

Australian Prescriber

THIS month's *Australian Prescriber* looks at two differing viewpoints on deferring PBAC recommendations, as well as assessing fever in the returned traveller and more.

To read the articles visit - www.australianprescriber.com.

Cold and flu expanded

BISOLVON has expanded its portfolio with the launch of Bisolvon Chesty Kids Strawberry Liquid (Bisolvon Chesty Kids) and Bisolvon Dry Honey Lime Pastilles (Bisolvon Dry Pastilles).

The Bisolvon Chesty Kids Strawberry Liquid (bromhexine) is suitable for kids aged two years and up, and is designed to thin mucus down and clear the chest, whilst its strawberry flavour was selected, according to the company, because it "is the flavour that pharmacists believe is most important when treating children".

The Bisolvon Dry Honey Lime Pastilles contain the same ingredient (dextromethorphan) as the Bisolvon Dry formulation (which reduces the urge to cough), and were created specifically for on-the-go delivery.

"Our investment in marketing and our determination to encourage consumers to consult their pharmacist plays a key role in our ongoing support for pharmacy," said Bisolvon Senior Brand Manager, Sally Binfield.

"In 2012 we have committed over \$2 million on Bisolvon TV advertising.

"In addition we will continue our pharmacy education programs and in-store promotional activities," she added.

Aussie diabetes rates soar

THE prevalence of diabetes in the Australian population has almost quadrupled over the past two decades, from 1.5% to 4.1%.

The worrying figures are part of a new report titled *Diabetes indicators in Australia*, produced by the Australian Institute of Health and Welfare, which took into account several surveys including statistics provided from the Australian Bureau of Statistics National Health Survey.

Aside from the rapidly rising number of diabetes sufferers, the report did however turn up some good news, that the number of diabetes-related deaths dropped by 18% between 1997 and 2007, whilst hospitalisations for lower limb amputations among people with diabetes fell between 2001 and 2007-08, from 4.8 to 4.1 per 1,000 people with diabetes.

According to AIHW spokesperson Lisa McGlynn, the decline may be the result of better diabetes management.

"However, the increasing number of Australians with diabetes is still a cause for concern, as is the number of Australians with modifiable risk factors for diabetes," she said.

"We can help manage diabetes risk by, among other things, maintaining a healthy weight, getting enough exercise and eating the right amounts of fruit and vegetables," she added.

According to the report risk factors for diabetes are also up significantly, with the number of overweight or obese Australians up to 61% in 2007-08, compared to

Liquid Calcium + D Calcium RDI Just 20ml

Equivalent to Calcium in 4 cups of milk

Click Here for More Information

www.mylifespace.com.au/retailer

Exclusive to Pharmacy | Call: 03 9314 3337



57% in 1995, whilst the rate of Australian adults who don't get enough exercise has also increased from 69% to 72% between 2001 and 2007-08.

In addition, the report found that in 2007-08, more than 90% of adults did not eat enough vegetables and 50% did not eat enough fruit.

Actavis and Biotin

ACTAVIS has signed a partnership deal with biotechnological company Bioton, for the development and registration of insulins, including analogue insulins.

Under the agreement Bioton will develop and manufacture the products, whilst Actavis will be granted an exclusive license to commercialise those products under the Actavis brand throughout the European Union and the United States of America, as well as several other European countries.

In addition, Bioton has also signed memoranda of understanding with Actavis for the sale of insulins in 24 additional territories, including Australia.

"The recombinant- and analogue insulins alone should add around EUR 900 million (USD 1.2 billion) to our enterprise value," said Actavis CEO Claudio Albrecht.

"Thanks to the collaboration agreement with Bioton, we will be among the leading manufacturers of insulin, including analogue insulins," he added.

Anticoagulant calls

THE Department of Health is calling for submissions regarding its review of anticoagulant therapies in atrial fibrillation.

See www.pbs.gov.au.

Ovarian Awareness

TODAY marks the launch of Ovarian Cancer Australia's Ovarian Cancer Month.

The aim of the campaign is to raise awareness of the condition and its symptoms.

This goal is particularly pertinent given recent research which found 40% of women incorrectly believe that ovarian cancer is "silent" and has no symptoms.

"One Australian woman will lose their battle with ovarian cancer every 11 hours," said Paula Benson, ovarian cancer survivor and Chair of Ovarian Cancer Australia.

"However, if diagnosed in the early stages most women will survive. "There is no detection test so this is why it is so important for women to know the symptoms.

"That's why it's vital to get the message out there," she added.

The most common symptoms of the disease include: abdominal or pelvic pain, abdominal bloating, needing to urinate often and feeling full quickly.

Other symptoms include back pain and changes in bladder or bowel habits along with heavy fatigue, unexplained weight gain or weight loss, indigestion, nausea, pain on intercourse, and vaginal bleeding between periods or after menopause.

For more information visit www.ovariancancer.net.au.

NO GROUP CAN OFFER YOU ALL OF THESE BENEFITS!

HIGHEST
WHOLESALE
PBS DISCOUNT

6.25%

BEST OTC
SUPPLIER
DISCOUNTS

TOP
+10%

HIGHEST Rx
GENERICS
DISCOUNTS

100%

LOWEST
MEMBERSHIP
FEE/MONTH

\$99



FOR MORE INFORMATION:
Contact our National Sales Manager
David Patton m: 0432 515 717

Visit us
at APP
Stand 188

Catch the early wave in 2012



Guild Pharmacy Academy NSW Convention 2012

CPD BY THE SEA

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

OPEN TO ALL PHARMACISTS
REGISTER ONLINE TODAY!

www.guildpharmacyacademy-nswconvention.org.au

Pharmacy DAILY

Thursday 02 Feb 2012

PHARMACYDAILY.COM.AU

PBS website update

THE January 2012 Schedule of Pharmaceutical Benefits will remain current until 29 February 2012.

Monthly publication of Schedules will resume from 1 March 2012.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

CAPTAIN Cook Cruises is offering holidaymakers significant savings with its current cruise seven nights pay four nights deal on all seven-night cruises including its Yasawa Islands Cruise, Discovery Heritage Cruise and Discovery Cultural Cruise.

As a result, seven night fares start from only \$1,700pp in stateroom accommodation (normally \$2,678pp) including all meals, tours and onboard facilities.

The deal is applicable on stateroom accommodation only, and is valid for sale until 17 March for travel between 01 April 2012 and 31 March 2013.

See www.captaincook.com.fj.

BACK-Roads Touring is offering a 5% earlybird discount on its 2012 summer tours when booked and paid by 28 February.

Tours featured in the deal include the nine-day La Belle France which explores Northern France and the Loire Valley from \$2,641 per person twin share, with highlights such as Honfleur, a visit to Monet's house at Giverny, cider tasting in Normandy, wine tasting in Chinon and visits to the World War II landing beaches of Normandy.

Call 1300 100 410 for details.

CRUISE

WEEKLY

Sponsored by Cruise Weekly
your FREE cruise newsletter
Subscribe now

www.cruiseweekly.com.au

Monash's research recruited

MONASH University's Institute of Pharmaceutical Sciences (MIPS) has entered into a collaborative agreement with European drug giant, Les Laboratoires Servier, for the drug discovery and research on G Protein-Coupled Receptors (GPCRs).

G protein-coupled receptors account for around 2% of the human genome, making them the largest class of therapeutic drug targets in the human genome.

They are the targets for nearly 50% of all currently used therapeutic drugs.

The collaboration will initially run for three years, and will make use of Monash's "capability in the identification of novel GPCR targets, in the understanding of GPCR functional biology and in the design of new chemical entities to modulate GPCR activity".

"MIPS has developed GPCR expertise comprising technology, research facilities and world leading scientists that enable it to conduct

fundamental research, drug discovery and preclinical drug development activities on GPCR targets with therapeutic potential," a joint statement from the pair said.

The three year project will revolve around a research program including known and novel GPCR targets, covering various potential therapeutic fields including metabolism, cardiology, neurology and psychiatry, rheumatology, and oncology.

In return, Servier will provide annual support for the research, as well as milestone payments and support for up to 15 FTEs to work exclusively on collaborative projects.

"This partnership is a terrific collaborative research opportunity which allows us to translate our research into drug development opportunities," said Prof Bill Charman, Director of MIPS and Dean of the Faculty of Pharmacy and Pharmaceutical Sciences at Monash University.

"Boost Your Financial Management"



At Hyatt Regency Sanctuary Cove

GOLD COAST 20-22nd March 2012

Essential skills you need for profit & growth.

Over 2,000 pharmacists have attended.

CLICK HERE to go to brochure.

Accredited for 54 Group 2 CPD points

"The most practical, demystifying course

I have been to" - Megan Kelly, Kiama



DISPENSARY CORNER

TOILET warning.

Insurance company workers at Norway's DNB are protesting against a new alarm system which alerts their bosses if they spend too long in the toilet.

The alarm system flashes a light at the managers' desks if any employee is in the toilet for longer than eight minutes.

Unions representing the workers claim the alarm system is highly intrusive and should be abandoned.

"Each individual worker has different needs and these kinds of strict controls deprive the employees of all freedoms over the course of their working day," a union spokesperson said.

Kids dental health

NINETY-nine percent of Australian children brush their teeth with toothpaste, with more than two-thirds brushing the recommended two times per day, according to a new AIHW report.

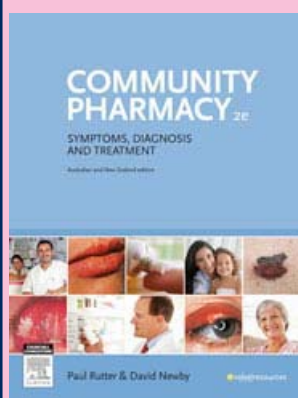
The report, *Dental health behaviours among children 2002-2004: the use of fluoride toothpaste, fluoride tablets and drops, and fluoride mouthrinse*, presents the results of a study of almost 17,500 children aged 5-15 from Queensland, Victoria, South Australia and Tasmania, and found that nearly all children brush with fluoride toothpaste.

In addition, the report found that more than one-quarter of children brushed only once a day, whilst 5% of children brushed less than once a day.

"Compared to those from lower income families, children from higher income families brushed their teeth more often, were more likely to be using a recommended children's toothpaste at a younger age, and were more likely to use small amounts of toothpaste as recommended," said AIHW spokesperson Dr Jason Armfield.

Interestingly, report also found only a small portion of children used fluoride mouthrinse.

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. Ideal for both practicing pharmacists and pharmacy students, *Community Pharmacy* provides a guide to differential diagnosis of symptoms

commonly seen by community pharmacists throughout Australia and New Zealand. This new edition now includes online multiple choice questions designed for Pharmacists seeking self directed CPD learning!

For more information visit: <http://elsevierhealth.com.au>.

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

Name two evidence-based sources that have been used to update *Community Pharmacy: Symptoms, Diagnosis and Treatment 2e*

Congratulations to yesterday's lucky winner, **Geoff Goh** from **National Pharmacies Williamstown, VIC.**