of 12% and 13%, respectively," GlobalData said.

"Growth in the Asia-Pacific region is expected to be driven by improved awareness of the model's potential for expanding the penetration of affordable medical care to the wider population, with the governments of India and China rapidly adopting and pushing telehealth to cater to the needs of the huge rural patient population," GlobalData added.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Cruise Weekly**.

CRUISE WEEKLY

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AURORA Expeditions is celebrating the Olympic Games by offering 20% off selected 2012 November and December Antarctica voyages.

The discount is applicable on its 26 November Ushuaia kayaking, photography, climbing, camping roundtrip, 06 December Ushuaia to Punta Arenas kayaking, photography and camping and 14 December Punta Arenas to Ushuaia Antarctic Peninsula kayaking and camping voyages.

For full details of the voyages and pricing visit Aurora at - www.auroraexpeditions.com.au.

BEYOND Travel have released a new range of river cruising options for 2013 across Russia and Europe.

The line-up includes an eight-day French river cruise which investigates the Provence and Burgundy regions and is priced from \$1,680pp twin share.

Longer cruising options include an 15-day Amsterdam to Budapest voyage, priced from \$3,850pp twin share.

In addition, bookings made before 31 October will receive 700 per couple in flexible Discover More Travel Credits which are valid for a year and can be used on any additional Beyond Travel product, such as airfares, accom for pre and post river cruises, sightseeing, European rail passes and more. Call 1300 363 554 for details.

Targeted pain response

RECKITT Benckiser's targeted relief of pain claims are causing a stir in the industry, after the TGA released its determination in relation to complaints over advertising.

The furore started two years ago when Choice awarded Nurofen a Shonky Award for its range of caplets for migraine, back, tension headache and period pain whose ingredients were identical from product to product.

"So does the back pain version somehow magically go straight to your back – and only your back – as soon as you've swallowed it?," Choice said.

This award was followed up in June 2011 with a complaint to the Complaint Resolution Committee (CRP) about Nurofen TV ads which claimed "targeted relief from pain" and "goes straight to the source of the pain".

In August 2011 the CRP requested Reckitt Benckiser withdraw the advertisement from further publication; and to withdraw any representations, in the context of headaches, that the advertised product goes straight to the source of pain or targets pain.

Reckitt Benckiser however disagreed with the request and continued to run the ads, saying "Nurofen advises that consumers will continue to see the familiar branding of the Nurofen target and messages of Nurofen working at the site of the pain".

"This branding includes TGA approved claims on packs that Nurofen provides targeted relief from pain," the manufacturer said.

This non-compliance issue was referred by the CRP to the TGA in September last year, and this week the TGA released the outcome of the review which ordered the company to withdraw the "Live Well Headache" television advert; withdraw any representations, in the context of headaches, that the advertised therapeutic good "Nurofen" goes "straight" to the source of the pain; and not to use the representations in any other advertisement.

Meanwhile in July 2012 Reckitt Benckiser advised the delegate of the Secretary that it complied, and will continue to comply, with the orders.

This however is now being challenged by self appointed industry watchdog Ken Harvey, who wrote to the TGA's Complaints Resolution Panel saying the manufacturer has not complied with the CRP or the delegate's determination.

"I submit that this entire Nurofen campaign using a "target graphic" and numerous claims that different products (containing the same active ingredient) "target the source of the pain" is in breach of the Competition and Consumer Act (misleading and deceptive conduct)", Harvey said, adding that the campaign also breached sections Therapeutic Goods Advertising Code.

In addition Harvey used the complaint to lampoon "major defects in the current complaint handling system".

"Sponsors can disagree with the independent CRP determination and continue to promote while the problem is referred to the TGA".

"It is my view that promotion should cease once a CRP determination has been made and until such time as any review has exonerated the claims made. The current system is heavily weighted in favour of the sponsor and provides the consumer with little protection," he said.

Australian skin concerns

AUSTRALIANS are more concerned about their skin tone and texture than they are about their weight, according to a survey conducted by the Cosmetic Physicians Society of Australasia.

The survey assessed what were the major appearance concerns of 751 respondents and found that skin tone (incl sun spots, freckles, pigmentation and complexion) took the top spot with 58% of the vote; followed by the appearance of fine lines (38.9%); and in equal third place loss of volume in the face and weight (each scoring 34.6%).

DISPENSARY CORNER

SUN protection?

A Swiss soccer player, Rafi Bohl, has learned the hard way that slip, slop, slap is the sensible thing to do when it comes to sun exposure.

In a moment of what can only be thought of as misguided devotion, Bohl decided to gaffer tape his player number onto his chest and sit out in the sun without a shirt or sunscreen all day.

After a day of this exposure Bohl had essentially reverse branded the number onto his chest, and was left lobster pink and hardly able to sit for days afterwards.



IT'S all fun and games until someone gets the flu.

A new poll has found that more than a third (44%) of Australians over the last month have stayed up late or set the early-alarm to watch either a Wimbledon match, the Tour de France or the Olympic Games.

Interestingly, this same poll found that 52% of those who had stayed up late reported to have suffered from cold and flu symptoms, dubbed by pollsters as the "Games Flu".

Responding to the survey results Dr Ginna Mansberg, women's health expert, showed slight disapproval of the devout sports fans, saying "Individuals burning the candle at both ends and those who suffer poor sleep quality are more susceptible to common colds, flus and other viruses".

"As we experience the 'Games Flu' syndrome this winter with individuals who are sleep-deprived particularly vulnerable.

"Mums and bubs who also suffer from sleepless nights are also most at risk that's why prevention, is key to beating the bug," she added