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1m weekly e-scripts

ERX Script Exchange says it's reached a milestone, with general practitioners now sending one million eRx prescriptions weekly.

eRx has also been formally recognised by the RACGP as a provider of electronic transfer of prescriptions, alongside MediSecure, following the launch of interoperability in Jan this year.

According to eRx, its "national network of more than 3200 pharmacies guarantees more of the doctors' electronic scripts are dispensed every week."

Priceline pipeline

API says it expects to expand its Priceline Pharmacy network by at least 20 in the next year, as PBS reforms begin to impact dispensary margins meaning pharmacists see Priceline as a "compelling offer".

Details in the API results presentation (PD yesterday) also reveal that Priceline spent \$3.5m on marketing, mainly in channel 7's *Better Homes and Gardens* show.

API's New Zealand operations also performed well due to increased contract manufacturing, with the country seen as a "valuable development ground for our own proprietary range of OTC products".

ANZTPA getting closer

STREAMLINED procedures for the assessment of OTC medicines in Australia and New Zealand (PD Wed) are "a major step towards establishing a single trans-tasman regulatory agency for regulatory products," according to Parliamentary Secretary for Health and Ageing, Shayne Neumann.

Effective this week a common approach for processing medicines sold over the counter was adopted in both countries.

"These reforms introduce more predictability for companies wishing to supply OTC medicines in Australia and New Zealand," Neumann said.

"The new procedures are largely administrative but will lead to greater transparency and a faster process, without compromising the level of scrutiny applied to ensure OTC medicines meet the exacting standards expected by all consumers," he added.

Newmann also detailed other areas of progress towards the joint ANZTPA, including the establishment of a Joint Adverse Events Notification System for medicines, giving people online access to adverse events reporting for medicines in both countries.

He also cited the finalisation of plans for a trans-Tasman "early warning system" which will alert health professionals and consumers to safety concerns identified with medicines and medical devices.

This is scheduled for launch later this year, while also under development is a common "recall portal" to advise consumers and health professionals about recalls of therapeutic products.

TGA warnings

THE Therapeutic Goods Administration has advised consumers of a "serious risk to health" related to a product named Maxman III Capsules.

TGA testing has found the product contains the undeclared prescription substance sildenafil (the active ingredient in Viagra), despite claims on the product label that it's "100% natural".

The agency said its investigations had shown that a number of people in Australia had bought the product online, and is advising consumers to exercise extreme caution when purchasing medicines on overseas internet sites.

The TGA is also working with Australian Customs and Border Protection Services to catch future shipments of the product.

A similar warning was issued yesterday for a product named Ziyinzhuangyang tablets, which have also been found to contain undeclared sildenafil.

Online sites promote Ziyinzhuangyang tablets as being "100% Herbal".

Patients using either medication are advised to stop taking the tablets or capsules, and take any remaining product to their local pharmacy for safe disposal.

Canada loyalty ban

PHARMACIES in the Canadian province of Alberta will no longer be able to offer loyalty schemes to their patients, with the Alberta College of Pharmacists moving ahead with a decision to ban the programs due to concerns about patient health.

They said that in some cases patients were waiting for "special bonus days" before filling their prescriptions, while others were filling more than they needed in order to get extra points.

"It is not acceptable for pharmacists and pharmacy technicians to offer individuals inducements conditional on them being provided drugs, blood products or professional services," according to an official statement.

Some pharmacy chains in Alberta have been running loyalty schemes for over 20 years.



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Jobs of the Week

- **Pharmacist** - Geelong, VIC (Job# 2009758)
Experienced Pcist to join this team, busy fresh customer focused store.
- **F/T Permanent Relief PIC** - Darling Downs Area, QLD (Job# 2008970)
Diverse career opportunity - progression within company - \$75K + Super.
- **Pharmacist/PIC** - Mid North Coast, NSW (Job# 2009424)
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NAHRLS

Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points. If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

- 30 Apr:** Pain Management in Community Pharmacy seminar, ANU Canberra - PSA ACT.
- 01 May:** Cardiovascular Update and Adherence - full day workshop in Sydney hosted by Guild Clinical - 02 9567 7132.
- 02-09 May:** PSA Offshore Refresher Conference, London - more info 1300 139 293.
- 31 May-02 Jun:** PSA CPExpo, Hordern Pavilion Sydney - see www.psa.org.au/cpexpo.
- 7-9 June:** AACP ConPharm'13, Hilton Hotel Adelaide - www.conpharm13.com.au/.
- 21-23 June:** NSW Pharmacy-National Convention & Exhibition. For details see: www.nswpharmacy-nce.com.au.
- 5-8 July:** Australian College of Pharmacy's Conference and Exhibition, Brisbane - see www.acp.edu.au.
- 10-14 Aug:** Medici Capital Pharmacy Snow Business 2013, Mt Buller Vic - medici.com.au.
- 04-07 Sep:** Navigating the Future - Pharmacy 2013: The Pharmacy Management Conference; Sheraton Mirage, Port Douglas; For more details see: pharmacyconference.com.au.
- 19-22 Sep:** Medicines Management 2013, the 39th SHPA National Conference, Cairns Convention Centre - www.mm2013shpa.com.
- 11-13 Oct:** Pharmacy Australia Congress in Brisbane - details www.psa.org.au/pac.
- 14-16 Oct:** Global Drug Safety Conference and Exposition, Brisbane - for more details email qldadmin@psa.org.au.
- 14 Nov:** 2013 ASMI AGM, Conference & Awards - see www.asmi.com.au

Free CPD from Blackmores

BLACKMORES has launched a concerted effort to "cement its role as a leader in the field of natural health research and education," with new free accredited education programs for pharmacists and GPs.

The first educational module developed for pharmacists is titled 'New approaches in the management of acute bronchitis and acute sinusitis'.

Learning objectives in this first module include understanding the rationale for limiting the use of antibiotics in respiratory tract infections, recognising the importance of managing the disease, not just mitigating the symptoms, and understanding the "clinically relevant benefits of treatment with complementary medicines".

Blackmores Director of Education, Pam Stone, said the program would support pharmacists in being able to offer evidence-based advice on complementary medicines to their

patients.

The main projects undertaken by Blackmores Institute include research funding, systematic reviews on natural medicines, prescribing guidelines, research symposia and conferences, research updates and education programs.

Partners involved in the program include Southern Cross University, the University of Sydney, Alfred Hospital, the National Institute of Complementary Medicine and CompleMED at the University of Western Sydney.

The Blackmores Institute website says it's a "standalone, non-operating division of Blackmores limited" which intends to remain "non-commercial and independent of our company's products and operations".

Earlier this month Blackmores officially launched Kaloba (**PD 11 Apr**), saying pharmacists are set to play a "pivotal role" in counselling patients with colds and flu.



DISPENSARY CORNER

AN extremely ill cancer patient in France has saved the life of an ambulance driver, who had a heart attack while driving him to hospital.

According to a *BBC* report, 60-year-old Christian Nayet said he would drive the ambulance after the paramedic, Jean-Francois Pina, said he had pins and needles in his fingers.

Nayet was being taken in for a scan at a hospital in Lille, but once he took the wheel he rushed Pina to a closer hospital in the adjacent town of Lens.

"We drove fast," Nayet said.

"I couldn't find the siren but I managed to turn the lights on and told him to put his arm out the window to signal to the cars to let us pass," he added.

The ambulance driver was operated on for a coronary occlusion within ten minutes of arriving at the hospital.

The report says another ambulance was found later to take Mr Nayet to his scan.

THE price of fame...

An intriguing Australian study published this week in *QJM: An International Journal of Medicine* has found that being a celebrity may be harmful to your health.

Researchers from the University of NSW and the University of Qld studied 1000 obituaries published in the *New York Times* between 2009 and 2001.

The data showed that people who perform in the public eye such as actors, singers, musicians and sportspeople died younger than people in other professions, at an average age of 77.

Artists, composers and writers died at 79 while academics, including economists and historians, lived until 82.

Politicians and businesspeople lived slightly longer, dying at an average age of 83.

The study also found that performers were more likely to die of cancer - particularly tumours in the lungs.

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.

Why do Summer's Eve Wipes come in individual packaging?

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

Congratulations to yesterday's lucky winners, **Glenys Carter** of **Murray T Martin Pharmacy**, **Ferha Husain** from **Regional Healthcare Care Group** and **Andrew Barker** of **Callala Bay Pharmacy**.