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Ranitidine update

ASPEN is today advising pharmacists that its Chemists' Own Ranitidine 150mg 28 tablet product, used for GORD symptoms, is now in the same blue packaging as the 14 tablet item.

For more details see **page four**.

Prevention 'gaining traction'

THE Australian Self-Medication Industry says that its ongoing discussions with policymakers on how to shift the Australian health system towards a preventative model "seem to be gaining traction".

In a letter published yesterday in the *Financial Review*, ASMI ceo Deon Schoombie backed a previous editorial piece which "highlighted the urgent need to stop the waste in Australia's health system so that it can meet the challenges of an ageing population and rising chronic disease".

He said that currently the core approaches of the major political parties continue to focus on a "treatment model," and called on both sides of politics to "formally integrate the expansion of self care into their policy platforms".

"Self care involves individuals taking greater responsibility for their health and wellbeing...under such a model the emphasis is

on the individual in partnership with healthcare professionals (GPs, pharmacists, naturopaths, dieticians and others)," he writes.

As a first step ASMI is advocating a so-called 'Self Care Alliance' to bring together existing stakeholders as an authoritative source of information on the issue of self care, and how it can help people better look after themselves.

"This does not entail government expenditure, but a willingness to engage," Schoombie said.

Compounding change

THERE may be an opportunity for the pharmacy profession to "develop an audit mechanism to regulate compounding pharmacies and hospitals," according to the Australian Pharmacy Liaison Forum, which comprises peak bodies including the Guild, PSA, SHPA, ACP, PDL, PPA, APC and CPS.

The most recent APLF meeting discussed the issue, which has been highlighted by the Pharmacy Board of Australia review of registration standards, and the TGA's consultation on the regulatory framework for compounding.

Currently regulation of facilities is outside the remit of the Board, but the APLF has formed a working party to develop a discussion paper on the regulation of compounding practices within the profession.

The APLF meeting also expressed concern about changes to the health workforce survey which have been proposed before earlier survey results have been released.

Green PBS policy

MEDICINES Australia has welcomed election commitments from the Greens on the PBS, with the fringe party's health policy including support for the predictability, independence and timeliness of the PBS processes.

Actavis completes its first month in Australia

On 29 July 2013, Ascent Pharmaceuticals, as part of the Watson group, adopted the global name of Actavis and now trades as Actavis Pty Ltd in Australia. As part of this transition, the hospital business Willow Pharmaceuticals has also adopted the new name, creating a truly integrated company that services a broad range of market segments including retail and hospital, prescription and consumer.

The combination of Watson and Actavis sees the creation of the world's third largest generic pharmaceutical company, with unique pharmaceutical development and manufacturing strengths, and a strong commercial presence in more than 60 global markets. As well as launching a new logo, Actavis now trades under a new stock symbol - ACT - on the New York Stock Exchange.

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Further information can be found on the new Actavis Australia website www.actavis.com.au

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Students left hanging

THE Australian Pharmacy Liaison Forum will write to the Minister for Immigration and Citizenship to express concern over a "lack of natural justice," which follows the removal of pharmacists from the Skilled Occupations list earlier this year (PD 04 Jun).

A communiqué from the APLF says an unintended consequence of the move was that at least 720 students currently studying pharmacy in Australia will not qualify for a visa because there are no transition arrangements in place.

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medAdvisor

Actavis

guidcare programs



GPs for BUPA aged care facilities

BUPA Aged Care has announced a plan to "revolutionise the aged care sector" by employing GPs to work in its residential care homes.

The new model also includes digital health reporting and specialist access via Telehealth consultations.

The new model will be

academically evaluated to provide a blueprint for best practice care in aged care homes across the country through a new preventive approach.

It's already started to roll out in six aged care homes, with a further nine to be added in the next year.

Bupa Care Services Australia Managing Director, Louis Dudley, says the project is expected to greatly improve health outcomes for residents.

"Currently one in four of all aged care residents is admitted to hospital every year, and around 30 per cent of these admissions could have been avoided if a GP or other primary health carer was available to assess the resident before a transfer was needed," he said.

Policies conference

THE proceedings of the Asia Pacific Conference on National Medicines Policies have been published as a special supplement to *Australian Prescriber*.

The conference was held in Sydney and was sponsored by NPS MedicineWise, the World Health Organization, The University of Newcastle and the Australian Government Department of Health and Ageing.

Countries in the Asia Pacific region met to discuss their national medicines policies, with the report detailing progress on identifying the key barriers and enablers to policy implementation, steps to address these, and how to monitor progress.

The report is in a supplement to this month's issue - **CLICK HERE**.

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NSW PATY finalist

RICHELLE Welsh from United Discount Chemist at Banora Point has been chosen to represent NSW at the Pharmacy Assistant of the Year awards (PATY).

Welsh, who's pictured with Andrew Prott, learning and development manager from award sponsor GlaxoSmithKline, said she was delighted to be selected.

"I felt an immense sense of pride for being recognised for my ability and passion in my role as a pharmacy assistant," she said.

More than 400 nominations for the award have been received this year, with pharmacy assistants across the country taking place in state-based workshops and judging days in which they demonstrate their pharmacy knowledge and are given the opportunity to display their skills in customer service and leadership.

Prott, who was on the judging



panel, said GSK has enormous respect for the role played by pharmacy assistants.

"The level of knowledge and skill shown from all candidates was exceptional, which made the judging and selection of the state winner a difficult task".

The national winner will be named in Oct on the Gold Coast.



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Jobs of the Week

- **Pharmacist Manager** - Mid North Coast NSW (Job# 2020025)
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- **Pharmacist** - East Gippsland, VIC (Job# 2010030)
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- **Disp Mgr & Pciat Mgr** - Capricorn/Sunshine Coast, QLD (Job# 2010012)
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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.

3-5 Sep: CHC National Conference and Industry Awards; more info at 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.

14-15 Sep: PharmacyLIVE 2013; Novotel, Sydney Olympic Park - see www.psa.org.au

17 Sep, 19 Sep: Pharmaceutical Law Summit, Melbourne (17 Sep), Sydney (19 Sep), for info see www.ventededge.com.

19-22 Sep: Medicines Management 2013, the 39th SHPA National Conference, Cairns Convention Centre - www.mm2013shpa.com.

20-22 Sep: Pharmacy Business Network, Canberra; see pharmacybusinessnetwork.com

2-4 Oct: Essential Pharmacy Financial Management; Sanctuary Cove Resort, Gold Coast; more info at: www.fmrbusdev.com.au

11-13 Oct: Pharmacy Australia Congress in Brisbane - details www.psa.org.au/pac.

17-19 Oct: Pharmacy Assistant National Conference, Gold Coast - visit www.pharmacyassistants.com.

23-26 Oct: DenTech China 2013; Shanghai World Expo Exhibition and Convention Center, China; more info at: www.dentech.com.cn.

14 Nov: 2013 ASMI AGM, Conference & Awards - see www.asmi.com.au.

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DAILY

Pharmachoice now Covad

PHARMACY health insurance provider Pharmachoice has announced that its new name is becoming "Covad" - as in "covered".

In an update to the industry this week, Covad founder and md Anthony Huxley said the change followed several months of active engagement with some "truly professional and genuinely committed operators in both the pharmacy space and in private health insurance".

Covad aims to "future proof" pharmacy by offering a new health insurance revenue stream, with Huxley saying "it's important to ensure that our brand gains real traction with the trade and with consumers on every level right across Australia and New Zealand."

"The brand needs to be -something with which people can truly become connected, emotionally connected," he added.

Huxley said that Covad will launch in as many as 250 locations by the end of 2013, with expressions of interest already on hand from independents and chains boasting more than 800 sites.

Covad also has agreements in place or expressions of interest with private health insurers currently comprising more than 50% of the national market, with the launch offering to be announced in the next few weeks.

"At this stage we're anticipating having more than four major Phl brands on board, and possibly as many as six for our consumer launch," Huxley said.

In-store pharmacy training programs are expected to kick off next month, with an advertising agency set to be announced shortly and the full consumer launch scheduled for 15th October 2013.

Don't get stung...

THE Therapeutic Goods Administration is warning consumers about a product called Blue Stinger Capsules, which has been found to contain the undeclared substance sulfoalidenafil, despite claims it contains no synthetic chemicals.

A number of people in Australia have bought the product online.

DISPENSARY CORNER

EAT those greens!

Researchers in the UK have found that eating lots of broccoli may have a significant effect on the development of osteoarthritis.

A team from the University of East Anglia is set to commence human trials, after a series of tests on mice showed that a compound found in broccoli, cabbage and Brussels sprouts blocked an enzyme which damages cartilage.

The next phase is to ask 20 volunteers to consume a daily dose of "super-charged" broccoli - a variety which has been specially bred to contain extra nutrients.

After eating the broccoli for two weeks they will then go under the knife to have their badly arthritic knees reconstructed by surgeons, reports the *BBC*.

The scientists will examine the tissue removed to see if the vegies have had any impact.

AND while we're on the subject of leafy greens, a man dressed as a Brussels sprout has competed in the World Gravy Wrestling Championships, which took place in Bacup, Lancashire in the UK last weekend in front of 1500 fans.

Other contestants were outfitted as Superman and a Yorkshire Pudding, wrestling in bouts of about two minutes long before being hosed off by firemen.

THIS is a fairly unusual drug delivery method.

A man has been arrested in the US after attempting to get marijuana into a prison by attaching it to an arrow which he shot onto the roof.

36 year-old David Jordan was spotted by a policeman stepping out of his pickup truck, drawing his bow and launching the projectile towards the second floor recreation area of the detention centre.

To make matters worse, he missed, and was taken into custody on charges of introducing contraband, resisting arrest and obstructing law enforcement.

WIN EYSILIX AND HYDRALURON

Congratulations to yesterday's lucky winner of the prize pack, **Erinle Adeleye** from **Broken Hill Base Hospital**.

Pharmacy Daily had teamed up with **Indeed Labs** this week and is giving five lucky readers the chance to win the latest two products from their range.

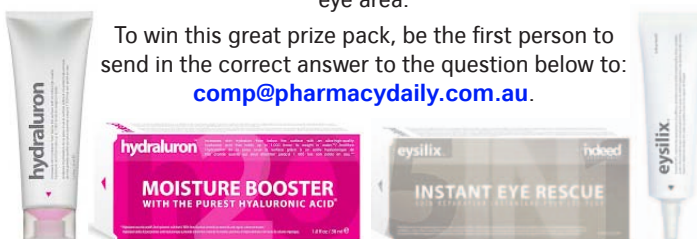
New from Indeed labs! From the makers of award winning nanoblur, come two new products hydraluron and eysilix.

Hydraluron is a moisture booster with the purest form of hyaluronic acid for the ultimate in below the surface hydration. The result - better hydrated, moisture nourished, plumped up skin.

Eysilix contains 10 peptides and 40% active ingredients to stimulate, energize and hydrate for a smoother, firmer more rejuvenated looking eye area.

To win this great prize pack, be the first person to send in the correct answer to the question below to:

comp@pharmacydaily.com.au.



What other products are in the Indeed Labs range?

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