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Bumper APP edition

TODAY'S *Pharmacy Daily* features four pages packed with news and updates from the Pharmacy Guild's Australian Pharmacy Professional Conference, which kicked off yesterday on the Gold Coast.

This year's event is huge, with thousands of attendees including more than 2,000 who will be taking part in the gala dinner tomorrow night featuring former Noiseworks frontman Jon Stevens.

For 2012, APP has expanded to a full four day program, and is themed *Pharmacy Solutions for Primary Health Care*.

Tonight APP will formally launch with a welcome reception coinciding with the opening of the APP Trade Exhibition, which this year features stands from over 160 industry suppliers.

Pharmacy winners

CONGRATULATIONS to the winners of this Tuesday and Wednesday's *PD* comps: Laura Brazier, Warwick Friendly Society Association; Janine Hando, Parkes Health; Denise Vrontas, Viva Communications; Hayley Fejer, High Tech Health; Lindsay Scott, Broken Hill Base Hospital Pharmacy; and Mark Casey, Pharmabroker Sales.

Plibersek backs pharmacy

FEDERAL Health Minister Tanya Plibersek yesterday strongly endorsed the Australian pharmacy sector, telling delegates at the APP Conference on the Gold coast that with the ageing population and proliferation of complex chronic conditions "the role of pharmacists is more important than ever before".

It was the first APP appearance for Plibersek, who was appointed to the health portfolio in Dec last year, and she also announced the winner of the *Pharmacy of the Year* competition (see page three).

In her speech Plibersek also clarified the government's position on the Senate Inquiry into the Fifth Community Pharmacy Agreement which has been proposed by the Greens party.

"The Government does not support such a Senate Inquiry...it is a five year Agreement and is only in its second year," she said.

"We believe it is delivering for the community; our approach is to make sure the Agreement is properly evaluated and to use the lessons learned to feed into the development of a Sixth Agreement," she added.

To that end, Plibersek also

released the Evaluation Framework for the review of the programs delivered under the Agreement.

"An open and transparent evaluation process was already built into the Fifth Agreement and I didn't see the need for another politically motivated inquiry to preempt the planned review," she said.

The Pharmacy Guild welcomed the comments, with National President Kos Sclavos saying "The Minister's speech was an important endorsement of the role of community pharmacy and the stability provided by the Community Pharmacy Agreements".

MEANWHILE Plibersek also described the professional programs and services funded under the Fifth Agreement as a "real success story," saying that more than 4,700 pharmacies had registered to receive the Pharmacy Practice Incentive in return for recording services provided.

"Since June last year there have been over 500,000 clinical interventions documented by those pharmacies that record their services electronically," she said.

Plibersek said that as well as being good for patients, this would help policy makers who would be able to use the evidence accumulated to assess the benefits of clinical interventions.

She also acknowledged the Guild's efforts in progressing the electronic health agenda, and said the Health Dept was committed to working with stakeholders to improve interoperability of e-prescribing systems.

Strikers battle Sigma

SIGMA Pharmaceuticals says it's "maintained the distribution of life preserving PBS drugs" in recent days despite a bitter dispute with workers at its location in Rowville, Victoria.

On Monday this week striking staff were locked out of the building after blockading the facility to stop trucks entering, and *PD* has been told that the warehouse has only operated for one out of the last ten days.

The National Union of Workers issued a statement saying that the 130 employees were taking the action to protect their working conditions and job security, claiming that Sigma is planning to reduce shift loadings for those working after hours.

According to the NUW, the workers will be locked out of the Rowville facility until next Wednesday 14 March, with ACTU President Ged Kearney slamming Sigma's "extreme tactics in a bid to undercut workers' minimum rights" during a site visit yesterday.

In a statement also issued yesterday, Sigma said that it "remains committed to negotiate in good faith for an EBA outcome that is fair and workable for all.

"Sigma is seeking from the union its support for the operational changes needed to meet the evolving needs of customers and the community, while maintaining the long-term viability of the organisation," the company said.

CEO Mark Hooper asked the union to continue to work with Sigma to achieve an "efficient resolution to this issue".

Pharmacists Reddy for anything

A GROUP of NSW pharmacists recently renewed their Senior First Aid Training at an event at the Crowne Plaza Hotel in Coogee.

The activity was accredited by the Australian College of Pharmacy, with each participant receiving 20 CPD credits.

The training was conducted by Vital First Aid, with the major sponsor being Dr Reddy's Laboratories Australia.

Dr Reddy's NSW state manager (and pharmacist) Carlyle Fernandez was one of those who completed the course, and is pictured proudly displaying his certificate of achievement.



Pharmacy for Sale

Expressions of interest sought for the purchase of an established pharmacy, in a large suburban shopping centre, in growing QLD suburb, 19km South East of Brisbane.

Further potential growth and profitability.

To register your interest please email:

Chris Hodgkinson

Email: chris@apb.net.au

Mob: 0414 280 856

www.apb.net.au



Gold X-Weight Watchers deal



A MAJOR new pact between the Pharmacy Guild's Gold Cross brand and Weight Watchers was announced yesterday evening at APP on the Gold Coast.

Almost five years in the making, the new arrangement is set to reinforce pharmacy's credentials as a "weight loss destination" and includes a new, exclusive, pharmacy-only range of weight management information kits.

Weight Watchers MD Joseph Saad - well known to the pharmacy industry through his previous role as head of Pfizer's local consumer healthcare products division - said there was huge opportunity to improve the health of Australians via the initiative.

He said that currently about 62% of Aussies are overweight - including about 4.6 million women, and that on average Australian females make a staggering 49 diet attempts during their lives.

Pharmacies are being invited to participate in the program, which will see them provide a very different offering to current ranges of meal replacements and snacking products.

The move is the first time any such arrangement has operated in Australia, however a similar deal was put in place between Weight Watchers and UK pharmacy giant Boots late last year.

A key motivator for the pact was the recent studies published in *The Lancet* and the *British Medical Journal* which found that the Weight Watchers program provided

significantly better outcomes than GP weight loss interventions as well as other pharmacy-based weight loss programs (PD 08 Sep, 07 Nov).

Guild President Kos Sclavos said that this evidence base for the Weight Watchers program would give pharmacy credibility in the sector, allowing pharmacists to confidently offer a proven solution.

"We are delighted to partner with the iconic Weight Watchers brand to bring a proven and widely recognised weight management program to our patients," he said.

"Our aim is to establish pharmacy as the destination for health services and the 'off the shelf' membership packs will increase accessibility for a wider range of weight management support, advice and solutions," he added.

The packs come in three variants, enabling participants to follow the Weight Watchers program via Meeting, Online or At Home.

They do not contain any actual products, but a further phase could see Weight Watchers items made available for sale in pharmacy too.

Saad said that the Gold Cross arrangement would enable pharmacies to recommend the Weight Watchers programs which have a "scientific rigour nobody else can give them".

Pictured above at yesterday's launch are, from left: Pharmacy Guild National President Kos Sclavos; Joseph Saad, Weight Watchers Australasia Managing Director; and Gold Cross General Manager, Trevor Clarkin.

Discount Drug Stores to launch own range

DISCOUNT Drug Stores has announced the launch next month of its own private label product range across its 100 outlets.

The company said the move aimed to insulate the brand against supermarkets that are selling OTC brands at competitive prices, with the exclusive range providing greater savings to customers.

DDS has partnered with manufacturer Perrigo Orion to produce the range - the same company which supplies to the likes of Walgreens and Tesco.

GM Douglas Kuskopf-Dallas said the move was a change of direction for the national franchise group.

"The new Discount Drug Stores product range will play an important role in the organisation's future," he said, with DDS on track to turn over \$350m in 2011/12.

As well as catering to customers who prefer quality, lower price products, franchisees will benefit from greater gross profits.

The range will include allergy, cough, cold and pain products.

Albumin quarantine

YESTERDAY the Therapeutic Goods Administration ordered a quarantine of CSL Human Albumin solutions held by hospitals, the Australian Red Cross Blood Service and CSL, pending the results of an assessment into the safety of these products.

The quarantine follows reports from CSL Biotherapies that some batches of human albumin solution manufactured prior to 25 January 2012 have been contaminated with ethylene glycol as a consequence of an equipment failure.

"CSL has advised the TGA that the levels of contamination which have been detected are very low and that, based on projections of the highest possible amounts administered and available toxicological data, adverse clinical effects appear unlikely to occur," a TGA statement said.

According to CSL a review of adverse event reporting had shown no evidence of issues associated with the use of the product, with any toxicity due to ethylene glycol occurring acutely, with delayed effects beyond 72 hrs not expected.

WIN A BUSBY PURE TISSUE OIL



Every day this week **Pharmacy Daily** is giving three lucky readers the chance to win a **Busby Pure Tissue Oil** prize pack.

Each pack includes Busby Pure Tissue Oil in two sizes: 100mL & 15mL.

Busby Pure Tissue Oil is a clinically proven face and body oil specifically formulated to improve the appearance of scars, stretch marks, wrinkles, ageing and dehydrated skin. It contains no harmful ingredients, just a unique blend of naturally derived avocado, grape seed and rose hip oils and five times more vitamin E than leading tissue oil

brands. It is suitable for sensitive skin and use during pregnancy.

To win this great prize pack, simply be one of the first three people to send in the correct answer to the question below.

How much more vitamin E does Busby contain than other leading brands of skin oil?

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

Hint! Visit www.fgb.com.au

Congratulations to yesterday's lucky winners, Kim Bartels from Phoenix Medical Publishing, Tracy Lim of Pharmore Pharmacies and Sarah Lum from UFS Beaufort Pharmacy.

Events Calendar

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

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

Managing Drug Interactions

Seminars - Brisbane 25 Mar, Sydney 06 May, Melbourne 07 Jun, presented by Dr Geraldine Moses and Debbie Rigby - \$275 with registration form on AACCP website - 0418 772 877.

27 Apr 03 May: PSA 37th Offshore Refresher Conference in Istanbul - details psa.org.au.

25-27 May: PSA Clinical and Practice Expo, Hordern Pavilion Moore Park, Sydney - more info on 02 9431 1100.

01-04 Apr: 38th annual SHPA National Conference, National Convention Centre Canberra - details at mm2012shpa.com.

New CHC courses

THE Complementary Healthcare Council of Australia has announced the launch this year of a new Introductory Certificate in Complementary Healthcare Products, aimed at boosting the knowledge of pharmacy assistants.

The new qualification follows the launch last year of new CHC courses for pharmacists, aimed at helping them meet increased demand for expert information on CMs.

CHC Executive Director, Wendy Morrow, said that CMs were growing in importance in pharmacy, with vitamins and supplements comprising 19.1% of OTC sales.

She cited an NPS study which found that 37% of consumers rely on pharmacies for advice on complementary medicines - the largest single reference source within the medical professions.

As well as the pharmacy assistant course, the CHC will also launch two new pharmacist modules this year, and enrolments in any of the courses at moodle.chc.org.au by the end of March will receive a 15% discount by quoting code MR1201.

The Pharmacy of the Year

THE year's most anticipated industry gong, the QCPP Pharmacy of the Year award 2012, has gone to Cape York Guardian Pharmacy in Weipa, Far North Queensland.

Announced yesterday at the APP conference by the Minister for Health, Tanya Plibersek, the award recognised Cape York Guardian Pharmacy's outstanding contribution to the Weipa community and the whole Cape region.

"Australia is a large country and the Western Cape is as remote as it gets," said POTY judge and Guild National Director, Patrick Reid.

"In sometimes trying circumstances, the Cape York team has looked upon problems as opportunities - all while contributing so strongly to their community and its people," he added.

Cape York Guardian Pharmacy beat out other semi-finalists to take a place in the finals as the category winner for Excellence in Community Engagement.

Going up against Cape York for the overall award were the two other category award winners, Chemmart Superstore in Eaton (WA), for Excellence in Business Management; and Martin's Chemist, St Mary's (NSW), for Innovation in Professional Services.

The award judges, Reid and Bill Scott, Chairman of Fred Health, were however, so impressed with the quality of the seven semi-



finalists that they recognised a fourth pharmacy with an Honourable Mention, Priceline Pharmacy, Kiama (NSW).

Guild National President, Kos Sclavos, said: "This result demonstrates that pharmacies in regional areas can deliver excellent services that are just as good as, or in this case even better than their metropolitan counterparts."

Cape York Guardian Pharmacy owner, Scott McChanon (pictured above with Health Minister Tanya Plibersek) said he entered the pharmacy into competition because "I was proud of where we'd come from."

"This community has embraced us since we've come here and I wanted to show the town that we deliver a level of service, and a pharmacy, that is comparable with anywhere in Australia," he added.

March MIMS Monthly Medicine Update

NEW PRODUCTS

Ferinject (ferric carboxymaltose) is a polynuclear iron (III)-hydroxide complex indicated for treatment of iron deficiency (based on laboratory tests) when oral iron preparations are ineffective or cannot be used. It is contraindicated in anaemia not attributed to iron deficiency; evidence of iron overload or disturbances in iron utilisation and in the first trimester of pregnancy. Ferinject is available as a 2 mL and 10 mL vial containing 100 mg and 500 mg of iron (as ferric carboxymaltose) respectively, in packs of 1 and 5 vials.

Influvac Junior (inactivated influenza vaccine) is indicated for the prevention of influenza caused by influenza virus types A and B in children aged 6 months to 35 months. It is available as a 0.25 mL dose single use prefilled glass syringe.

Menactra (meningococcal (groups A, C, Y and W-135) polysaccharide diphtheria toxoid conjugate vaccine) is indicated for active immunisation of individuals 2 through 55 years of age for the prevention of invasive meningococcal disease caused by

Neisseria meningitidis serogroups A, C, Y and W-135. Menactra vaccine is not indicated for the prevention of meningitis caused by other microorganisms or for the prevention of invasive meningococcal disease caused by *N. meningitidis* serogroup B. Menactra vaccine is not indicated for treatment of meningococcal infections or for immunisation against diphtheria. Menactra is contraindicated in the following circumstances: known hypersensitivity to any component of Menactra vaccine including diphtheria toxoid; known history of Guillain-Barré syndrome and known hypersensitivity to dry natural rubber latex. Menactra is available as a 0.5 mL single dose vial.

Resotrans (prucalopride) is a 5HT₄ agonist. It is indicated in the treatment of chronic functional constipation in adults without adequate relief from at least 2 laxatives from different classes at highest tolerated recommended doses for at least 6 months. It is contraindicated in renal impairment requiring dialysis; intestinal perforation or obstruction due to structural or functional disorder of the

gut wall, obstructive ileus and active severe inflammatory conditions of the intestinal tract, such as Crohn's disease and ulcerative colitis; toxic megacolon/ megarectum and recent bowel surgery. The recommended dose in adults is 2 mg once daily, and in elderly initially 1 mg daily up to a maximum of 2 mg daily. Resotrans is available as 1 mg and 2 mg tablets in packs of 28's.

NEW INDICATIONS

Gardasil (quadrivalent human papillomavirus) is now indicated in males 9 through 26 years of age for the prevention of anal cancer, precancerous or dysplastic lesions, caused by HPV types 6, 11, 16, and 18.

Lucentis (ranibizumab) is now indicated in the treatment of visual impairment due to diabetic macular oedema (DME) and macular oedema secondary to retinal vein occlusion (RVO).

Prevaran 13 (pneumococcal polysaccharide conjugate vaccine, 13-valent adsorbed) is now indicated in the active

immunisation for the prevention of pneumococcal disease caused by *Streptococcus pneumoniae* serotypes 1, 3, 4, 5, 6A, 6B, 7F, 9V, 14, 18C, 19A, 19F and 23F in adults aged 50 years and older.

Viread (tenofovir disoproxil fumarate) in combination with other antiretroviral agents is now indicated for the treatment of HIV-infected paediatric patients 12 years of age and older.

NEW FORMULATIONS

Aricept (donepezil hydrochloride) is now also available as Aricept-D orally disintegrating tablets in 5 mg and 10 mg. Aricept and Aricept-D are bioequivalent.

SAFETY RELATED CHANGES

Alfuzosin hydrochloride and **fusidic acid** are now contraindicated with the use of Kaletra (**lopinavir/ritonavir**).

When using **Marvelon (desogestrel and ethinyloestradiol)** the risk of thrombosis increases with dyslipoproteinaemia, hypertension, migraine, valvular heart disease and atrial fibrillation.

Strattera (atomoxetine hydrochloride) is now also contraindicated in patients with severe cardiovascular disorders or a history of pheochromocytoma.

Vytorin (ezetimibe and simvastatin) and **Zocor (simvastatin)** are now contraindicated with concomitant administration of potent CYP3A4 inhibitors (e.g. itraconazole, ketoconazole, posaconazole, HIV protease inhibitors, erythromycin, clarithromycin, telithromycin and nefazodone) and with the concomitant administration of gemfibrozil, cyclosporin or danazol.

Zofran (ondansetron hydrochloride dihydrate) is now contraindicated with apomorphine hydrochloride, based on reports of profound hypotension and loss of consciousness when ondansetron was administered with apomorphine hydrochloride.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.

New NZ guild MOU

THE Pharmacy Guild of Australia this morning signed a new Memorandum of Understanding with its NZ counterpart, which calls on both organisations to work more closely together while pursuing common interests for community pharmacists.

NZ Guild President, Karen Crisp, who's attending the APP conference on the Gold Coast this weekend, said she was pleased to be solidifying the relationship while Kos Sclavos, Pharmacy Guild of Australia National President, said "having a strong community pharmacy network in both countries is in the best interests of all pharmacists, and I look forward to working closely with my New Zealand counterparts."

Terry White loyalty launch

THE first details of Terry White Chemists' much-anticipated loyalty program have emerged, with a strong take-up by customers in a trial program at a Brisbane pharmacy in the first few days alone.

Dubbed 'RewardsPlus', Terry White Chemists ceo Anthony White said the program was one of the most significant initiatives ever to be unveiled by the network.

The initial trial at Toombul has seen more than 500 store sign-ups within days of its launch with White saying: "We are confident the RewardsPlus program will set new standards for managing customer relationships and incentivising ongoing customer support."

The program is created using real

time "cloud technology" which delivers instant rewards and exclusive offers targeted to the consumer's own shopping habits.

RewardsPlus members can earn rewards by accumulating points (they get a point for every dollar spent), and will also score a voucher for cash back in the pharmacy printed on their receipt.

Commenting on the program's design, White said that a key feature was being able to give customers offers tailored to their buying habits, rather than just standard offers.

This in turn enables suppliers to be matched with their loyal followers, or likely purchasers of their products.

"Rewarding our suppliers, many of whom have been with us as long as some of our dearest customers, with the chance to connect with those who buy their products is assisted by the technology to target and tailor consumer offers," he said.

"The trial is going well, the feedback has been positive and it seems exceptionally efficient so we're very happy," he added.

RewardsPlus will start to roll out progressively across the group's 160 pharmacies, with the official national launch scheduled for the second half of the year.

Healthlinks rebrands as GuildLink

THE Pharmacy Guild's technology focused offshoot healthlinks.net will henceforth be known as GuildLink Pty Ltd, but CEO Ross Gallagher said the change won't make any difference to the company's key areas of operation.

Revealed late yesterday afternoon at APP, Gallagher said the move aimed to reduce confusion between the various Guild offerings including Mirixa, healthlinks.net and GuildCare programs.

"What we're trying to do is rationalise things and hopefully present them in a more structured manner," he said.

The wholly owned Pharmacy Guild of Australia subsidiary will have two divisions including the Patient Care Division which focuses on "building strong relationships with pharmacists as the primary provider of software and professional programs to assist them to meet the requirements of 5CPA" covering access to GuildCare programs under annual subscriptions which include software setup, training and ongoing technical advice.

The Medicines Information Division works with health professionals, the pharmaceutical industry and consumers to ensure they have access to reliable and

current information on prescription drugs - including the company's world first work on formats suitable for the visually and hearing impaired.

Gallagher said the company would continue to work with US-based Mirixa Corporation, with some "tweaks" to the platform planned to make it even more user-friendly for pharmacy.

MEANWHILE GuildLink yesterday formally announced a new deal with Thomson Reuters Healthcare, which will see the Thomson Reuter Healthcare Medication Advisory Screening (MAS) Drug Interactions modules incorporated into GuildCare products.

The MAS drug interaction modules will be incorporated into GuildCare's new Home Medicine Review module, with Gallagher saying this complements the company's core objective of powering the better use of medicines via information provided at the point of dispensing by community pharmacists.

AND a new suite of GuildCare iPad applications for pharmacists was also revealed during the GuildLink presentation yesterday, allowing pharmacists and pharmacy staff to use the systems wherever they interact with patients.

DISPENSARY CORNER

YOU'VE heard of the large intestine, but this is ridiculous.

Bowel Cancer Australia is making the most of the thousands of delegates to APP this weekend with a confronting display depicting a gigantic blow-up bloody colon.

Hopefully not to be used as a jumping castle by attendees, the "super colon" display (pictured below) encourages people not to "sit on their symptoms" and gives information about prevention and treatment of bowel cancer.

The quirky display is one of a number of APP Trade Exhibition foyer exhibits which will be open from today.



A VISION of the future?

Robot maker, Giles Walker, has turned more than a few heads at the recent CeBIT high-tech fair in Germany with his pair of pole dancing robots (pictured below).

Created out of old car parts, the duo's suggestive dancing is computer controlled using wireless technology and is set to music played by a third "DJ" robot, who bops his head as the ladies perform.

For those that would want to hire the robots for a party however, the price tag may be a bit of a sticking point, with the trio commanding around US\$40,000 per performance.

