

Pharmacy DAILY

Friday 22 June 2012

PHARMACYDAILY.COM.AU

New dengue test

THE US FDA has approved a new test for dengue fever, called CDC DENV-1-4 Real Time RT PCR Assay.

This is the first FDA-approved molecular test for dengue that detects evidence of the virus itself.

AS SEEN ON
TODAY
TONIGHT



The natural
anti-inflammatory
that may help
decrease airway
inflammation

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OUT
MORE

Today's the day BLACKMORES

Australia's health 2012

THE good news is that in general Australians are healthy, and the majority feel positive about the quality of their life, according to the latest national report card on health released by the Australian Institute of Health and Welfare.

"Australia compares well internationally: we enjoy one of the highest life expectancies in the world—79.5 years for men and 84.0 years for women—our level of smoking continues to fall, and most children are fully immunised," said AIHW Director and CEO David Kalisch.

But it's not all good news for the nation's health, with the report card finding that most Australians also have at least one health risk factor that is likely to contribute to poorer future health.

As such, the report found that among developed countries, Australia has relatively high death rates from heart disease, diabetes, and chronic lung disease.

In addition, comparatively, Australia was found to have one of the highest rates of obesity, with the latest figures demonstrating that one in four Australian adults and one in 12 children are obese.

Interestingly, the report found that all Australians have at least one risk factor for poor health, and that worryingly around one seven people have five or more risk factors.

The most common combination of risks was inadequate fruit and vegetable consumption with insufficient physical activity.

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Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

24 Jun: Regional Seminar: Immunology, 10.30am-3.30pm, Batemans Bay, beryl.park@psa.org.au.

24 Jun: Evening Lecture: Cocooning Pertussis, 7-8.30pm, Parramatta, NSW, andrew.dryden@psa.org.au.

15 Jul: Primary Health Care Workshop, 10am-3.30pm, Wollongong, NSW guild.clinical@nsw.guild.org.au.

03-06 Aug: Australian College of Pharmacy Annual Conference, Hilton Hotel Brisbane - details 02 6163 6700.

11-15 Aug: Medici Capital Pharmacy Snow Business 2012, Mt Buller Vic - details at www.medic.com.au.

13-16 Sep: Pharmacy Business Network, Canberra - info on pharmacybusinessnetwork.com

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.psa.org.au/pac.

01-04 Nov: SHPA 38th annual conference - Medicines Management 2012, Canberra - mm2012shpa.com.

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Pharma is a great workplace

ABBOTT has joined 49 companies in the prestigious Top 50 Best Places to Work in Australia 2012 list.

Compiled by the "Great Place to Work Institute," the list was created after comprehensive and rigorous research to independently examine workplace culture and employee engagement.

"We couldn't be more proud to be joining this prestigious list of the Top 50 Best Places to Work – receiving this honour reinforces why we have consistently strong employee retention rates in Australia," said Toby Bicknell, HR Director, Abbott Australasia.

"We're proud to be recognised for creating a flexible work environment, investing heavily in career development, rewarding great work and providing excellent compensation and benefits that meet the needs of our employees, and our growing business in Australia," he added.

Abbott joined the top ranks following an independent survey of nearly 500 of its Australian employees, with the company scoring well across all five areas of focus: management credibility, trust in its leaders, pride in the workplace, respect, fairness and camaraderie among employees.

"At Abbott, we are proud of giving people a meaningful career, not just a job," Bicknell added.

The Abbott team are pictured below celebrating their win.

MEANWHILE Medicines Australia Chief Executive Dr Brendan Shaw today congratulated Abbott on its win, as well as Amgen who also reached the lofty top 50 heights.

"This is the latest in a series of awards and acknowledgements that the industry has received for its ongoing commitment to fostering an excellent workplace culture," he said.



enVista approval

THE US Food and Drug Administration has approved the enVista hydrophobic acrylic intraocular lens (AIL), the only FDA-approved AIL with labeling which states: "No glistenings of any grade were reported for any subject at any visit in the clinical study".

Rural infrastructure

THE Government has announced \$8.7 million in grants for 50 infrastructure projects across Australia, designed to benefit rural and remote living patients.

See www.health.gov.au.

US flouride warning

THE US state of New Hampshire has put in place legislation which requires a notice be posted to warn people who are living in areas where public water is fluoridated that the element is in their water, and that six-month-olds should not be routinely fed infant formula mixed with fluoridated water.

The warning reads: "If your child under the age of 6 months is exclusively consuming infant formula reconstituted with fluoridated water, there may be an increased chance of dental fluorosis. Consult your child's health care provider for more information".

Children & asthma

LESS than 50% of asthmatic children control their symptoms despite available treatments, according to the European Academy of Allergy and Clinical Immunology (EAACI).

Speaking at the EAACI Congress 2012 in Geneva, the Secretary General of the organisation and Pediatric Asthma ICON Chair, Prof Nikos Papadopoulos said "Pediatric asthma is a chronic disease and therefore, requires chronic treatment".

"With this Consensus we highlight that pediatric asthma can be controlled by establishing a partnership between patient and doctor and adhering to a well-designed personal management plan.

"Regular monitoring ascertains the effectiveness and fine-tunes treatment," he added.

WIN A HYDRALYTE PRIZE PACK



This week **PD** is giving 5 lucky readers the chance to win a Hydralite

prize pack, valued at \$60 each.

Hydralite is an oral rehydration solution which is scientifically formulated. It contains the correct balance of electrolytes and glucose required for rapid rehydration.

For your chance to win, simply be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au

What does ORS stand for?

Advertising Assistant - Temp 3 month contract

Pharmacy Daily, Australia's favourite pharmacy industry publication and its associated titles **Travel Daily**, **Cruise Weekly**, and **Business Events News** are looking for an advertising assistant on a short-term basis to fill in for an annual leave position on a three month contract.

The role will involve liaising with our extensive client base, using desktop publishing programs to help with daily production of our newsletters, coordinating advertising and competitions for our various titles.

Requirements:

- Desktop publishing experience is essential, preferably with Adobe Indesign.
- Excellent written and verbal communication skills.
- Sound knowledge of Microsoft Office also essential.
- Ability to work to deadlines, with a keen eye for detail.
- Friendly, well presented and outgoing team player.

Join the fun and friendly team at our office in Epping NSW from July 2012. This is a chance to get valuable experience in the dynamic publishing industry.

Applications, which will be treated in strict confidence, should be made in writing to jobs@traveldaily.com.au by Mon 2nd July.

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Pharmacy DAILY



The HIS Report

47% of men aged 40-69 years suffer some level of erectile dysfunction, and 67% consider their condition to be a problem, according to *The HIS Report*.

Based on a survey of more than 1,500 men conducted in March, the report found more than half of all men aged 40-69 would not be comfortable seeking advice from a GP about erection problems or their libido.

Interestingly, the report also found that half of men who experience urinary problems have never consulted a doctor about their issues.

Researchers did note however that the majority of men find it easier to talk about their libido or erection problems if their GP indicates these issues may be related to or caused by another health condition.

To view the report visit www.HISreport.com.au.

Bupa's health experience

THE first Bupa 'health experience' interactive store has opened its doors in Brisbane, offering a retail environment which is aimed at improving the long-term health of its members.

The first-of-its-kind store provides Bupa members with a suite of services on a walk-in basis, and is set across two levels with areas including: a concierge desk where visitors can get help navigating the store; and a health and wellness zone, where members can use Bupa's online tools to learn about their real health age, body mass index and target heart rate.

The store also features a range of products such as pedometers, books, exercise equipment and watches that monitor heart rate; as well as a BLINK optical store which offers eye checks and eyewear; and Peak Health Management, which offers corporate medical services.

Other features of the store include a range of interactive games that use motion sensor technology and help people learn more about their health.

"Visitors to the store can receive an eye check, improve their health knowledge, and discover their real health age, body mass index and target heart rate through a range of online tools – plus access the usual range of Bupa services," said Bupa State Manager for Queensland, Chris Smedley.

"While we know bricks and mortar retail has its particular challenges, many of our members have told us they value their personal relationship with us – and we know we can deliver that in a really innovative way here in our Brisbane store," he added.

The store is located in Brisbane's CBD at the corner of Albert and Adelaide streets, and to mark its official opening Bupa invited passers-by to participate in fitness exercises with a holographic image of former Ironman and Bupa's Health and Wellness Adviser ambassador, Guy Leech.



DISPENSARY CORNER

LAZY or genius?

With most developed nations worried about rising levels of obesity, it is somewhat ironic that there seems to be a never-ending stream of products created to take physical activity out of people's daily lives, the latest of which is a smart bed which makes itself.

Already a viral sensation, the mechanical bed, designed by a Spanish company OHEA, is designed to detect when its owner gets up and out of bed, and then to automatically put the bed back into order.

To make itself, the bed uses mechanical arms which pop up and draw the bed covers back into the "made" position, whilst the pillows are pulled into place using a cord, then lifted, readjusted and placed back at the top of the bed.

The whole process takes around 50 seconds - to see **CLICK HERE**.

APPARENTLY death does not stop work.

The undead need jobs too according to an experience website, Wish.co.uk, which is calling for job applications for zombies.

The website is advertising the zombie positions to fill spots at its Zombie Manor where it hosts zombie battles, which people looking for a thrill pay to participate in.

"Why settle for a dead end job, when you can apply for an undead end job instead?" said Richard Kershaw, co-founder of Wish.co.uk.

"Hundreds of zombie fans from around the world have contacted us begging for work.

"Given the huge demand for our Zombie Manor House, we're inviting these people to audition in front of our expert panel to see if they have the right stuff," he added.

The live auditions are taking place next week, with undead applicants to be assessed on their look, groan and walk.

Product Review: i-lipo chromogenex™

IT sounded too good to be true - fat reduction with no pain, no needles and no down time! So when given the chance to sample the new i-lipo system soon to be released in Australia **PD** was willing to give it a try.

i-lipo by chromogenex, is a non surgical alternative to liposuction. Using a low level laser system, fat reduction is achieved by "photobiomodulation to trigger the body's natural processes which release the contents stored in adipose cells."

In short, the laser triggers a chemical signal in fat cells that breaks down stored triglycerides into free fatty acids and glycerol, which are then released through the cell membranes. The fat content is then transported around the body to tissues where it will be 'burned off' during a period of post-treatment exercise, the company says.

A course of eight treatments is recommended - twice weekly for a four week period. Each treatment lasts 20 minutes, and according to chromogenex, results can be seen immediately, but the full course should be completed for maximum results.

PD was measured before and after treatment and experienced an average reduction of 2cm in the area treated.

In terms of the treatment itself, there is minimal discomfort, rather just a warm sensation on the places where the laser is working. Recommended retail price per session is \$150, or \$950 for a course of eight sessions.

For pharmacies looking for new revenue streams, this could be a unique opportunity. Chromogenex has done extensive clinical research to uphold their claims, and the i-lipo treatment has FDA approval.

The company is currently in Australia demonstrating the product and seeking outlets who want to get on board.

For more information about the product go to www.ilipo.com or for sales enquiries contact Shareen Geers on sgeers@chromogenex.com.



Tea and prostate cancer

A UNIVERSITY of Glasgow study published in *Nutrition and Cancer*, has linked high levels of tea drinking with prostate cancer.

The study tracked the health of more than 6,000 male volunteers over a period of 37 years and discovered that those who drank more than seven cups of tea per day had a 50% higher risk of developing prostate cancer versus non-tea drinkers or those drinking less than 4 cups per day.

"Most previous research has shown either no relationship with prostate cancer for black tea or some preventive effect of green tea," said study head Dr Kashif Shafique.

"We don't know whether tea itself is a risk factor or if tea drinkers are generally healthier and live to an older age when prostate cancer is more common anyway," he added.