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## Snoring remedy

**TODAY'S** issue of *Pharmacy Daily* includes a full page promoting Australian-made Snoreben, to help in reducing or preventing snoring, dry mouth and other symptoms.

It's now available for stocking in pharmacy - for details see **page three** of today's issue.

## Cosmetic corner

**PHARMACY** Technology Group (PTG) has linked with online deals site Scoopon in an initiative claimed to send 9400 customers into Australian pharmacies this month.

PTG division Cosmetic Corner offered a Scoopon deal for a Revlon CustomEyes Mascara (RRP \$23.95) for just \$1.

Customers then selected their preferred store to collect the product from 200 participating pharmacies- including members of groups such as Discount Drug Stores, Cincotta Chemist, Yousave and Chemmart Pharmacy.

"We recognised the need for pharmacy to embrace new ideas and technologies in marketing strategies and are extremely excited by the early results of this campaign," said Chemmart's Lisa McInerney.

Over the four week redemption period each pharmacy is estimated to see an average of 47 additional people walking through their doors, with a customer acquisition cost of about \$3.80 per person.

PTG gm Katie Fletcher said the company was focused on digital marketing solutions to drive online traffic into pharmacies.

## EU tetrazepam suspension

**THE** European Medicines Agency has recommended the suspension of medicines containing tetrazepam, after a review showed that side effects, particularly skin reactions, were occurring at a higher rate in comparison with other benzodiazepines.

The French medicines agency cited very serious reactions including toxic epidermal necrosis, erythema multiforme and other syndromes.

The EMA's Pharmacovigilance Risk Assessment Committee has concluded that tetrazepam is associated with a low but increased risk of serious skin reactions, and that in the light of this the data on its effectiveness was "not sufficiently robust to support its use in the authorised indications".

**MEANWHILE** the EMA committee also recommended restrictions

## GMiA patent push

**THE** Generic Medicines Industry Association has recommended "further important reforms to pharmaceutical patents," while at the same time welcoming amended intellectual property legislation which came into effect yesterday.

The GMiA said the supply of generics in Australia is still being "inappropriately delayed" meaning much higher costs for patients.

Recent patents currently found to be invalid are estimated to represent \$530m in lost savings to the govt - a figure which would have been over \$3 billion if generic medicine suppliers had not challenged the patents in court.

in the use of strontium ranelate (Protelos/Osseor), based on the outcome of a "routine benefit-risk assessment of the medicine".

Data from clinical studies showed there was an increased risk of a heart attack in post-menopausal women taking the medication compared to placebo.

A further review has proposed changes to the prescribing info for Protelos/Osseor, including that it not be used in patients with current or past history of heart disease or those with inadequately controlled blood pressure.

## Union knocks Kos

**UNION** group Professional Pharmacists Australia has urged the Pharmacy Guild to elect a "pharmacist friendly President," after the resignation of Kos Sclavos was announced (*PD* yesterday).

PPA ceo Chris Walton cited a litany of "recent controversies" that had "damaged the profession" including the now defunct 'Coke and Fries' deal with Blackmores, the denial by the Guild of underpayments now being probed by the Fair Work Ombudsman, and the Home Medicines Review crisis.

Walton said PPA "wants to work with the Guild to restore respect to the pharmacy profession and to ensure pharmacists get the pay they deserve" calling on the Guild to elect with a new president who could work with the industry to provide wages "more in line with other Australian professionals such as engineers and scientists"

## Smoking campaign

**HEALTH** minister Tanya Plibersek yesterday launched a new "Stop before the Suffering Starts" anti-smoking campaign, highlighting the immense suffering people and their families can go through due to smoking related diseases.



**Find out what shape you're in as a result of the April PBS changes with our Health Check calculator.**

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### Guild Update

The announcement that the Guild's National President, Kos Sclavos, will step down from October this year is a significant event in the life of the Guild and has caused much interest across the industry.

Mr Sclavos said: "I have made this decision in the best interests of the Guild and its members. The timing will ensure a well organised succession before I leave my position."

"As we approach the prospect of a Sixth Agreement to be negotiated from next year, I believe the time is right for me – after eight years in the job - to take part in an orderly transition to a new National President."

Medicines Australia chief executive Dr Brendan Shaw has congratulated Mr Sclavos on a significant record of achievement.

"Kos has made a tremendous contribution to the broader medicines sector," Dr Shaw said.

"He has been a consistently passionate and committed advocate for community pharmacy and for the Pharmaceutical Benefits Scheme."

Executive Director of the Guild, David Quilty said: "The passion and commitment of Kos Sclavos is unparalleled and no one has done more over the last decade to secure the viability and drive the quality of Australia's 5,200 community pharmacies."



The Pharmacy  
Guild of Australia

## Reminders lift compliance

**FREE** SMS and email prescription reminders introduced about 18 months ago by Discount Drug Stores have seen an improvement in medication adherence of up to 30% with some medicines, according to the group's Professional Services Manager, Casey Clark.

The system targets non-compliers who initially fill their prescription but then fail to have their repeat dispensed, with Clark saying "as a whole we are seeing an additional 2 to 3 scripts per year" per patient.

Clark said that thousands of Australians are currently using the system, with many grateful for the reminders.

"Almost half of non-compliant patients are not intentionally non-compliant, so even if the prescription reminder service is just helping the percentage of people, we're still making a difference and helping to reduce the high rate of Australians who are not compliant with their prescriptions," she said.

DDS cited figures showing many Australians are only filling their monthly scripts nine times out of twelve per year, resulting in higher rates of relapse and avoidable hospital admissions that are costing the public health system about \$380 million annually.

DDS also offers other professional services to assist compliance, including 'Easy Meds' DAAs.

### Board guideline work

**THE** Pharmacy Board of Australia has issued a Communique following its recent meeting in Brisbane.

The Board confirmed recent work on revisions to guidelines on *Dispensary Assistants/Dispensary Technicians and Hospital Pharmacy Technicians and Extemporaneous Dispensing (compounding)*.

The Board said it would complete the preliminary work on these reviews to coincide with the public consultation of all of its guidelines, currently scheduled for mid-2013.



### DISPENSARY CORNER

**YES**, there's an app for that.

A company in Scotland has released a new prosthetic hand which can be controlled via a smartphone application.

Dubbed i-limb (of course), the prosthesis from Touch Bionics incorporates a powered rotating thumb, 24 grip options and "extra sensitive electrodes".

The powered rotation of the thumb can be controlled by the wearer's muscle signals, or can move automatically into position as part of a pre-set gesture or pattern activated by the App.

**IT** was a messy job, but police in the US state of New Hampshire have recovered a \$3200 engagement ring which was allegedly swallowed by a robber during an attempted jewelry store theft.

Ronald Perley has been charged with "falsifying physical evidence" after X-rays showed the 14-carat white gold ring with princess-cut diamonds inside his body.

He apparently went into the store asking about engagement rings - then grabbed one and swallowed it after being confronted by staff in the shop.

According to later reports officers now have the ring in their possession, after presumably waiting for nature to take its course.

**LINGERIE** controversy has erupted in France after a doctor suggested that bras are useless.

62-year-old Jean-Denis Rouillon said preliminary results from his research, on 330 women aged 18-35, suggested that wearing a bra from an early age does nothing to help a wearer's breasts.

"The suspension system of the breasts degenerates," he said, adding that ill-fitting underwear also affects circulation.

However he doesn't think his research is universally applicable.

"A middle-aged woman, overweight, with 2.4 children? I'm not at all sure she'd benefit from abandoning bras," he added.

## WIN A SUMMER'S EVE PACK



Every day this week **Pharmacy Daily** is giving 3 lucky readers the chance to win a **Summer's Eve** exclusive gift including the Sensitive Wash and Sensitive Wipes, the essential care pack for every woman valued at \$14.00. The Sensitive Wash is gentle yet effective. It provides daily care for your intimate areas, cleansing away odour-causing bacteria without irritation.



The Sensitive Wipes are designed to wipe away odour-causing bacteria when you're on the go.

All Summer's Eve products are dermatologist and gynaecologist tested for gentleness and effectiveness. They are also part of the sensitive range meaning they are alcohol free and hypoallergenic.

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

All Summer's Eve products are clinically tested by \_\_\_\_\_.

Send your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

Congratulations to yesterday's lucky winners, **Joanne Campbell** from **Macquarie Hospital**, **Alex Moores** of **Pharmabroker Sales** and **Adrian Sung** of **Pharmacy Online Discount Outlet**.