

How to build the financial strength of your pharmacy in the face of PBS price disclosure.

Independent Pharmacy Briefing June 2012

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PHARMACY ALLIANCE



Sore throat training

STREPFEN will tomorrow launch a new online training module to inform pharmacy assistants about the effective treatment of sore throats.

The interactive training on Pharmacy Club will educate assistants about symptoms of a severe sore throat, the causes of throat pain and how Strepfen Intensive lozenges can help customers with the condition.

It will be available from tomorrow at www.pharmacyclub.com.au.

EU biosimilar guide

THE European Medicines Agency has released a revised guideline for public consultation, describing how pharmaceutical companies should address the quality aspects of biosimilar medicines.

The previous guidance was developed in 2006, explaining the requirements for the manufacture and comparability testing for biological medicines claiming to be similar to another medicine already on the market.

The document can be viewed at <http://bit.ly/EMAbiosimilarguide>.

APhA website hacked

THE American Pharmacists Association was last week forced to temporarily take its pharmacist.com website offline, after staff learned its computer servers "had been accessed by an unauthorised person or person".

The site was "defaced" on Mon 28 May, and an investigation also indicates that some user data such as names, physical addresses and email addresses was stolen.

New PSA counselling guide

THE Pharmaceutical Society of Australia has published a new reference work advising pharmacists on how to counsel patients when selling complementary and non-prescription medicines.

Non-Prescription Medicines in the Pharmacy: A guide to advice and treatment covers a range of topics including eye drops, nicotine replacement therapy, anti-inflammatory pain relievers and complementary medicines.

PSA national president, Grant Kardachi, said the guide was an ideal resource to use when providing training for pharmacy assistants and students, to help them advise on self-care strategies

New NHPA ceo

THE government has appointed Dr Diane Watson as the inaugural Chief Executive Officer of the National Health Performance Authority, which is charged with reporting on the performance of all local hospital networks, public and private hospitals and primary healthcare organisations across Australia.

Watson was the first ceo of the NSW Bureau of Health Information where she "set the standard for providing publicly available reports and information on NSW healthcare," according to Federal health minister Tanya Plibersek.

The first reports from the NHPA will be due in late 2012 or early 2013, focusing on "indicators which already have nationally consistent information available."

for minor ailments.

"Counselling of patients within the pharmacy setting is an increasingly important role for pharmacists as the emphasis on advice and provision of professional services gathers momentum," the PSA said.

There are also Shelf Talker Kits to prompt consumers to check with the pharmacist about the safe and effective use of medicines.

The guide and Shelf Talkers are available at psa.org.au.

Priceline conference

ALMOST 300 pharmacy delegates have this week attended Priceline's second franchisee conference in Port Douglas, North Queensland.

Speakers included global retail expert Professor John Strong, who presented original research commissioned by Priceline on the "key challenges and profit opportunities facing Australia's pharmacists".

The event also saw over \$22,000 raised for the Priceline Sisterhood which will go to a range of charities.

Misbranded drug raid

US Marshals have seized a range of drug products from Portland, Maine based Global Biotechnologies after a warrant was issued pursuant to a request from the Food and Drug Administration.

The FDA said that the company had made claims that its products can "diagnose, cure, mitigate, treat or prevent human diseases".

Affected brands include Glucanol, Healthy Trac, Immunol and Lactopril, and "meet the FDA definition of drugs because Global Biotechnologies promoted them to treat diseases.

"However the company failed to provide adequate directions for use for its drug products, causing those products to be misbranded drugs in violation of the Federal Food, Drug and Cosmetic Act."

The firm had previously committed to changing the labels; however during a recent inspection the FDA found the company had "continued to make illegal claims".

Ultrasound gel recall

THE Therapeutic Goods Administration has announced the recall of specific lots of Other-Sonic Generic Ultrasound Transmission Gel, due to contamination of the product by bacteria.

The affected lots were manufactured between June and December 2011 by US firm Pharmaceutical Innovations, and distributed in Australia by a number of sponsors.

Contamination has been detected in lot numbers 060111, 090111 and 0814111, with health professionals told to stop using the products immediately and where possible identify patients who have come into contact with the product.

Unopened product from the affected lots should be quarantined and all reusable equipment should be cleaned according to the manufacturer's instructions.



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Travel Specials

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

Mission for Health

GERM HUB TRAVEL TIP:

Always ensure that you carry clean bottled water and Dettol Healthy Touch Instant Hand Sanitiser to avoid drinking contaminated water and kill 99.99% germ on your hands when water is not available.



www.germhub.com.au

ORION Expedition Cruises is offering special packages for a series of upcoming luxury Kimberley voyages between Darwin and Broome.

The 10-night cruises depart 1st, 11th, 21st and 31st August and 10th September this year, and the offer includes a 10% discount on twin share brochure fares plus complimentary return flights to Darwin or Broome from all major Australian capital cities.

There's also a bonus one night pre and post cruise accom and a complimentary Bungle Bungles sightseeing flight, with prices starting at \$9510 per person twin share - details on 1300 361 012.

QATAR Airways will shortly launch new flights from Perth to Doha and beyond, and is offering special bargain fares to destinations such as Paris, Rome, Barcelona and Istanbul.

The services commence 03 Jul, and prices for return flights start at just \$1504 to Istanbul in economy class, while there's a special 'companion fare' in business class starting at just \$5425 return per person when two or more travel together.

You'll have to be quick, with the specials valid for bookings through until 11 July - for more details see your travel agent or www.qatarairways.com/au.

Peak allergy body formed

A **NEW** peak group has been convened to improve how food allergen risks are managed in Australasia, as well as helping consumers with a food allergy make safer food choices.

Dubbed the Allergen Collaboration, the body was set up late last year by Food Standards Australia New Zealand after a review of the regulatory management of allergens.

Parliamentary Secretary for Health and Ageing, Catherine King, released a statement about the collaboration and the allergen review today.

"The review aimed to determine whether existing regulation could be improved to assist food choices for allergic consumers without compromising their safety," King said, with the collaboration to address some of the outcomes.

Government, consumer and industry representatives are part of

the group, and "every sector represented in this collaboration has a vital role to play in food allergy management," she added.

Participants include the catering and manufacturing sector which is responsible for identifying allergens in foods, as well as groups such as Anaphylaxis Australia and Allergy New Zealand which help educate and inform consumers.

Recommendations of the allergen review included the establishment of a label monitoring program designed to track improvements in allergen labelling practices with a particular focus on 'source' and precautionary labelling.

Mylan Canada OK

MYLAN Canada has received approval for Mylan-Bosentan tablets 62.5mg and 125mg.

The product is the generic version of Tracleer which is indicated for pulmonary arterial hypertension.

DISPENSARY CORNER

A **US** woman has been fined \$100 for calling emergency services to tell them that her dog had collapsed.

According to a report in the *St Louis Post-Dispatch*, Rose Lakey referred to the Great Dane as her "daughter" when she called 911 on Easter Sunday.

At a court hearing over charges of misusing the emergency hotline she claimed that the word "daughter" came out accidentally.

Lakey said she and her husband had just finished walking the huge dog when it collapsed.

Ironically, paramedics responding to the call did help get the dog to an animal hospital, but the Great Dane died.

PERSONALISED numberplates can get you into trouble sometimes.

A keen vegetarian who wanted to show off her non meat-eating ideals was frustrated when her request for ILVTOFU was denied by authorities in Tennessee.

Apparently officials decided that the vanity plate could be interpreted to mean "something other than enjoying bean curd" and ruled that it was therefore offensive.

GLOBAL warming has led to some radical hairdressing in the UK, where a pair of rare hairy donkeys have had their fur trimmed for the first time in 17 years.

The Baudet du Poitou breed, originally from France, are not normally groomed, with their fur left to grow into long dreadlocks.

However a warm summer in Britain has led their owner to lop locks to stop the beasts of burden getting overly hot and bothered.



Get out the detangler!!



WIN A MOR ESSENTIALS PACK

Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win a set of **MOR Essentials Sugar Rose Tiger Lily**, valued at \$132.65 each.

Each set includes: Hand & Body Wash, Hand & Body Lotion, Body Butter, Hand Cream, Candle, Salt & Sugar Scrub and Soap Bar.

The MOR Essentials Collection has been designed to embrace everyday quality self indulgence, with prices that are beautifully guilt free. This bright & colourful collection offers five memorable fragrances presented in an assortment of Fragrant Candles, Soap Bars, Hand & Body Washes and Lotions, Hand Creams, Body Butters and Body Scrubs.

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 the fragrance description for MOR Essentials Sugar Rose Tiger Lily?

Send your answer to: comp@pharmacydaily.com.au

Hint! Visit www.morcosmetics.com

Congratulations to yesterday's lucky winner, **Paula Clarke** from **Lakewood Pharmacy**.