

EMA calcitonin alert

THE European Medicines Agency has ordered the withdrawal of intranasal formulations of calcitonin for treatment of osteoporosis, because of evidence that long-term use of the medicines is associated with an increased risk of developing cancer.

Henceforth calcitonin will only be available as a solution for injection and infusion in Europe, indicated for prevention of acute bone loss due to sudden immobilisation, with a max four week treatment duration.

It can also be used for Paget's disease in patients who do not respond to alternative treatments, or hypercalcaemia due to cancer.

"Treatment with calcitonin should be limited to the shortest possible time and using the minimum effective dose," the EMA said.

New orphan drug

THE TGA has designated Baxter's Glassia (alpha-1-proteinase inhibitor) as an orphan drug, for chronic augmentation and maintenance therapy in adults with emphysema due to congenital deficiency of alpha-1-antitrypsin.

Dot-pharmacy is coming

THE US National Association of Boards of Pharmacy (NABP) has applied to register the '.pharmacy' top level internet domain name, as part of a program to battle the rising tide of counterfeit drugs sold online by fraudsters.

The NABP says that fake drugs sold online "often make their way to unwary consumers through a complex chain of international transactions by multiple parties".

NABP has a program of ongoing review of websites selling prescription drugs, and found that of over 10,000 sites analysed, a huge 97% operate "out of compliance with pharmacy laws and practice standards".

Rogue online drug sellers work to obtain, market, collect payment for and distribute drug products that are "often counterfeit or substandard," the report says.

The organisation, which is the peak body of state pharmacy boards across the USA, says that if it controls the dot-pharmacy domain it would be able to "offer consumers around the globe a trusted means for obtaining the

safest medications online".

Of the 9734 illicit sites found, more than half offered non FDA-approved drugs, 8497 didn't require a valid prescription and 9261 "appear to be affiliated with a network that obtains drugs from questionable sources."

Efforts to combat the problem also include the creation of the VIPPS (Verified Internet Pharmacy Practice Sites) accreditation program, as well as a consumer protection website online at www.AWARErx.org which provides information on safely obtaining medications.

If use of "dot-pharmacy" is approved NABP would regulate the domain name to ensure only valid online pharmacies could use it.

Mental health seminar

THE Pharmaceutical Society is hosting an ACE Mental Health Seminar in Sydney this Wed 25 July.

It will take place at the Aerial Function Centre in Jones St, Ultimo, exploring the major role that pharmacists can play in addressing some of the problems that mentally ill people have with adherence.

Adherence is one of the biggest challenges in schizophrenia management and is closely linked to relapse rates.

The event includes morning tea and lunch and costs \$275 for PSA members/\$420 for non-members.

It offers 11 group 2 CPD credits - more info 02 9431 1125 or email beryl.park@psa.org.au.

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Step 4 Train for better results

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FDA Afinitor approval

THE US Food and Drug Administration has approved Afinitor (everolimus) for use in combination with Aromasin (exemestane) to treat certain postmenopausal women with advanced hormone-receptor positive, HER2-negative breast cancer.

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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

AMH
www.amh.net.au

Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Clint Wallish**, Learning and Development Manager at Chemmart Pharmacy.



PPIs are vital

The successful implementation of the Pharmacy Practice Incentives (PPIs) will bring many benefits to your business and your customers.

The PPIs are important to the long term success of pharmacy – so how do you ensure you effectively implement them?

The first and most important step is to properly understand the requirements for each. These are clearly defined within the 5CPA website and all dispensary staff should make themselves familiar with them.

Next, pharmacies need to create a clear vision of how the programs will be implemented and establish systems and processes to ensure all opportunities for implementation are seized and recorded. Every member of your team needs to know their role in supporting the programs.

It's important to remember that existing pharmacy services play an important role in maximising PPIs. For example, Chemmart® Pharmacy is working hard to ensure the large range of Health Services offered in our pharmacies, including community DAAs, health checks, risk assessments, disease state management and health events are aligned with the PPIs, strongly promoted and consistently implemented.

Above all, pharmacies need to recognise that the successful implementation of PPIs supports the provision of high quality care, advice and service for patients – something which will differentiate your pharmacy from other retailers. For community pharmacy to remain relevant and grow it must promote the important role it can play in primary healthcare.

Aussie Mexican HIV solution

A **NEWLY** created Australian pharmaceutical company aims to tackle the rising problem of HIV in Mexico and in the USA.

John Majewski, who's the retired founder and CEO of Narhex Life Sciences Limited, has negotiated an "exclusive technology license" from the company covering the territories of Mexico and the USA.

The aim is to register Australia's first new generation small molecule boosted protease inhibitor treatment for people living with HIV in these regions.

A new corporate entity called Four Guardians Life Sciences has been formed, targeting the market which up to now has received older generation antiviral treatments which are no longer favoured in more lucrative western markets.

Majewski said the approach is a "possible game changer" for second world countries like Mexico who need first world treatments but can't afford western pricing.

Narhex Life Sciences developed the product until Majewski's retirement in 2005, and he's taken on the new license because of

significant support from his Mexican contract researcher and the Mexican ministry of Health - meaning phase 3 trials will be much cheaper and the product can be brought to market faster.

Green card ruling

FOREIGN pharmacists in New York do not need to be US citizens or hold a Green Card as a condition of practising, after a court ruling struck down a state law filed on behalf of 31 Indian pharmacists living and working in the state.

The pharmacists had passed the required tests and met other licensing conditions, being given a "limited license" by the New York State Education Department.

All were legal residents of the USA, with many having applied for permanent residency and with immigration applications pending.

The District Court initially struck down the New York law in 2010 as violating the constitution - a move which was appealed by the state.

A decision last week rejected the New York government's appeal.

DISPENSARY CORNER



BUT how many calories does it have?

The world's most expensive cupcake, known as the "Golden Phoenix" has gone on sale at Bloomsbury's in the Dubai Mall for a princely sum of UAE 3,700 dirhams, or about A\$967.

Made with 23-carat edible gold sheets, the bank-breaking treat is now available from the Bloomsbury's bakery in the mall.

Other ingredients in the divine delicacy include organic flour and butter, Italian chocolate and Ugandan vanilla beans, and it's served with strawberries dipped in edible gold on a 24-carat gold tray.

A **BRITISH** beauty queen has been awarded \$30,000 in compensation after a car accident because it has left her unable to wear high heels.

24 year-old Fiona Dickie was injured in 2009 and went on to win the 2010 Miss Edinburgh contest, but now suffers chronic back pain after wearing stilettos to charity events.

"This is not the conduct of a malingerer or someone who is seeking to secure the most compensation possible for her injuries," the judge said as he awarded her £18,000.

He praised her perseverance in honouring her charity commitments despite the pain.

THE Red Cross in the UK is claiming a breakthrough by starting to teach first aid to teenagers - using Facebook.

An online "house party" was streamed live on the social network, with online participants asked how they would respond to various emergency scenarios which were staged by actors in the Facebook show.

Viewers were shown what to do if a friend had drunk too much, was hurt in a fight or injured by a vehicle, with the Red Cross saying 14,000 people watched.

WIN DAVID BABAII'S HAIR PRODUCTS



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a prize pack inclusive of **David Babaii's** hair products, valued at \$70.

Most ordinary hair care systems use harsh sulphates that strip the hair causing dryness, frizziness, dullness and colour fade. However, the David Babaii hair range works in harmony to

nourish and protect the hair, locking in natural oils with intensive ingredients. The David Babaii range is free from sulphates, parabens and petrochemicals. David Babaii is proud to introduce Miracle Volume, an instant hair volumising powder which is the latest addition to the David Babaii range.

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