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## Diabetes results

THE results of the Evaluation of Insulin Glargine Versus Sitagliptin in Insulin-Naïve Patients study (EASIE) showed that metformin achieved superior glycaemic control versus sitagliptin in type 2 diabetes.

The EASIE research was a multicenter, international, randomised, open-label, six-month study that compared once-daily insulin glargine with sitagliptin (100 mg) once daily, as add-on therapy to metformin, in insulin-naïve people with early type 2 diabetes (median disease duration after diagnosis: 4.5 years).

According to the study's findings people with type 2 diabetes, who were inadequately controlled by metformin once-daily, insulin glargine produced superior HbA<sub>1c</sub> reduction (-1.7%) versus once daily sitagliptin (-1.1%; p<0.001).

Interestingly researchers also found that 50% more patients on insulin glargine achieved HbA<sub>1c</sub><7% (68 vs. 42%) and <6.5% (40 vs. 17%) compared to sitagliptin (p<0.0001 for both), which, according to the study, indicates improved glycaemic control for a greater number of insulin glargine patients.

"The findings of this study comparing insulin glargine with sitagliptin provide evidence to support the recent ADA-EASD proposal to consider early basal insulin therapy as add-on to metformin to help achieve glycaemic control in people with type 2 diabetes," said principal investigator Pablo Aschner, Pontificia Universidad Javeriana, Hospital Universitario San Ignacio, Colombia.

## Medicines could be the key

THE Australian medicines sector could play a significant role in ensuring Australia "adapts to and thrives in the Asian century", according to the Generic Medicines Industry Association.

Representing GMiA at the Prime Minister's economic forum in Brisbane yesterday, Dr Tim Oldham, President Hospira Asia Pacific told the PM that, at present, the leading manufacturing export industry of elaborately transformed goods in Australia is pharmaceuticals, employing more than 40,000 people domestically and contributing approximately \$4 billion in exports to the national trade balance.

"We need to focus on the innovative manufacturing sectors such as pharmaceuticals in order to be less buffeted by the two speed economies created by the mining boom," he said.

"Pharmaceuticals are the future," he added.

Oldham also said that the pharmaceutical industry is a high value-add sector, which delivers significant health and economic

benefits to the Australian public in the context of an aging population.

"We are way ahead in terms of being the leading exporter of elaborately transformed goods but we can't be complacent with intense competition coming from countries such as India, which can produce the same medicines for less," he said.

## US track and trace

THE US Food and Drug Authority is urging the US Government to add a clause to the Prescription Drug User Fee Act (which is currently being considered for reauthorisation) with language requiring a more robust, nationwide system to "track-and-trace" individual drug units across the entire supply chain, from manufacturing facilities to pharmacies.

If passed, the legislation will fund the FDA for another five years and will give the agency broader enforcement powers, including the ability to inspect the manufacturing facilities of foreign companies, or reject their products if they refuse inspection.

Also, the law would give the FDA the right to inspect these foreign companies' active pharmaceutical ingredients and to block their importation if they fail to meet US standards.

The clause to the Act that the FDA is pushing for comes on the back of several instances of counterfeit vials of Roche/Genentech's cancer drug Avastin being sold to a large number of US medical practices.

## Missing medicines

ONE in four people with type 2 diabetes do not take basal insulin as prescribed, whilst more than a third suffer from hypoglycemia, according to a new study.

The *Global Attitude of Patients and Physicians* survey, enrolled 3,042 people with type 2 diabetes using insulin analog and 1,653 healthcare professionals across the USA, Canada, Japan, Germany, UK and Denmark, between January and March 2012.

Key findings of the survey included the fact that dosing irregularities are common in people with type 2 diabetes taking basal insulin, as evidenced by the fact that during a 30 day period 22% of diabetics missed a dose, 24% mis-timed a dose by more than two hours and 14% reduced a basal insulin dose.

In addition the researchers found that self-treated hypoglycemia is a significant management challenge in type 2 diabetes with 36% of those surveyed experiencing an event during a 30 day period.

Interestingly, there was a correlation between hypoglycemia and dosing irregularities, with those who missed a basal insulin dose in the previous 30 days being significantly more likely to report self-treated hypoglycemia over the same period.

"The challenges of addressing dosing irregularities and self-treated hypoglycemia are critical for improving patient care as they greatly impact the achievement of optimal glycaemic control," said the study's lead researcher Dr Meryl Brod.

## DonateLife Grants

\$533,000 worth of grants are currently up for grabs to support community-based activities held during DonateLife Week 2013 (24 Feb to 03 Mar 2013).

DonateLife Week is the national awareness week to promote organ and tissue donation.

For more information visit [www.health.gov.au](http://www.health.gov.au).

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As germs can be transmitted by person-to-person contact, try to use Dettol Healthy Touch Instant Hand Sanitiser after shaking hands with people on your travels.



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**QATAR** Airways is offering special Business Class fares from Perth to Europe, Africa, Middle East and North and South America, priced from \$5,425pp.

The deal is valid for travel until 25 November 2012.

See [www.qatarairways.com](http://www.qatarairways.com).

**LUXURY** tour operator, Abercrombie & Kent is celebrating its 50th anniversary by discounting six bookings of its five-day Jordan itinerary by 50%.

The tour includes a visit to the ancient Roman city of Jerash, Mt Nebo for spectacular views of the Jordan Valley and the country's star attraction, Petra.

Guests will also enjoy a cooking experience and dinner at Petra Kitchen or a visit to Petra at night, and will tour the desert landscape of Wadi Rum by 4WD and finish at the Dead Sea.

Fares start from \$1,075pp.

See [www.abercrombiekent.com.au](http://www.abercrombiekent.com.au).

**PERISHER'S** new 5-Day-Any-Day Lift Ticket gives users the flexibility to choose any five days of the winter season that best suits them to use the lifts.

Priced from \$499 for adults and \$275 for kids, the Lift Pass gives Perisher's guests the freedom to hand-pick the days they'd like to hit the slopes, and also provides around a 10% discount on single day Lift Ticket prices.

Call 1300 655 811 for details.

## Weighty men's health issues

**OVER** 5.5 million Australian men aged over 18 are categorised as overweight or obese, according to the latest findings from the *Roy Morgan Single Source* survey.

The figure is particularly pertinent and deserves consideration, according to Roy Morgan, given that this week is Men's Health Week (11-17 June).

Other findings in the research include the fact that overweight men are 22% more likely to suffer health problems relating to bones, joints and muscle problems; and are 25% more likely to have lung and breathing issues.

In terms of their digestive system, overweight men are 32% more likely than healthy weight men to have problems, and a whopping 86% more likely to suffer from issues with their heart and circulation.

Interestingly overweight men were also found to be 35% more likely to have brain and nervous system problems.

During the study, Roy Morgan researchers also found that, although in general, Australian men

report "feeling well" and that they are in "good health", overweight men are 9% less likely to report they are "well and in good health".

In addition, the majority of overweight men (74%) agree they would 'like to be able to lose weight' as do 27% of men who are a healthy weight.

Men of unhealthy weight also reported that they were less likely to 'love doing as many sports as possible' (19% less) and were 37% more likely to be concerned about their cholesterol level.

"Maintaining a healthy weight is important, while we've highlighted some of the more major issues, we see that across the spectrum overweight and obese men are more likely to suffer most types of health problems," said Norman Morris, Industry Communications Director, Roy Morgan Research.

"It is encouraging to see that men with an unhealthy weight do acknowledge the issue, however it would be encouraging if they were more concerned with low fat diets and exercise as ways of improving their condition," he added.

## Win an Ultimate Australis Mascara All Sorts Prize!



This week *Pharmacy Daily* has teamed up with **Australis** and is giving four lucky readers the chance to win an Ultimate Australis Mascara All Sorts Prize.

Some like them thick, some prefer them groomed. Some flirt their curves, others stretch their luck. Some just need some TLC. Lashes come in ALL SORTS, That's why we've got a mascara for you.

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Hint! Visit [www.australiscosmetics.com.au](http://www.australiscosmetics.com.au)

## DISPENSARY CORNER

### NATURE'S call.

A Swedish man has found out the hard way that sometimes a toilet is preferable to relieving oneself in the open.

The 61-year old was relieving himself off the deck of his cabin in the woods when he was knocked down by a large bear, which was hunting a nearby elk.

Fortunately the man was able to scramble up, get back into his cabin and lock the door before the bear really took notice.

### POWERFUL addiction.

Some experts argue that technology is becoming addictive, backing this statement up with the fact that more and more people seem to feel at a loss when they are not attached to their iPhone, smartphone or iPads.

This trend it seems is now transferring to the animal kingdom, with the first case of iPad addiction by a cat reported by a Sydney woman, Anne Druais.

According to Druais, her pet cat, Tiger Lily, is addicted to playing games on her iPad, a trend which has forced Druais to buy a special plastic screen protector for the device to save it from clawing paws.

"We thought it'd be a good idea to amuse her with something else than rubber balls and strings," said Druais.

"We started with really simple things and now that she's more interested you can see she's almost developing her skills.

"She's certainly evolving with it," she added.

According to Druais, Tiger Lily enjoys bouts of 10 to 15 minutes with the iPad, and says her cat is "intrigued" by the device.

Speaking to media about the Tiger Lily's predilection an RSPCA spokesperson said that playing with an iPad was a good thing in that it is "another thing for them in their environment that mixes up their day, which gives them something to do".