



## Tradjenta approved

**TRADJENTA** (linagliptin) has been approved by the US Food and Drug Administration as an add-on therapy to insulin.

Tradjenta is a prescription medication used along with diet and exercise to lower blood sugar in adults with type 2 diabetes, and can be used as monotherapy or in combination with other commonly prescribed medications for type 2 diabetes, such as metformin, sulfonylurea, pioglitazone or insulin.

See [www.fda.gov](http://www.fda.gov) for more.

## New health journal

**ELSEVIER** has launched a new international, peer-reviewed journal, *Performance Enhancement & Health*.

The journal will explore the health implications of performance enhancement on humans, from steroid doping in elite athletes, right through to amphetamine use amongst truck drivers.

*Performance Enhancement & Health* will be co-edited by Dr Jason Mazanov of the University of New South Wales and Associate Professor Frances Quirk of James Cook University.

The first two issues of *Performance Enhancement & Health* (published in the remainder of 2012) are freely available, and next year there are plans for four issues.

For more information or to submit an article, go to:  
[www.elsevier.com/wps/find/journaldescription.cws\\_home/725634/description#description](http://www.elsevier.com/wps/find/journaldescription.cws_home/725634/description#description).

## Drugs no longer for children

**COUGH** and cold medications including antihistamines, mucolytics/expectorants antitussives and decongestants may cause harm to children according to a review by the Therapeutic Goods Administration.

The review also concluded that the benefits of using cough and cold medications in children have not been proven.

As a result of the review's findings the TGA is now advising parents and healthcare practitioners that cough and cold medicines should not be given to kids under 6; and that these drugs should only be given to children aged 6 to 11 years on the advice of a doctor, pharmacist or nurse practitioner.

In addition cough and cold drug labels will now be changed to reflect this new advice, and will be phased in from next month.

In detailing the reasoning behind its new warnings, the TGA cited possible side effects of the medications on children including: allergic reactions, increased or uneven heart rate, slow and shallow breathing, drowsiness or sleeplessness, confusion or hallucinations, convulsions, nausea and constipation.

"An overdose of these medicines can lead to serious harm," said the Federal Parliamentary Secretary for Health and Ageing, Catherine King.

Furthermore, the TGA went on to say that coughs and colds can often mask more serious illnesses in children such as asthma, influenza, pneumonia, bronchitis, middle ear infection or another infection.

These illnesses require early medical attention and treatment, the TGA said.

The TGA also argued against the use of the drugs in children by saying that they only offer temporary relief of common symptoms such as runny nose, cough, nasal congestion, fever and aches.

"They do not affect the severity of the viral infection or shorten the time the infection lasts," the TGA said.

Cough and cold medicines used for treating children that contain at least one of the following active ingredients will be affected by the labelling change: brompheniramine, chlorpheniramine, dexchlorpheniramine, diphenhydramine, doxylamine pheniramine, promethazine, triprolidine, codeine, dextromethorphan, dihydrocodeine, pentoxyverine, pholcodine, bromhexine, guaiphenesin, ipecacuanha, senega and ammonia, phenylephrine, pseudoephedrine, oxymetazoline and xylometazoline.

## Advocacy website

**THE** Consumers Health Forum has launched a new Ourhealth website, which is designed to help consumers manage their healthcare, navigate the Australian health system, and have a voice in health reform.

The site was developed as part of the CHF Our Health, Our Community Project which was funded by the Government.

Visit the site at [ourhealth.org.au](http://ourhealth.org.au).

## Scheduling changes

**THE** delegate of the Secretary of the Department of Health and Ageing is inviting public comment on proposed amendments to the current Poisons Standard including the rescheduling of Mometasone from Schedule 4 to Schedule 3 in preparations for topical use containing 0.1% or less and in packs containing 30g or less of the preparation when labelled for the treatment of adults and children 12 years and over.

See [www.tga.gov.au](http://www.tga.gov.au).



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## WOUNDS and DRESSINGS

Here's just one of the many reasons why we have created the new topic in **AMH Drug Choice Companion: Aged Care Online**

Hi All

...I've recently changed from using paperback/CD resources for Therapeutic Guidelines and AMH to their online resources. What an easy-to-use, convenient way to access current information. I work over a couple of different sites and it's so easy to access everywhere, including HMR reports done at home on the couch! No more heavy, easily outdated text books. It's all in the one place – even the AMH Aged Care book is available as an online module!

Was able to help a colleague work out a drug interaction quickly that otherwise may not have been noticed unless I had used these resources today – and only took a minute instead of 20!...

Dave Peachey (BPharm MPS AACPA)

Launceston TAS

Part of a recent posting on AusPharmList



## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Roma Cecere**, GM for Patient Care division of GuildLink.



### Medicine Compliance

With greater health demands, increasing complexity of medicines and poor compliance, globally pharmacists are taking on a greater role in assisting patients with managing their medicines.

In Australia pharmacists have played a key role in various patient support programs.

The interventions will vary from a simple intervention, such as adjusting patient's technique in using a device to a more complex intervention, where the pharmacist may need to explore patient's barriers to compliance, which may be based on the patient's perception of the drug or lack of understanding of the drug or their condition.

Over the past three years GuildCare Pharmacies have delivered various types of compliance programs, which target patients who are taking less than seven out of ten doses are designed to explore patient's barriers to adherence to the prescribed regimen.

They are simple two session programs, where in session one the pharmacist and the patient discuss the condition, the medicine and set goals for the next session where they review the goals and make any necessary adjustments.

A study published in the *Australian Pharmacist* 'Impact of the Mirixa Program on Patient Compliance to Therapy' showed an increase in compliance by 1.5 scripts per patient per year, which also translated to increased script volume for the participating pharmacies.

Dr M. Ortiz et al; 'Impact of the Mirixa Program on Patient Compliance to Therapy'; *Australian Pharmacist* Vol 30; 244–248.

## Smarter manufacturing

**THE** Government needs to build better links between universities and industry, according to Medicines Australia chief executive Dr Brendan Shaw.

Speaking in the wake of the release of the *Smarter Manufacturing for a Smarter Australia* report, Shaw urged the Government to implement the report's recommendations.

"This report is an opportunity to lay out a clear roadmap for the future of Australian manufacturing, and I encourage the Government to grasp it," he said.

"The taskforce has highlighted some key opportunities such as building better links between universities and industry, greater engagement in global value chains and capitalising on the rise of the Asian economies.

"Importantly, the taskforce underscores the value of the R&D tax credit," he added.

Backing up his support for the report, Shaw said that the

Australian manufacturing sector would be better placed to reach its potential if these recommendations are implemented.

"A strategy that encourages innovative industries like the medicines industry to reach their full potential is critical to ensuring Australia's post-mining boom future and providing competitive high-skill, high-wage jobs for Australians," he said.

"We support the idea of a cross-sectoral industry support program that may not necessarily target a particular firm or industry, but encourages the competitive activities of a suite of innovative industries that we need to do more of if Australia is to benefit from its great scientific base.

"The Australian medicines industry is one industry which has the potential to contribute more than it already does to Australia's economy but needs the right policy settings to be put in place," he added.

## WIN A LE TAN PRIZE PACK



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Fast Tan Prize Pack from **Le Tan**, valued at over \$60.

The pack includes Le Can in Deep Bronze 150g; Flawless Legs in Deep Bronze 75g; Foaming Mousse in Deep

Bronze 110ml; Instant Face Tan 75ml; Le Tan in Le Can in Bronze 45g. Whether you spray it, pump it or spread it, Australia's favourite artificial tan & original award winning formula means there is no excuse not to fake the bake this season.

Providing Australians with their secret to a bronzed glow, Le Tan's self tanners provide a natural, streak free look that smells gorgeous.

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

**What is Australia's favourite award winning artificial tanning brand?**

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

Hint! Visit [www.letan.com.au/self-tan](http://www.letan.com.au/self-tan)

## DISPENSARY CORNER

### FORGET shoes?

A new type of sock may be set to take feet by storm, promising wearers a shoe free existence.

The Swiss Protection socks are comprised of 50% Kevlar, 32% Polyester, 10% Cotton, and 8% Spandex, and come with PVC sole reinforcement, and are designed to allow wearers to walk as close to barefoot as possible without worrying about feet getting cut or meeting irritating surfaces.

"It took many years of technical research and designing to create what we have now," said Swiss Barefoot Company owner Dieter Hesch.

"I'm very happy with it and I even think the Swiss Protection Sock could become fashionable.

"We're also working on a new sock design which we think people will be able to run marathons in," he added.



## ASMI Conference

**THE** Australian Self Medication Industry has announced the line-up of speakers for its 2012 Conference titled Futureproofing the Consumer Healthcare Industry.

Taking place at Sydney Olympic Park on 13 November the conference will hear from Dr John Skerrett, National Manager of the TGA; Dr Stewart Jessamine, Group Manager Corporate, Medsafe NZ; John Bronger, President of the PSA NSW Branch; Dr Geoffrey Annison, Deputy Chief Executive of the Australian Food & Grocery Council; George Negus, legendary TV presenter and journalist; David Webber, Director-General of the World Self Medication Industry; and David Skinner, President of ASMI's sister association, Consumer Health Products Canada.

See [www.cvent.com/events/2012-asmi-conference](http://www.cvent.com/events/2012-asmi-conference).