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## Fast headache relief

**RECKITT** Benckiser is suggesting that pharmacists recommend Nurofen Zavance for tension headaches, which occur in over 80% of the population from time to time.

Nurofen Zavance is absorbed twice as fast as Nurofen tablets - for more info see **page four**.

## Guild mobilises pharmacy

**THE** Pharmacy Guild has circulated a petition to pharmacies across the country, urging pharmacists and pharmacy assistants to "get involved now to save your pharmacy".

As part of the campaign, pharmacy staff are being asked to help collect as many signatures as possible - with a target of at least 300 signatures per pharmacy.

Collateral has been developed including logos, in-store posters and even computer screensavers to alert customers to the petition, which formally requests the House of Representatives to "take whatever action is needed to ensure that

community pharmacy receives the funding support it needs to stay in business, serve patients, employ staff and remain open after hours".

The petition draws the attention of customers to the recent announcement by the Federal Government, "without consultation, to change the Pharmaceutical Benefits Scheme and reduce what is paid to community pharmacy to dispense medicines.

"This PBS change will ultimately put at risk the viability of community pharmacies across Australia," it warns.

The Guild has told pharmacy staff that it needs to put pressure on the government.

"Your business is at risk and therefore so is the access your patients and customers rely on every day for their medicines, your advice and quality service.

"Patients need to let the Government and Opposition know that this access, relationship, service and advice is too precious to lose," the Guild said.

The Guild is particularly highlighting the risk to the more than 1000 pharmacies in rural and regional areas, and the 411 towns with just one pharmacy.

**MEANWHILE** the Pharmacy Guild has taken the opportunity of the current price disclosure campaign to launch two "newly updated and consolidated social media channels".

The Guild can be found at [facebook.com/Pharmacy-Guild-of-Australia](https://www.facebook.com/Pharmacy-Guild-of-Australia) as well as on Twitter at [twitter.com/PharmGuildAus](https://twitter.com/PharmGuildAus).

## Intern tutorials

**THE** Australian Pharmacy Council has launched new online tutorials for the Intern Written Examination and Competency Assessment of Overseas Pharmacists.

The tutorials include practice questions and allow candidates the opportunity to use the testing software - **CLICK HERE** to view.



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## Pharmacy iPhone ECG

**UNIVERSITY** of Sydney research presented on Friday at the Australian/NZ Cardiac Society Conference found that a special iPhone case and app can be used quickly and cheaply within pharmacies to detect problems with heart rhythms.

The AliveCor Heart Monitor - or iECG - was found to be a highly effective, accurate and cost-effective way to screen patients to identify previously undiagnosed atrial fibrillation.

Lead author Nicole Lowres led the SEARCH-AF stroke prevention study, which aims to look at the feasibility and impact of pharmacy screening for atrial fibrillation using the iECG in people aged 65 years and over.

The trial in ten Sydney pharmacies identified unknown or unrecognised atrial fibrillation in 1.5% of people screened.

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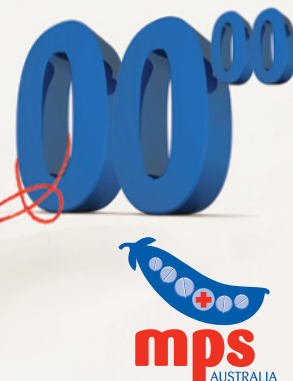
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## CVS drug info online

**CVS/PHARMACY** in the US last week announced the launch of a new Drug Information Centre online at [www.cvs.com](http://www.cvs.com).

Designed primarily for consumers, the site "provides a comprehensive set of resources that informs and empowers our customers as they make important decisions surrounding their health and well-being," said Brian Tilzer, Senior Vice President, Chief Digital Officer for CVS/pharmacy.

"As a pharmacy innovation company we are constantly exploring new tools and resources for our customers on their path to better health," he added.

Resources available include Enhanced Drug Information, including medication overviews with large pill images as well as "How This Drug Works" videos.

There's also information on side effect occurrence rates, new patient usage resources providing information on typical strengths prescribed, plus average generic versus brand name usage rates.

A Drug Interaction Checker allows users to import prescription information from their CVS account or manually enter details to find out how medications interact with other drugs or OTC products.

And a "Printable Medicine List" combines prescription and non-prescription health information into a personalised printable list that folds into a wallet-sized leaflet.

## Mayne signs export deals

**AUSTRALIAN** pharmacy exports will expand under two new European distribution agreements announced on Friday by Mayne Pharma Group Limited.

The deals cover Mayne's SUBACAP, an improved formulation of itraconazole which is used to treat fungal infections.

According to Mayne, the conventional formulation of oral itraconazole suffers from "poor and unpredictable bioavailability" which is frustrating to prescribers, while SUBACAP capsules are a key innovation with about double the bioavailability and significantly reduced variability.

Glenmark, a "globally integrated pharmaceutical company" will market the product in the United Kingdom, while southern European dermatology company ISDIN will sell it in Spain, Italy and Portugal.

Mayne said the execution of these agreements follows "an extensive search and selection

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## Ranbaxy down 18%

**DUE** primarily to strong figures last year when Ranbaxy had an exclusive run with generic Lipitor (atorvastatin), the Indian firm has announced an 18% drop in year-on-year second quarter sales.

The company also posted losses of 5.2 billion rupees, primarily due to currency impacts.

process for partners that have the infrastructure, know-how and track record to successfully commercialise SUBACAP."

Under the arrangements Mayne Pharma will receive upfront payments, milestone payments on meeting certain market launch hurdles, and a percentage of the net sales in each country.

The product will be manufactured for both distributors at its South Australian manufacturing facility.

Product launch is expected to occur by the end of this year in the UK, early in 2014 for Spain and by the end of 2014 for Italy and Portugal, and when launched SUBACAP will adopt local brand names, including Lozanoc, to maximise product recall with prescribers and pharmacists.

Mayne Pharma CEO Scott Richards said the four countries represent US\$40m per annum in itraconazole sales, which is over half the European market and 8% of the global market.

"Both distribution partners have established sales forces which call on a range of specialists that prescribe itraconazole including dermatologists, gynaecologists as well as GPs".

Mayne is also continuing to progress the commercialisation of SUBACAP in other markets, including Japan and the USA which currently represent 41% of the global \$490m itraconazole market.

"The Company is also in late stage discussions with a partner in Korea, the fourth largest itraconazole market globally," Richards said.

## VLU Monash seminar

**WAYS** to improve the quality of care for people with venous leg ulcers (VLU's) over the next decade will be discussed among health leaders at the Inaugural Monash University Venous Leg Ulcer Seminar in Melbourne this week.

The seminar incorporates clinical practice, research and future directions when dealing with chronic venous leg ulcers.

"Chronic wounds ... are a common debilitating and painful medical condition, which require specialist care," Monash's Dr Carolina Weller said.

"This is the first annual seminar of a ten-year commitment where wound care providers, researchers, industry partners and policy makers collaborate to decrease the future burden by 50 per cent and improve health services."

## Chiros & vaccination

**THE** Chiropractic Board of Australia is cracking down on chiropractors who step outside their primary role and provide treatment that puts the public at risk - in particular by ordering practitioners to remove all anti-vaccination material from their websites and clinics.

Several courses have also been removed from the list of approved CPD programs, and the Board has also introduced random audits of practitioner compliance with the Board's registration standards.

Board Chair Philip Donato said the board takes a very strong view of any practitioner making claims not supported by evidence.

## 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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## Maximum Powerful TGA warning

**THE** Therapeutic Goods Administration has issued a formal warning about 'Maximum Powerful' tablets, after testing revealed that they contain the undeclared prescription substance sildenafil.

Users, who bought them online, have been told to stop taking Maximum Powerful tablets, and take any remaining stock to their local pharmacy for safe disposal.

## FDA OK for HIV test

**THE** US Food and Drug Administration has approved the *Alere Determine HIV 1/2 Ag/Ab Combo Test*, which is said to be the first rapid Human Immunodeficiency Virus test for the simultaneous detection of HIV-1 p24 antigen as well as antibodies to both HIV-1 and HIV-2 in human serum, plasma and venous or fingerstick whole blood specimens.

It raises the possibility of community pharmacy taking on the role of first screening point for these and potentially other diseases, with US pharmacists having already flagged their interest in performing such a role.

## NZ pharmacist prescribes

**NEW** Zealand's Grey Base Hospital, located in the country's West Coast region, will be first to see pharmacists prescribing within their scope of practice under the new laws passed there (*PD* July 17).

Grey Base's Pharmacy Manager Nick Leach is one of 14 pharmacists nationwide (and the only one within mental health) who have completed the new Postgraduate Certificate in pharmacist prescribing and who have registered with the Pharmacy Council of New Zealand.

"I am now able to review patients within the Mental Health inpatient unit, working with other health professionals to evaluate the effectiveness of their current medication," Nick said.

"This allows me to adjust doses, add new medications or stop treatments.

"It also means a more efficient discharge process for people as I can write the discharge prescriptions."

According to the West Coast District Health Board, to qualify, pharmacist prescribers have to work with a Designated Medical Practitioner to supervise and mentor their training.

Nick worked with West Coast District Health Board Clinical Director Mental Health Services Dr David Stoner.

"I have been able to see the evolution of the role and also help Nick mould her practice to fit mental health needs.

"Collaborative prescribing ensures safe access to the right medication at the right time," said Dr Stoner.

Having a pharmacist prescriber at the hospital is also seen as significant to the local community, because it means people won't have to wait for a specialist to be on site to adjust their medications.

And when specialists are in attendance they will have more time to spend with complex patients.

## MSD SHPA grant

**THE** Society of Hospital Pharmacists Australia has announced the availability of a new grant courtesy of Merck Sharp and Dohme (Australia) Pty Limited.

The *MSD Australia Grant for Pharmacotherapeutics in Infectious Diseases* will provide funding opportunities for pharmacists to undertake research into optimising therapies in infectious disease.

The \$20,000 grant aims to support research that improves usage, prescription and/or dosage of pharmacotherapies in the treatment of hepatitis, HIV, fungal infections and bacterial infections.

Research in the areas of critical care and/or immunocompromised patients or relevance to antimicrobial stewardship are of particular interest.

"Infection is a major challenge for the healthcare system and is associated with significantly increased morbidity and mortality as well as costs," according to a briefing document about the grant.

"Evidence-based treatment has been shown to reduce this burden, although there are many clinically relevant questions where data is not available to guide optimal therapy," it adds.

Applications for the grant close on 30 November - for more information **CLICK HERE**.



## DISPENSARY CORNER

**YOU'VE** heard of the five major food groups - but it's unusual to have them all together like this.

24 year old British design student Chris Godfrey has created a stunning 12-course meal, but all of the dishes are unfortunately combined together in a can.

The piece of art includes roast pork belly, french onion soup, ricotta ravioli and even rib-eye steak all mushed together and tinned, as a protest against food production methods.

"It's part of my dissertation into consumerism and the way large corporations work and how that often diminishes the product," Godfrey said.

**A HEATWAVE** in the UK has led to a huge surge in calls to the country's 999 emergency number, with statistics released by the Greater Manchester Police revealing plenty of time-wasters.

There was a 19% increase in genuine calls during July, but the call centre also had to deal with one woman who rang about maggots in her rubbish bin.

Another male caller asked the operator where to buy some 'pregnancy pills,' while a man also rang the hotline to complain that someone had stolen his car parking spot.

## VISITORS to

**SOUTHERN** California can play their part in the obesity epidemic by visiting the appropriately named Fat Sal Deli.

There's certainly some truth in advertising there, with one of the sandwiches on offer named the "Big Fat Fatty".

Much more than a meal, the monster combines five cheeseburgers, bacon, five fried eggs, ten chicken fingers and even a full basket of french fries, all served on a gigantic bun.

It costs \$49.95 but it's only available as part of a 'food challenge,' in which the "sandwich" is free if the diner finishes it in 40 minutes or less.

## WIN A HYDRALYTE PRIZE PACK

Every day this week **Pharmacy Daily** is giving five lucky readers the chance to win a Hydralyte prize pack (including an Ice Block holder), valued at \$31 each, to ensure you're prepared this gastro season.

Vomiting? Diarrhoea?

**Fact: DEHYDRATION is the biggest health risk associated with vomiting and diarrhoea!**

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When sickness strikes offer fluid replacement (Hydralyte) immediately.

See [www.hydralyte.com](http://www.hydralyte.com) for more information.

To win, be one of the first 5 people to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**True or False: When a person experiences vomiting and diarrhoea they lose a large amount of fluid and electrolytes**





# Stop tension headaches taking hold

Tension headache occurs in over 80% of the population from time to time.<sup>1,2</sup> The pressure builds like a vice over hours and can last for days. That's why you want to stop tension headache FAST before it takes hold.

**Recommend Nurofen Zavance because it is absorbed twice as fast as Nurofen Tablets.<sup>3</sup>**



References: 1. Steiner TJ *et al*; World Health Organization. *J Headache Pain* 2007; 8 Suppl 1: S3–47. 2. British Association for the Study of Headache (BASH). Guidelines for all doctors in the diagnosis and management of migraine, tension-type headache, cluster headache, medication-overuse headache. 3rd ed (1st revision) 2010. Available at [www.bash.org.uk/bash/guidelines.htm](http://www.bash.org.uk/bash/guidelines.htm). Accessed 15/02/13. 3. Dewland PM *et al*. *BMC Clin Pharmacol* 2009; 9: 19. © NUROFEN is a registered trademark of Reckitt Benckiser Australia. 44 Wharf Road, West Ryde, NSW 2114. ASM122062-0413. REC6863/PD/FP. August 2013. Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist see your healthcare professional.