

## Firmagon update

**THIS** week's edition of the RGH Pharmacy E-Bulletin focuses on the action of degarelix (Firmagon) for locally advanced or metastatic prostate cancer.

Firmagon is the only locally available GnRH antagonist and was listed on the PBS in 2010.

**CLICK HERE** to access the bulletin.

## Webstercare NPS project

**NPS** MedicineWise has for the first time ever collaborated with Webstercare, on a significant project aiming to assist in the review of antipsychotic medicines used in aged care facilities.

The move is in response to evidence suggesting "extensive off label use of antipsychotics for dementia patients in residential aged care," according to NPS ceo Lynn Weekes.

"While they can occasionally be effective for short term aggression and psychotic symptoms, we see them being used too often, for too long at high doses and in dangerous combinations," she said.

New functionality has been added to the Webstercare Medication Management Software, allowing pharmacists to produce reports on the use of antipsychotics in each residential aged care facility for which they supply medicines.

The QUM report enables pharmacists to provide information to staff working in aged care

## Eliquis on PBS Sept 1

**BRISTOL-MYERS** Squibb and Pfizer announced yesterday that Eliquis (apixaban) will be included on the Pharmaceutical Benefits Scheme from 1 September 2013 for the prevention of stroke or systemic embolism in patients with non-valvular atrial fibrillation (NVAf) and at least one additional risk factor for developing stroke or systemic embolism.

Eliquis is the third novel anticoagulant to be listed this year behind Xarelto & Pradaxa.

## STOP TYPING



## START SCANNING

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script exchange

eRx>



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26BPX2HGFNGRMT283

eRx means faster dispensing and fewer errors

## Gaviscon training

**EDUCATION** modules for pharmacy staff detailing how Gaviscon can help patients using commonly prescribed PPIs to manage breakthrough symptoms of GORD are available through Reckitt Benckiser's Health Hub, online at [www.rbhealthhub.com.au](http://www.rbhealthhub.com.au).

For more on Gaviscon see **page 3**.

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## Guild Update

### Community pharmacy under threat campaign

Recent Federal Government changes to the price disclosure timetable – announced on 2 August – will seriously damage pharmacy viability, especially in 2014-15.

The Pharmacy Guild is working closely with other pharmacy organisations and individual pharmacy groups to secure an adjustment in pharmacy remuneration to offset the impact of this change.

A petition and supporting information have already been distributed to pharmacies via email.

It is vital that the public understands the threat to local pharmacy businesses, local jobs and patient services. They need to be able to tell all politicians that they value their local pharmacies, particularly given we are in the middle of an election campaign.

The Guild has developed materials to support this petition activity, including posters and flyers, and these are being distributed nationally this week and online.

Please place these prominently within your pharmacy, close to where patients can sign the petition.

For more information go to the Guild website at: [www.guild.org.au](http://www.guild.org.au).



The Pharmacy  
Guild of Australia

## Ego commits to pharmacy

AT a time when multiple brands of skin care products are entering the grocery channel, Ego Pharmaceuticals has pledged instead to continue to exclusively focus on selling via pharmacies.

Ego MD Alan Oppenheim yesterday released a statement saying "Ego will not be selling our products via supermarkets; instead, we will continue to put our future growth focus into expanding our sales through Australian pharmacies and in our booming export markets".

The company was started by Oppenheim's parents and now in its sixtieth year is the largest 100% Australian owned dermatological firm manufacturing locally.

He said that with a focus on maintaining strong relationships with dermatologists, nurses and doctors, Ego "understands the importance to educate and build awareness around its range of products and drive customers into pharmacies through these referrals.

"Ego is focused on working with pharmacists and pharmacy owners to drive growth in their business," Oppenheim added.

He added that Ego's online training system is available free to every employee in every pharmacy.

"Providing professional advice is pharmacies' key point of difference from other retailers, including the grocery giants," Oppenheim said.

Ego currently employs more than 300 staff, over 120 of them in manufacturing in Victoria as well as 70 staff overseas, all creating hundreds of jobs indirectly, with the firm exporting to over 20 nations, including the UK and those in Asia and the Middle East.

Guild President Kos Sclavos welcomed Ego's recognition of the key role played by pharmacists, saluting the firm's "enduring commitment to the value of community pharmacy".

### Victoria Guild AGM

THE Victorian branch of the Pharmacy Guild will hold its Annual General Meeting at 7pm 26 September at Guild House, 40 Burwood Road, Hawthorn.

Financial statements are available in the member's only area of the Guild website [www.guild.org.au/vic](http://www.guild.org.au/vic)



## DISPENSARY CORNER

HOW about this way to liven up the election campaign?

Perhaps Mr Rudd and Mr Abbott should take a leaf out of the book of Norwegian Prime Minister Jens Stoltenberg.

Stoltenberg's Labour Party posted on social media yesterday a series of "candid camera moments" taken from an Oslo taxi, showing what happened when passengers realised the driver was the country's leader.

His concept was to discern voters' genuine opinions, "and if there's one place where people really say what they think about most things it's in the taxi."

Labour Party spokeswoman Pia Gulbrandsen said an advertising firm had helped set up the stunt.

She said most of the passengers hailed Stoltenberg's cab, while others "were told that they would be picked up" but not by whom.

Norway's parliamentary election is set for 09 September.

FANCY daily stair-climb exercise?

If so, you might like to buy your very own guaranteed exercise-inducing high rise apartment in the new Spanish Intempo skyscraper in the Spanish seaside resort of Benidorm.

Originally designed for 20 floors, the developers decided to boost this to include 47 floors with 269 homes to make it Benidorm's highest building at 650 feet.

However somehow the design omitted what would seem to be for any tall building a highly significant feature - namely an elevator shaft.

Spanish newspaper *El Pais* reports that the architects on the project resigned in May 2012, with the project representing a "long story of incompetence."

Intempo's developer, which has already sold about a third of the apartments to international buyers, and the bank that provided the loan, both went bankrupt in 2009.

The project has so far cost more than €100 million.

## 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!**

Replacing lost fluid and electrolytes with an oral rehydration solution (Hydralyte) is the most important aspect of managing dehydration.

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: The first line treatment for adults and children suffering from vomiting and diarrhoea is to offer fluid replacement immediately**







## A PHYSICAL BARRIER SCIENTIFICALLY PROVEN TO KEEP ACID IN THE STOMACH<sup>1,2</sup>

Most patients with heartburn don't excrete excess acid.<sup>2</sup> In fact, up to 80% of reflux disease (GORD) episodes are caused by transient relaxations of the lower oesophageal sphincter (LOS). This allows acid, pepsin and bile to reflux into the oesophagus and cause pain and damage.<sup>2-4</sup>

Gaviscon starts to soothe reflux symptoms within four minutes and lasts for four hours.<sup>1,5</sup>

# GAVISCON



**References:** 1. Chevrel B. *J Int Med Res* 1980; 8(4): 300-2. 2. Lowe RC. *GI Motility online* 2006. Available at [www.nature.com/gimo/contents/pt1/full/gimo54.html](http://www.nature.com/gimo/contents/pt1/full/gimo54.html). Accessed 14/02/2013. 3. Howden CW and Freston JW. *Gastroenterology Today* 1996; 6(2): 32-7. 4. Kahrilas PJ. *Cleve Clin J Med* 2003; 70 Suppl 5: S4-19. 5. Aubertin G *et al. Dietology* 1985; 4: 27-30. Always read the label. Use only as directed. If symptoms persist see your healthcare professional. ® Gaviscon is a registered trademark of Reckitt Benckiser Australia. 44 Wharf Road, West Ryde, NSW 2114. RBGA6389/PD/FP. 03/13

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