

Pharmacy Network

THERE is only two weeks left to the Pharmacy Business Network Event on 13-16 Sep in Canberra, see **p3** for details.

Pharmacy Council CEO

BRONWYN Clark has been appointed as the new CEO of the Australian Pharmacy Council, commencing November 2012.

Clark comes to the position having most recently served as the Chief Executive and Registrar of the Pharmacy Council of New Zealand, with overall responsibility for the regulatory functions carried out by the PCNZ and general management of the organisation.

"On behalf of the APC I welcome Bronwyn as the new CEO, given her knowledge and experience I am confident she will enhance and develop what is already a committed and progressive organisation," said John Low, President of the APC.



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Blackmores to launch Institute

BLACKMORES is set to revolutionise natural health education, with plans to launch a Blackmores Institute.

According to its plans, the Institute will bring together the best minds, knowledge and evidence, and will be dedicated to sharing this knowledge with the wider community of healthcare professionals, researchers, industry and consumers.

"I am immensely proud that as Blackmores celebrates its 80th

birthday, we are re-instating the Maurice Blackmore Research Foundation that was established back in 1982 as a research and educational institution," said company Chairman Marcus Blackmore.

"Blackmores Institute will progress the work of my father who was a pioneer of natural health," he added.

Partners in the venture will include Southern Cross University, University of Sydney, Alfred Hospital and National Institute of Complementary Medicine and CompleMED, University of Western Sydney, whilst the Institute will also support the Heart Research Institute, GOED, The Macular Degeneration Foundation of Australia and the Swinburne Centre for Human Psychopharmacology.

"As an industry leader with a very strong heritage in the development and sharing of information about natural health, Blackmores will form Blackmores Institute to partner with some of Australia's best education and research bodies to create a centre of excellence in the provision of knowledge about natural health," said Blackmores Director of Education, Pam Stone.

Blackmores has said that the main projects to be undertaken by the Institute will include research funding, systematic reviews on natural medicines, prescribing guidelines, research symposia and conferences, research updates and education programs.

The Institute will be a stand-alone division of the Blackmores Group, separated from the Company's commercial operations.

Swisse signs Kidman

MOVIE star Nicole Kidman has signed a three-year contract to be the global face of Aussie vitamin company Swisse.

As such, Kidman will front the company's rollout to the USA next year, followed by the United Kingdom, Europe and Asia.

"It's exciting to be part of the growth of a small Australian family-built company that is dedicated to good health and wellbeing," Kidman said.

"I joined Swisse because I wanted to help bring awareness to the importance of living a healthy lifestyle in a busy, often stressful world," she added.

According to reports, Swisse will begin its first-ever global rollout with 35 products in the US, which will be sold in both pharmacies and supermarkets.



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Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

02 Sep: Senior First Aid and CPR, Dutton Park, Brisbane
www.pulsestart.com.au

03-05 Sep: Essential Pharmacy Financial Management 3-day Workshop, Sydney,
fmrcbusdev.com.au/pharmacy-2

13-16 Sep: Pharmacy Business Network, National Convention Centre Canberra,
pharmacybusinessnetwork.com

15-16 Sep: PSA Qld Sunshine Weekend, Sea World Resort, Gold Coast, Queensland,
educationqld@psa.org.au

02-06 Oct: Pharmacy Guild of Australia Offshore Conference 2012, Waikiki, Hawaii -
pgahawaii2012@arinex.com.au

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre -
www.psa.org.au/pac

01-04 Nov: SHPA 38th annual conference - Medicines Management 2012, Canberra -
mm2012shpa.com

Breast cancer

INCREASING the frequency of screening via mammography (every 18 months) for high risk women aged between 40 and 73 provides a comparable reduction in number of deaths from breast cancer to current screening protocols in the normal population, according to Dr Michael Michell from the Breast Radiology Department at the King's College in London.

Speaking at the 63rd Annual Scientific Meeting of The Royal Australian and New Zealand College of Radiology held in Sydney this week, Dr Michell told delegates that women at even higher risk would benefit from more intensive screening with a combination of mammography and MRI.

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Medfin appointment

PAUL Freeman has been appointed to the position of Chief Executive Officer of Medfin, one of the leading finance companies for healthcare professionals.

At present, the company is said to lend over \$2 billion to approximately 30,000 members of the healthcare community.

Paul joins Medfin having previously worked in management positions at National Australia Bank.

Statin companion

THE Complementary Healthcare Council of Australia's Complaints Resolution Committee has ordered that Fit BioCeuticals destroy any remaining copies of its promotional leaflet for its CoQ10 Excel 150mg.

The pamphlet was brought to the attention of the Committee by self-appointed watch dog Ken Harvey, who complained after being handed the pamphlet at his local pharmacy.

Harvey pointed to claims on the pamphlet including: "Statins are very effective at reducing cholesterol levels in the blood, however, they can also decrease the body's supply of coenzyme Q10"; and "This leads to side effects such as sore muscles and lack of energy" saying that the latter is "incorrect, unbalanced and misleading because it provides no indication that "sore muscles" are an uncommon side-effect of statin therapy (less than 1%)".

"In addition, to my knowledge, 'lack of energy' (while a common complaint) has not been specifically associated with statin," Harvey said.

"Furthermore, the overall message of the handout (reinforced by the sales spiel) is that all patients prescribed a statin need a "companion sale" of CoQ10 to prevent side-effects," he added.

The Committee agreed with Harvey that the pamphlet breached several TGA Advertising Clauses, including that it may mislead, or be likely to mislead, directly or by implication or through emphasis, comparisons, contrasts or omissions.

Preventable amputations

EIGHTY-five percent of diabetes-related amputations are entirely preventable, according to Professor Paul Wraight, head of the Diabetic Foot Unit at The Royal Melbourne Hospital.

Addressing delegates at a national diabetes conference this week, Professor Wraight said as many as 3,600 amputations per annum could be avoided each year if more was done at a national level to prevent risk factors, monitor those at risk and respond to diabetes nerve and circulation damage that affects the legs and feet.

"Monitoring individuals at increased risk is crucial so early ulcer detection and treatment can occur – translating to reduced amputations," he said.

According to Wraight, Australia has one of the highest rates of lower limb amputations in the developed world with around 85 diabetes sufferers having a foot or part of their leg removed each week.

"Feet are often the forgotten complication of diabetes," he said.

"Unlike kidney disease and cardiovascular disease, there aren't national networks and protocols

established to oversee individuals with diabetes related foot complications," he added.

Meanwhile, Wraight said that a hospital and community-based care program focused on diabetic foot health, involving GPs, specialists, nurses and allied health professionals, may hold the key to reducing lower limb amputation among people with diabetes.

Along this line, a foot program rolled out at Royal Melbourne Hospital has seen the number of individuals with diabetes having their feet examined rise from 35% to 100%, said Wraight.

"Amputation rates dropped immediately following the introduction of the program, with amputation rates down 60% by the end of the first year.

"We are working to roll-out this model of care to other hospitals around the country, but increased funding is desperately needed.

"It's a simple proposition – ignore the feet and diabetes will continue to be the leading cause of lower limb amputation," he added.



DISPENSARY CORNER

HAVE we found Atlantis?

A deep-sea treasure hunting team, named Ocean X, has caused a tidal wave of interest after hinting that they may have uncovered the legendary city of Atlantis, deep in the Baltic Sea.

Expedition head, Peter Lindberg, told reporters that his team has been exploring the "mysterious" seabed object for over a year.

"It has these very strange stair formations, and if it is constructed, it must be constructed tens of thousands of years ago before the Ice Age," he told media.

Associate Professor of Geology at Stockholm University, Volker Bruchert, has added to speculation after consulting with Lindberg and saying "I was surprised when I researched the material I found a great black stone that could be a volcanic rock".

"My hypothesis is that this object, this structure was formed during the Ice Age many thousands of years ago," he added.

Termination approval

THE TGA has approved Mifepristone Linepharma (RU 486) and GyMiso (misoprostol) on the ARTG.

The drugs are designed for the medical termination of pregnancy and have been available in Australia since 2006 through the TGA Authorised Prescriber Scheme.

The registration application came from Marie Stopes International Australia, and its approval means that only medical practitioners recognised by Marie Stopes as having completed appropriate training will be able to prescribe the medicines.

Mifepristone is a synthetic steroid with an anti-progestational action, whilst Misoprostol is a synthetic analogue of prostaglandin E1 and induces contractions of the smooth muscle fibres in the myometrium and relaxation of the uterine cervix.

WIN A LUXURIOUS SKINCARE PRIZE PACK



This week *Pharmacy Daily* has teamed up with A'kin and is giving five lucky readers the chance to win one of their luxurious skincare packs, valued at \$90.

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containing three A'kin favourites, starting with Rose & Geranium Creamy Cleanser & Toner in One, followed by Rosehip Oil, and Rose de Mai Anti-Oxidant Day Creme.

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Congratulations to yesterday's winner, Fei-Li Zhao from the Faculty of Health, University of Newcastle.



PHARMACY BUSINESS NETWORK

An initiative of the Pharmacy Guild of Australia



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2

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WEEKS TO GO!

13 - 16 SEPT 2012

CANBERRA

Here are some of the other numbers you might like to know.

19.5 Hours of activity
29 Group 2 CPD credits
5 Group 1 CPD credits

More information and registration
visit www.guild.org.au/pharmacybusiness



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