

## Diabetes forum

A PBS Stakeholder Forum for Stages 2 (Insulin Pumps) and 3 (Medicines) of the Diabetes Review will be held in Canberra on 12 Sep.

Invitees will include manufacturers, pharmaceutical sponsors, peak bodies, and individual review contributors.

For more information **CLICK HERE**.

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## ASMI-Macquarie research

**THE** Australian Self-Medication Industry this week announced a new research partnership with Macquarie University, with the aim of exploring the "positive impact of self care and self-medication on public health".

The year-long project will include three phases: establishing the

industry's current "footprint" in the Australian healthcare environment, examining healthcare consumer insights and segmentation, and an OTC Value Study.

"For ASMI, this research is vital," the organisation said.

"It represents the first step in a long-term partnership with Macquarie University to deepen our understanding of the market and the consumer."

ASMI said insights from the research would be used to shape its future healthcare priorities for the Self Care Market with both state and federal governments.

**MEANWHILE** ASMI has also released further details of the program for its conference which will take place in Sydney on Thu 14 Nov, with Scott Koslow, Professor of Marketing at Macquarie University to speak on *An Overview of the Australian Healthcare Consumer*.

The conference will also include a Q&A session with Dr John Skerritt, national manager of the Therapeutic Goods Administration.

## Pharmacist-GP storm

**THE** American Medical Association (AMA) has passed a resolution aimed at curbing "inappropriate inquiries from pharmacies to verify the medical rationale behind prescriptions, diagnoses and treatment plans".

The AMA said such queries from pharmacists are "an interference with the practice of medicine and unwarranted."

If the issue is not resolved, the peak doctors' group said it would "advocate for legislative and regulatory solutions to prohibit pharmacies and pharmacists from denying medically necessary and legitimate therapeutic treatments to patients."

Pharmacists have responded, saying they aren't trying to intrude on doctors' practice, but are dealing with higher levels of scrutiny from the Drug Enforcement Administration which has been investigating pharmacy chains for possibly over-dispensing of controlled substances.

Pharmacy giant Walgreens has a policy of requiring its pharmacists to request detailed information before filling certain restricted medications.

## STOP TYPING



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## ANPHA guidelines

**THE** Australian National Preventive Health Agency has released four Draft Healthy Eating Guidelines for public consultation.

Current evidence indicates that individuals will eat healthy foods and drinks if the environment makes it easier for them to choose healthier options.

The four draft guidelines are: Healthy Catering for Workplace events, Healthy Vending Machines, Community & Sports Club Canteens and Workplace Eating Practices.

To submit comments **CLICK HERE**.

## Amgen ups Onyx bid

**AMGEN** Inc., the world's largest biotechnology company by sales, in an attempt to close the deal in its pursuit of Onyx Pharmaceuticals has increased its offer to \$130 per share after a \$120 offer was rejected according to *Bloomberg*.

AstraZeneca, Pfizer, Bayer AG, Bristol-Myers Squibb and Novartis are also believed to be preparing offers for the company which makes cancer therapy Nexavar.



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## 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](mailto:info@pharmacydaily.com.au).

**10-14 Aug:** Medici Capital Pharmacy Snow Business 2013, Mt Buller Vic - more info at [www.medici.com.au](http://www.medici.com.au).

**3-5 Sep:** CHC National Conference and Industry Awards; more info at [chc.org.au/Conference-2013](http://chc.org.au/Conference-2013)

**04-07 Sep:** Navigating the Future - Pharmacy 2013: The Pharmacy Management Conference; Sheraton Mirage, Port Douglas; More details at: [pharmacyconference.com.au](http://pharmacyconference.com.au).

**14-15 Sep:** PharmacyLIVE 2013; Novotel, Sydney Olympic Park - see [www.psa.org.au](http://www.psa.org.au)

**17 Sep, 19 Sep:** Pharmaceutical Law Summit, Melbourne (17 Sep), Sydney (19 Sep), for info see [www.aventedge.com](http://www.aventedge.com).

**19-22 Sep:** Medicines Management 2013, the 39th SHPA National Conference, Cairns Convention Centre - [www.mm2013shpa.com](http://www.mm2013shpa.com).

## Pharmacy telehealth move

A COMPANY called Telemedicine Australia (TMA) has announced a new system which will enable "telehealth consultations" to be carried out in community pharmacies across Australia.

The move, in partnership with eHealth provider REND Tech Associates, utilises a HiCare device (pictured right) and "secure clinical software in the cloud" to offer video consultations with a range of health care providers such as GPs, specialists and nurses.

Dubbed Pharmacy-Link, the system would see a HiCare device installed in a community pharmacy to allow patients to speak to a GP, and have measurements taken by a range of peripherals such as blood pressure cuffs, thermometers, ECGs

### Sobering asthma alert

ASTHMA Foundation NSW has described the tragic death of a Sydney schoolboy who, according to early press reports, may have died at after school care following a serious asthma attack as, "a sobering reminder."

The Foundation encourages pharmacists to remind parents to have an Asthma Action Plan, that their children are in the habit of daily medication and that any person caring for their child has the skills and knowledge to help them in an asthma challenge.

## "Boost Your Financial Management"

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"The idea behind Pharmacy-Link is to bring 24/7 GP, specialist and allied health teleservices around Australia," said TMA md Ash Collins.

"This solution also allows pharmacies to screen for a number of chronic diseases such as diabetes, hypertension, dyslipidemia, atrial fibrillation and asthma. Some of the services, such as specialist medical consultations, are bulk-billed," he was quoted as saying in *Pulse IT Magazine*.

Doctors can see patient files via REND's Best Practice software which is hosted in the cloud.

Pharmacists who install one of the devices can offer it as an extra service, as well as utilising it for their own patient risk assessment and disease state management.

See [telemedicineaustralia.com.au](http://telemedicineaustralia.com.au).

## DISPENSARY CORNER



COCOA could be the latest medicinal food, after a study of sixty elderly people in the UK found that two cups of cocoa daily can improve brain function.

Reported in the most recent edition of the *Neurology* journal, subjects with an average age of 73 were asked to have the chocolate drinks over a period of time, with before and after ultrasound tests measuring brain blood flow.

The researchers found that 88% of those with impaired function at the start of the study saw cognitive improvements regardless of what type of cocoa they consumed.

Dr Simon Ridley from Alzheimer's Research UK said he was encouraged at the results, but more work was needed.

"A cocoa-based treatment would be very popular, but it's too soon to draw any conclusions about its effects," he said.

## guildclinical

### Obesity is a problem in Australia, Pharmacy can help

Guild Clinical have a great workshop designed to help you bring the Pharmacy Practice incentives into your pharmacy. Learn how to engage patients and help them lose weight, understand the consequences of obesity for cardiovascular disease and diabetes. You will learn about MedsCheck, disease state management and screening and gain skills to improve your weight loss clinics as well.

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## WIN LA CLINICA'S VITAMIN C SERUM



Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win GLY C Refine Vitamin C Ultra Serum, courtesy of LA CLINICA.

LA CLINICA's GLY C Refine Vitamin C Ultra Serum contains Vitamin C in the form of Ascorbyl Glucoside, a stable form of water soluble Vitamin C. It is reputed to help stimulate collagen and elastin production for improved skin condition. With regular use, this concentrated Vitamin C serum helps reduce fine lines, rejuvenate and clarify the complexion.

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Congratulations to yesterday's lucky winner, Virginia Woolnough from Redbank Plains Pharmacy.