

New Watson chief

WATSON Pharmaceuticals has today announced that Karen McTavish has joined its local operation as Managing Director, Australia.

McTavish will lead the newly formed Australian company Watson Pharmacy Pty Ltd, which will include Willow Pharmaceuticals as well as the recently acquired Ascent Pharmahealth business.

She moves from her most recent role with Apotex in Sydney, where she has been national sales and marketing director since 2006.

In her new role McTavish will report directly to Siggie Olafsson, who's executive vice president of Watson Global Generics.

Watson also owns Spirit Pharmaceuticals which will continue to operate independently, with md Gary Waters continuing to lead Spirit and will also report directly to Olafsson.

Ascent Pharmahealth founder and outgoing ceo, Dennis Basta, "will continue to work with Watson as a strategic advisor to the Australian and Asian operations," the company said.

APC consultations

THE Australian Pharmacy Council is reminding interested parties that this Sunday 04 Mar is the final day to register for the Melbourne Public Consultation Workshop on the Accreditation Standards for Pharmacy Degree Programs.

The Melbourne workshop will take place next Fri 09 Mar, with forms and further information online at www.pharmacycouncil.org.au.

Price reductions revealed

A TABLE summarising the claimed prices and brand premiums for the 01 Apr Pharmaceutical Benefits Scheme price reductions has today been published on the PBS website.

According to the update, any premium priced medicine brands which are subject to the price reductions will also have the change flow onto the brand premium, with documents on the site also explaining the

methodology for calculating the new claimed prices.

In some cases the new 'price to pharmacist' is almost 25% lower.

Affected drugs include quinapril, amoxicillin, cephalexin, lamotrigine, tramadol, alprazolam, sertraline and simvastatin.

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

MEANWHILE the PBS website also confirms the withdrawal of dextropropoxyphene napsylate (Doloxene) from the Repatriation PBS effective from today.

There are now no longer any PBS-listed pain killers containing dextropropoxyphene.

Herbal corrections

THE names of herbal ingredients used in complementary medicines are set to be standardised, in the latest stage of a review being conducted by the TGA.

The TGA has published a list of current ingredients and their corresponding "new authenticated name," which has been produced using various references including The Plant List and the Germplasm Resources Information Network

Announced today, the new phase of the project will see sponsors asked to authorise the correction of names used in their medicines, with a deadline of 12 Apr 2012 to provide written confirmation.

According to the TGA website, although superseded ingredient names will be recorded in the ingredient code tables as synonyms, these will no longer be able to be used in an ARTG listing or on the label of a medicine.

Any ingredients subject to name change must be updated on labels at the next print run or within two years - more info 02 6232 8634.

Epilepsy TV campaign

A NEW community service announcement to be broadcast on commercial TV channels from this week will see Australian water polo star Luke Quinlivan compete against epilepsy discrimination.

It's part of Epilepsy Australia's national awareness month for the condition, which affects 228,000 Australians - 1% of the population.

Quinlivan was diagnosed with epilepsy 12 years ago but effective management strategies have seen him become an elite athlete and one of the highest rated goalkeepers in world water polo.

Epilepsy Australia executive officer Denise Chapman said the campaign is seeking to draw attention to the realities of the condition, not the myths.

The campaign is supported by GSK, UCB Pharma, Janssen and Sanofi.

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Three pages today

TODAY'S Pharmacy Daily includes a full page from Pharmacy Catalyst, promoting its complementary sales training, retail coaching and 'Pharmacademy' programs - **see p3**.

Travel Specials

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

HYATT Regency Coolum Golf Resort and Spa has launched a special Easter Family Bonus package in conjunction with a series of Easter-themed events.

The deal includes accom for a family of four in a two bedroom, two bathroom villa priced from \$575 per night over the Easter weekend including daily breakfast and complimentary bike hire for the whole family.

Quote CLM050 when booking on 1800 COOLUM.

SEMARA Resort & Spa in Seminyak, Bali is offering an "ultimate family escape" deal from US\$330 per room per night including airport transfers, spa treatments and much more - details www.semararesorts.com.

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PHARMeFOOTY today

THE 2012 season of footy tipping for AFL and NRL has kicked off today, with pharmacy industry tipsters invited to register for the PHARMeFOOTY competition.

The free online tipping service is sponsored by Fred Health and Medici Capital, with pharmacies and pharmacy students eligible to compete in both codes.

Cash prizes of up to \$5000 are on offer - but for NRL you'll have to be quick because the competition starts tonight, so sign up now at www.pharmefooty.com.au.

Trajenta listing

TODAY sees the PBS listing for Trajenta (linagliptin), the first once-daily single dose DPP-4 inhibitor which provides sustained glycaemic control without dose adjustment irrespective of the patient's renal or hepatic function.

The listing is being hailed as a "major milestone" for the Eli Lilly and Boehringer Ingelheim worldwide diabetes alliance which was established in Jan 2011.

TGA warns on "black salve"

THE Therapeutic Goods Administration has issued a consumer warning about an "alternative" skin cancer treatment named black salve.

The move follows a complaint about the product by the Cosmetic Physicians Society of Australia (CPSA), which said that claims made about black salve are untrue.

According to the TGA at least three Australian consumers have been seriously harmed by the product after using it for various skin conditions including the treatment of a skin cancer.

"Black salve is a highly corrosive agent which promoters claim can 'draw out' cancer cells and destroy them, but the reality is that this 'treatment' is worthless against cancer and cannot be legally sold in Australia," said CPSA president Dr Gabrielle Caswell.

She said a recent case of black salve use by a naturopath had prompted the complaint, after the patient in question suffered serious

injuries.

"It is disturbing that this product is so widely available," Caswell said, with a simple Google search revealing scores of sites in Australia selling the product along with claims about its use for the treatment of cancers.

Caswell said the product was "nothing more than a scam preying on vulnerable people".

The CPSA said the TGA Complaints Resolution Panel was also considering a complaint by the CPSA about the advertising of black salve on several Australian websites.

MEANWHILE Parliamentary Secretary for Health and Ageing, Catherine King, has today issued a statement warning Australians about the hazards of purchasing medicines on the internet.

She said it was important that consumers understand that the TGA does not regulate products available on international sites.

"It is possible that products purchased in this way could be counterfeit; contain harmful quantities of active ingredients; contain undisclosed, dangerous ingredients; be past their use-by date; or be contaminated or not manufactured to appropriate standards," she said.

King stressed that medicines and medical devices bought from foreign websites had not been assessed by the TGA in any way, urging consumers not to order online "unless they can be sure that they know the content of the product".



DISPENSARY CORNER

LAZARUS with a triple bypass?

A 95-year-old woman in the Chinese province of Guangxi has reportedly shocked her friends and relatives by climbing out of her coffin almost a week after her purported 'death'.

According to the *Xinhua* news service, Li Xuifeng was found motionless in bed by a neighbour after she tripped, and when he failed to wake her up assumed she had passed away in her sleep.

According to tradition the body was laid in her coffin so that mourners could pay their respects, but the day before the funeral a shocked relative found the casket empty.

A subsequent search found the woman cooking in her kitchen.

"I slept for a long time," she apparently told villagers.

"After waking up I felt so hungry and wanted to cook something to eat. I pushed the lid for a long time to climb out," she added.

BRITISH authorities have warned about a spate of chewing gum theft, with criminal gangs apparently smuggling it to Romania where it has become a form of currency.

According to a Crown Prosecution Service spokesman, the thefts are "big business," with two thieves last week imprisoned for stealing over £1000 worth of gum from a supermarket.

WIN A CASE OF BEYOND COCONUT WATER



Pharmacy Daily has teamed up with **Beyond Coconut Water** this week and is giving five lucky readers the chance to win a case of Beyond Hibiscus Infused Coconut Water, valued at \$90 each.

If you love Beyond Coconut Water then you will love their newest product, Beyond Hibiscus Infused Coconut Water - a world first.

Coconut Water has a multitude of benefits with the most significant being its 'natural isotonic' qualities that replenish lost electrolytes and hydrate super efficiently. The Hibiscus flower also contains antioxidants that may help reduce the build of fatty deposits in arteries and reduce blood cholesterol levels, therefore reducing the risk of heart disease.

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

Which five essential electrolytes does Beyond Coconut Water Contain?

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Congratulations to yesterday's lucky winner, **Jae Yeo** from **Medicare Australia**.

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