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MORE INFORMATION:

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Stand 188

Medal up for grabs

THE Pharmaceutical Society of Australia is seeking nominations for the inaugural NSW Pharmacist Medal.

The award is designed to recognise a PSA NSW member who has demonstrated a consistently high standard of professional practice.

For more info visit www.psa.org.au.

Accommodation
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* Rooms available after this
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APP2012
8-11 March

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The Pharmacy
Guild of Australia

Early GSK price reductions

GLAXOSMITHKLINE is reducing the price of its F2 medicines impacted by the price disclosure reduction one month earlier than required, on 01 March 2012.

The mandatory price disclosure for all medicines listed on the F2 formulary is part of the Memorandum of Understanding between Medicines Australia and the Government, the result of which includes the application of a price disclosure reduction to a number of PBS listed medicines from 01 April 2012.

GSK medicines affected by this, and which will be discounted from 01 March, include Amoxil (amoxicillin), Aropax (paroxetine), Augmentin (amoxycillin and clavulanic acid), Avandamet (rosiglitazone & metformin) and

Lamictal (lamotrigine).

GSK has said that the early reduction is designed to minimise the risk of interruption to patient access to medicines, and to assist pharmacists with stock management.

"We are committed to increasing access to our medicines and vaccines," said David Herd, Director Healthcare Environment.

"By striving to meet society's healthcare needs, we build trust in our business," he added.

Aussie Victrelis approval

THE TGA has approved Victrelis (boceprevir), for the treatment of chronic viral hepatitis C (HCV), genotype 1 (G1), the most common form of the condition.

NSW Guild Convention

THE Pharmacy Guild of Australia NSW branch is reminding pharmacists that registration is still open for its upcoming Guild Pharmacy Academy – NSW Convention.

Held between 24-25 February, the convention includes independent speakers comprising of university lecturers, professors, medical specialists and a number of leading healthcare providers including the Asthma Foundation, Diabetes Council of Australia, RACGP, TGA, Electronic Record, Osteoporosis Australia, National Cannabis Prevention and the Information Centre at UNSW.

For more information **CLICK HERE**.

Kits for ear disease

THE Department of Health has rolled out new resource kits to tackle ear disease amongst Aboriginal and Torres Strait Islander children.

"More than ten percent of Aboriginal and Torres Strait Islander kids suffer a hearing or ear problem – compared with only three per cent of the rest of the population of the same age," said the Minister for Indigenous Health, Warren Snowdon.

"Wiping out ear and hearing problems amongst Aboriginal and Torres Strait Islander boys and girls is critical in preventing them from falling behind in early development," he added.

The kits contain information on prevention and treatment of hearing problems and ear disease, as well as info on the importance of getting ears checks regularly, good hygiene, providing smoke-free environments, eating healthy food and breastfeeding.

See careforkidsears.health.gov.au.

Trouble for beauty

THE Australian Competition and Consumer Commission has launched legal proceedings against Eternal Beauty Products, supplier of women's beauty products including *Eyesential* (eye cream) and *The Lift* (face cream).

The ACCC alleges that Eternal Beauty engaged in resale price maintenance by inducing or attempting to induce retailers not to sell products online at prices less than those specified by Eternal Beauty.

MA on tropical diseases

MEDICINES Australia has welcomed a historic global initiative to tackle 10 neglected tropical diseases from the research-based pharmaceutical industry (PD yesterday).

"This is a concerted drive to eliminate or control some of the most terrible diseases afflicting the developing world, and the medicines industry is central to that effort," said Medicines Australia CE Dr Brendan Shaw.

The partnership, which brings together 13 drug manufacturers, as well as the World Bank and the Bill and Melinda Gates Foundation, will improve the lives of 1.4b people.

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CONTENT ALERT

Australian medicines information you can **trust**,
updated and **published** online every month.

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Guild Pharmacy Academy
NSW Convention 2012

CPD BY THE SEA

Friday 24 – Sunday 26 February 2012 | Novotel – Manly Pacific

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www.guildpharmacyacademy-nswconvention.org.au



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Xgeva now on the PBS

XGEVA (denosumab) is now available to patients on the PBS for treatment of bone metastases from breast cancer or hormone resistant prostate cancer.

According to research, up to 75 percent of patients with advanced breast and prostate cancer will develop bone metastases, a condition which weakens the bones and can lead to fractures, spinal cord compression and severe bone pain.

Clinical trials of the drug demonstrated a delay in time to the development of a first skeletal related event and reduced the total number of events.

Xgeva is an injection administered every four weeks, which targets a protein responsible for the functioning of cells that destroy bone in cancer related bone disease.

Antibiotics on the hit list

TODAY NPS has launched a five-year campaign to address the issue of antibiotic resistance, saying that in the absence of urgent corrective action the world is heading towards a post antibiotic period in which common infections may not have a cure and once again kill.

"People have forgotten just how much of a miracle these drugs were when they were first invented," said NPS Clinical Advisor, Dr Danielle Stowasser.

"This is about trying to get people to understand that if you don't protect what you have now, you'll have nothing in the next 20 or so years," she said, adding that there was clear evidence that antibiotic consumption is related to antibiotic resistance, and that Australia has higher than average antibiotic use rates.

As such, the NPS campaign is aimed at educating the public and healthcare professionals about what antibiotic resistance is, what is causing it and how to stop its spread.

"People think that they are resistant, they think it's my body that is resistant, they do not understand that it is the bacteria that has resistance to the antibiotic," Stowasser said.

Two major contributing factors giving rise to the rapid increase of antibiotic resistance, according to NPS research, include their overuse and misuse.

Instances of misuse and overuse may include the use of broad spectrum antibiotics when a more narrow one is appropriate, prescribing an antibiotic when one is not needed and not prescribing or not taking the correct dosage.

"Pharmacy label will always say take the course until finished," Stowasser said.

"Until finished then, often is used because there hasn't been anything else specified, so it's determined by pack size, however we know a range of infections may only need three or five days of therapy.

"Part of our education campaign for health practitioners is to say: what is the intended duration of therapy that you want? Don't just assume that a pack size is the default

duration of therapy," she said.

Tackling public perceptions and expectations will also play a part in the campaign, aiming to get consumers to understand what antibiotics actually treat, and changing the expectation that if you go to the doctor you will get an antibiotic.

"Patients need to be informed that they are twice as likely to carry resistant bacteria after a course of antibiotics as someone who has not taken them," said Stowasser.

Meanwhile the increasing rapidity of antibiotic resistance worldwide is particularly concerning, considering the fact that, according to Stowasser, around 50% of pharmaceutical companies ended or decreased funding for antibiotics research about 20 years ago, and the pipeline for new antibiotics is drying up (only one new antibiotic is due for release into clinical practice this year).

"We think that we have this never ending supply of medicines that will be able to treat bacteria and that's actually not the case," said Stowasser.

Worryingly, Stowasser also pointed to statistics which showed that the antibiotics that have been released in the last ten to 20 years have very short time intervals between their release date and the first reported case of bacterial resistance.

Addressing resistance on the health professional front, the NPS is releasing a series of educational resources to help facilitate communication between patients and health professionals, to give the latter the tools and the skills to converse easily about whether patients need an antibiotic, that the antibiotic may be doing the patients or others harm in terms of resistance, or, when appropriate, to explain that having an antibiotic is not going to reduce symptoms.

The resources will also include the most current information on resistance, as well as webinars focusing on the use of diagnostic tests in upper respiratory tract infections and case studies.

For more information visit www.nps.org.au.

SA ahead of the states

THE 2012 Report on Government Services has revealed that that South Australia spends more on health than any other state, with recurrent health spending of \$4,140 per person.

"In 2009, South Australia employed 323 full-time equivalent (FTE) medical practitioners per 100,000 people, significantly more than the national rate of 311," said SA Health Minister, John Hill.

The report, which looked at figures between 2009-10 also found that during the period, SA's nursing workforce grew six percent as compared with the national average of two percent.

Interestingly, the SA was also found to have the second highest rate of full-time mental health professional direct care staff, with 123.5 per 100,000 people in 09/10.

Healthy lifestyles

COMMUNITY initiated and managed healthy lifestyle programs can be effective in improving physical activity levels and nutrition among Aboriginal and Torres Strait Islander people, according to a new report by Closing the Gap Clearinghouse.

"Indigenous Australians suffer the worst health of any population group in Australia, having a burden of disease that is estimated to be 2.5 times that of the non-Indigenous population," said Clearinghouse spokesperson Dr Fadwa Al-Yaman.

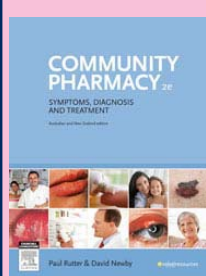
"Lifestyle related chronic diseases, such as diabetes, cardiovascular disease and liver disease continue to lower the life expectancy of Indigenous Australians," Al-Yaman added.

The research, titled *Healthy lifestyle programs for physical activity and nutrition*, found a number of programs shown to be effective that were initiated and managed by local Indigenous communities.

Positive results stemming from the programs included stabilisation of diabetes rates, and significant falls in smoking rates, cholesterol levels and blood pressure.

To read the paper **CLICK HERE**.

WIN A COMMUNITY PHARMACY BOOK



Pharmacy Daily has teamed up with **Elsevier Australia** this week and is giving five lucky

readers the chance to win a *Community Pharmacy: Symptoms, Diagnosis and Treatment 2e* book, valued at \$115 each.

Now in its second edition, *Community Pharmacy: Symptoms, Diagnosis and Treatment 2e* by Paul Rutter and David Newby is an essential pharmacy resource.

For your chance to win, simply be the first person to send through the correct answer to the daily question below to: comp@pharmacydaily.com.au.

What do the initials EBM stand for?

Congratulations to yesterday's lucky winner, **Robyn Hedges** from **Pymble Pharmacy, NSW**.



Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

New look for a sunny favourite

In order to appeal to a broader demographic, **OsteVit-D** is launching a vibrant contemporary new look that is designed to represent "sunshine and vitality". The new indications on the pack are crafted to communicate an emotive link to the core product benefit of keeping active for life, and also support a daily use message. The change-up is in response to research which indicates that Vitamin D deficiency is common across all age ranges, not just the elderly. Vitamin D is important in maintaining muscle and bone strength.

RRP: \$34.95

Stockist: 1800 653 373

Website: www.osteovit.com.au



Scandalous lashes

Rimmel's new **Scandaleyes Mascara** feature's the brand's biggest lash brush ever, as well as an innovative formula that reaches every lash. Caged in an eye popping orange tube, the mascara is formulated using a collagen for plump, sculpted lashes and keratin for strong lashes. The MaxDensity brush features bigger and denser bristles to reach every corner and get every lash. The bristles are also more flexible so that they can deposit mascara and comb through clumps. Unfortunately for lovers of brown, the mascara only comes in black.

RRP: \$16.95

Stockist: 1800 812 613

Website: www.rimmelondon.com.au

Delight in Diamond Strength

Sally Hansen's next generation of **Diamond Strength Nails: Diamond Strength No-Chip Nail Color** and **Diamond Flash Fast Dry Top Coat** are infused with real micro-diamonds, platinum and aluminum. The nail lacquers new formulas are designed to deliver brilliant strengthening color, 10-day protection from breaking and rock-hard, long-lasting shine. The Diamond Strength No-Chip Nail Color comes in 16 shades including regal jewel tones, confectionary colors, bold brights and ethereal sheers; whilst the Diamond Flash Fast Dry Top Coat offers stronger nails and dazzling shine in just 60 seconds.

RRP: \$13.95 (Diamond Strength No-Chip Nail Color), \$13.95 (Diamond Flash Fast Dry Top Coat)

Stockist: 1800 812 613

Website: www.sallyhansen.com



Refresh your lips this summer

Burt's Bees has launched a sensational 100% natural **Refreshing Lip Balm with Pink Grapefruit**. The balm contains nutritious oil from the seeds of the pink grapefruit, which are rich in Vitamin C and Vitamin E. Other key ingredients include beeswax, sunflower oil and coconut oil. The zesty balm is also free from petrochemicals and other synthetic ingredients and features a tasty light grapefruit scent.

RRP: \$6.95

Stockist: 1300 855 478

Website: www.burtsbees.com.au

DISPENSARY CORNER

STUDYING is dangerous.

An American university student got more than she bargained for after she opened her newly purchased textbook to discover a stash of illegal drugs inside.

Sophia Stockton ordered her '*Understanding Terrorism: Challenges, Perspectives, and Issues*' textbook from the online book giant Amazon, and upon discovering a bag of white powder inside took it to the police, fearing the powder was anthrax.

"I told them white powder was in my terrorism textbook and so I put it on the table and they're like, 'oh, okay,' and so he went back and tested it," she said.

"He comes back and says, 'you didn't happen to order some cocaine with your textbook?'."

"I'm guessing that it was just left in there by the previous owner of the book," she added.

P&G backs Olympic mums.

Procter & Gamble is getting behind Australia's 2012 Olympic hopes, sponsoring not only the Games themselves, but also three of Australia's leading swimmers Eamon Sullivan (for Gillette), Emily Seebohm (for Pantene) and Sophie Edington (for Oral-B).

"Every Olympic athlete has a mum and mums are with their children every step of the way, nurturing and encouraging them, and helping them realise their dream," said a P&G spokesperson.

"And while we are not in the business of sports, P&G is in the business of helping mums," the spokesperson added.

To pay homage to the lengths mums go to in raising Olympic hopefuls, P&G surveyed the mums of its sponsored athletes and found that collectively the mums have on average so far: had 5,000 early morning starts, washed 150,000 dishes, travelled 250,000 kilometres or 6.5 times around the world, done 11,000 extra loads of washing, and made 10,000 supermarket trips.