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## API 2013 calendar

API'S 2013 Calendar features large dates, pension and family allowance days, veterans affairs, moon phases, as well as an optional free QR on the baseplate to allow pharmacies to connect with customers digitally.

For more details see p3.

## Aussie research boost

THE third and final stage of the John Curtin School of Medical Research at the Australian National University in Canberra has been opened this week.

Commenting on the debut, the Minister for Health, Tanya Plibersek said "If we are to build a better, and healthier, future for Australians, we need to make a considerable investment in health and medical research".

## Mental health support

THE Government has said it is making "solid progress" towards its goal of opening up to 16 mental health centres for young Australians across the country by 2014, with the first centres to open by the end of this year.

"Mental illness disproportionately affects young people, but only 25 per cent of 16 to 24 year olds who experience mental illness will get help," said Minister for Mental Health Mark Butler.

"The centres will have the capacity to provide services for up to 700 young people each year when they are fully established," he added.

## More PBS disappointment

INDUSTRY members are up in arms over the Federal Government's decision to reject the Senate Committee's recommendation to reinstate the '\$10 million rule'.

"This was the government's opportunity to shut down the deferral issue once and for all," CE of AstraZeneca Australia, Mark Fladrich told media.

The \$10 million rule basically meant that drugs which had received a positive recommendation by an independent committee for PBS listing and which would cost less than \$10 million per annum, could bypass the Cabinet approval process.

The Senate inquiry kicked-off after the Government's decision

last year to defer the listing of new medicines on the PBS, recommended by the Pharmaceutical Benefits Advisory Committee, a move which caused uproar within the healthcare, consumer and patient environments.

Speaking in the wake of the latest decision, Consumer Health Forum CE Carol Bennett said "the lack of a firm commitment leaves the door open for this government and future governments".

"We need to ensure access to essential drugs is protected from political interference," she added.

MEANWHILE the Federal Government also rejected the Senate Committee's recommendation to reverse the current cost offset stance towards new medicines on the PBS.

As such the cost offset will remain in place, and drugs new to the PBS will have to be balanced by savings.

This position leaves life extension drugs and the patients that would benefit from them in murky uncertain waters, given that these drugs have no cost offsets.

## Tarceva approval

THE Therapeutic Goods Administration has approved the targeted cancer treatment, Tarceva (erlotinib), for first-line treatment of patients with advanced (stage IIIB) or metastatic (stage IV) non-small cell lung cancer (NSCLC) with epidermal growth factor receptor (EGFR) activating mutations, which can be determined through a diagnostic test.

Tarceva, an oral medication, is already approved for second-line use in people with metastatic or advanced NSCLC, irrespective of their EGFR status, both as maintenance therapy in patients who have not progressed on first-line chemotherapy and in patients who failed prior chemotherapy.

Tarceva slows disease progression by targeting the human epidermal growth factor receptor (EGFR) pathway- a key component of the signalling pathway, which plays a role in the formation and growth of numerous cancers.

The drug works by blocking tumour cell growth by inhibiting the tyrosine kinase activity of the EGFR signalling pathway inside the cell.

## Pharmacy forum

SERVICE Skills Australia has announced a community pharmacy forum to be held in Coffs Harbour on 14 September.

The aim of this forum will be to discuss the recent changes in pharmacies across the country, how the industry as a whole and as individual pharmacies are adapting in response to the changes and looking at potential trends.

Central to this discussion will be the exploration of skills required for workers in community pharmacies, now and into the future.

The Forum will take place between 10am and 12.30pm at Coffs Harbour TAFE, email [linda.johnston4@tafensw.edu.au](mailto:linda.johnston4@tafensw.edu.au) for details.

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## Guild Update

### New Pharma

The Pharmacy Guild of Australia has recently released a video online at

[www.newpharma.org.au](http://www.newpharma.org.au) which takes you on a tour of the New Pharma diagnostic tool developed by the Guild in 2011.

The New Pharma program has been designed by industry experts and successful pharmacy proprietors for potential pharmacy owners.

The online program looks at three different routes to pharmacy ownership:

- Buying a pharmacy outright;
- Buying a shareholding in a pharmacy; and
- Progressively buying out existing owners

With development partners RSM Bird Cameron and Meridian Lawyers, the Guild developed New Pharma with Zenbuu Pty Ltd (also the Guild's partner in the Good Pharma project).

New Pharma was inspired by the work of the late Judy Liauw, President of the Guild's Tasmanian Branch and Guild National Councillor, as well as chair of the former Women and Young Pharmacists' Committee.

New Pharma is the realisation of Judy's desire to provide access to the right information in a simple and logical format for all young pharmacists considering ownership.

The Guild hopes that the development of New Pharma will see many more pharmacists become owners and prevent situations where young pharmacists are attracted into partnerships where they have little equity or influence in the business.

Subscriptions to New Pharma can be made online at <http://www.newpharma.org.au>.



**The Pharmacy  
Guild of Australia**

## Greater drug transparency

A NEW Transparency Working Group taskforce is currently being put together, made up of healthcare, consumer and industry groups, with the aim of developing new measures to increase transparency of pharmaceutical company payments to healthcare professionals.

Chaired by Medicines Australia Board member Dr Dominic Barnes, the group will address the question of what further transparency measures should be introduced that would best serve the community.

So far, Medicines Australia has invited the AMA, the Royal Australian College of Physicians, the Consumers Health Forum and other key healthcare and consumer organisations to join the group.

"The working group will evaluate the different models for further transparency and identify an effective mechanism for ensuring additional transparency of what is a vital relationship for the effective operation of the health system,"

said Medicines Australia chief executive Dr Brendan Shaw.

"Industry engagement with doctors and other healthcare professionals is important because patients want to be sure that their doctors know how to use the medicines they're being prescribed.

"Transparency is critical because it builds public confidence in the valuable and necessary engagements industry has with consumers and healthcare professionals," he added.

Speaking about the Group's future actions, Shaw said there are a number of possible models for future transparency to consider, and that the taskforce's key task will be to recommend a model that is practical and provides consumers with the information they need.

The working group will meet monthly from September 2012 and will report to the boards of the working group member organisations by December 2013, with interim reports every six months.

## WIN A BODHI ME PACK

Every day this week **Pharmacy Daily** is giving two lucky readers the chance to win a new Bodhi Me pack from **You, Me and Everybody®**.



Each prize pack is worth \$85 and includes Bodhi Me Hand Wash, Body Wash, Body Lotion, Shampoo, Conditioner, Cream Cleanser, Facial Scrub, and Daily Moisturiser.

What's not in skin care products is nearly as important as what is in them, and Bodhi Me is a range of skin

and hair care products that have been formulated to exclude harsh ingredients so they are good for the entire family. The products are also Australian made, suitable for vegans and free from animal testing.

Bodhi Me – we decided to leave out the bad stuff so you can enjoy the good stuff.

For your chance to win this great prize pack, simply be one of the first two people to send through the correct answer to the question below.

### True or False - Are Bodhi Me products suitable for Vegans?

Congratulations to yesterday's lucky winners, Lisa Kouladjian from Clinical Pharmacology University of Sydney, and Mary Emanuel from Australian Self-Medication Industry!

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Hint! Visit [www.youmeandeverbody.com.au](http://www.youmeandeverbody.com.au)

## DISPENSARY CORNER

### A BEAR sized headache.

A family of bears are learning the dangers of overindulgence in alcohol, as they nurse hangovers caused by collectively imbibing over 100 cans of beer.

The furry family, comprised of a mumma bear and three cubs, broke into a holiday cabin in Norway where they discovered the amber gold.

The party then began with the bears biting into the beer stores, and drinking them dry, before proceeding through the cabin smashing furniture rock-star-style, and eating all the stored food.

"They had a hell of a party in there," said cabin owner Even Borthen Nilsen.

"The entire cabin was destroyed.

"The beds and all kitchen appliances, stove, oven and cupboards and shelves were all smashed to pieces.

"It's almost like taken out of Goldilocks and the three bears," he added.

### SWIMMING in the sky.

No one would have thought you would be at risk of getting acrophobia whilst in a pool, but the Holiday Inn Shanghai Pudong Kangqiao is challenging that notion, with its newest glass bottom pool.

Perched on the 24th floor, and jutting out of the side of the hotel, the glass bottomed pool gives swimmers a birds eye view of the landscape below them.

The pool has been met with a general positive consensus, with one guest telling media that "I felt as if I was flying in the sky - I could also enjoy the beautiful scenery of Pudong from here."





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ENDS AUGUST 31st, 2012

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