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## MPS accelerating

**MEDICATION** Packing Systems Australia (MPS) and George Castrisos has confirmed that the company is looking at "a number of options to help us accelerate our growth plans, including the possibility of a strategic partner".

MPS automated medication management and dose administration aid solutions are already in use by almost 400 residential aged care facilities across Australia.

Castrisos said that with several trends "uniquely intersecting" in Australia, the company is very excited about the future of medication management.

"We all know that Australia is ageing and people are taking more and more medications.

"Rapidly increasing costs are also forcing government to change the way healthcare is both funded and regulated," he said, with these changes having a substantial impact on both the pharmacy and aged care industries.

"We believe that the MPS Medication Management System is well placed to meet the current and future requirements of both its Aged Care and pharmacy customers.

"We are planning to further increase our investment in people, infrastructure and technology to make sure that we can satisfy increased demand for our products while also delivering more value to customers," Castrisos said.

He said that while a strategic partner is a possibility, the directors are committed to active involvement and also continuing as major shareholders in the business.

## Peak bodies fight addiction

**THE** Pharmacy Guild and the Pharmaceutical Society of Australia have joined forces to support a Reckitt Benckiser (RB) initiative to address the risk of codeine addiction, aiming to heighten awareness via updated packaging and pharmacist and patient education materials.

Nurofen Plus packages will be updated with a warning to clearly state that codeine-containing analgesics should only be used for three days at a time and that codeine can cause addiction.

Guild National President George Tambassis and PSA National President Grant Kardachi along with their respective harm minimisation chairmen, Angelo Pricolo and Irvine Newton, are cosignatories of a letter going to Australian pharmacists to kick off

the campaign this week.

The letter is part of a special pack accompanied by a message from RB Marketing Manager Vanessa McCutcheon, who explains collateral which includes a number of patient education leaflets and a roll of medication warning stickers for all codeine-containing OTC analgesics, to be used until the packaging is updated next year.

In addition there will be a guide for each pharmacist to familiarise themselves with some frequently asked questions (FAQs) they can expect from their patients or carers.

Newton emphasised that education is the central ingredient in the campaign.

The main message to patients is to be aware that if they are using codeine containing medication such as *Nurofen Plus* for more than three days continuously, they may need to talk with their pharmacist or prescribing doctor around their pain management options and the risk of dependency.

Early warning signs of addiction and side effects are highlighted in the patient leaflet.

As Pricolo pointed out, "no-one chooses to become an addict" and as such a sense of blame should never be on the agenda.

RB's McCutcheon described the UK influence from The Pain Management Society who are fighting the increasing tendency to addiction with morphine products, noting that "we are on the same curve" hastening the call to action at the OTC codeine level where tolerance can build in some people.

## PBS "broken" - PSA

**PHARMACEUTICAL** Society of Australia Tasmanian president Shane Jackson says the recent Grattan Institute reports (*PD Mon*) have highlighted the fact that "the remuneration system for provision of medicines on the PBS through community pharmacy is broken".

He said that without any changes, it's inevitable that the profession will continue to be attacked from inside and outside "because of the perception that the consumer, taxpayer and the Australian Government are not getting value for money".

Jackson said a fundamental shift in the remuneration process through community pharmacy is required because of this ongoing perception, whether or not it actually represents reality.

"We must change the perception of the policy makers, the government and consumers to show that community pharmacy is a valuable healthcare resource that should be utilised more to deliver better healthcare to Australians.

"The opportunity lies in the untapped resource of a community pharmacist as a primary healthcare clinician and of the community pharmacy as a primary healthcare destination," Jackson said.

**CLICK HERE** for his full statement.

## TGA safety update

**THE** TGA says a recently completed review of pioglitazone (Actos) has found that it has a favourable long-term risk-benefit profile, after earlier identification of an increased risk of bladder cancer with long-term use of the drug.

That's one of the items in the newest edition of its Medicines Safety Update which also includes articles on duloxetine and serotonin syndrome, minocycline and intracranial hypertension plus 5-alpha reductase inhibitors and the risk of high-grade prostate cancer.

The update is now available online by **CLICKING HERE**.

## TGA diet pills alerts

**THE** TGA advises that the distributor has initiated a recall of Slimming Factor pills (also known as Easy Trim, Que She and Chinese Herbal Diet Pills) and Phen Tabz as they pose a serious health risk.

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## SGLT2 RADAR review

**THE** latest issue of NPS RADAR features a review of dapagliflozin (Forxiga) and canagliflozin (Invokana) which are listed on the PBS from Dec 1.

These are the first PBS-listed medicines from a new class of oral anti-diabetics, the sodium-glucose co-transporter 2 (SGLT2) inhibitors.

December's NPS RADAR also includes in-depth reviews of fluticasone propionate with eformoterol fumarate (Flutiform) for asthma, olmesartan with amlodipine and hydrochlorothiazide (Sevikar HCT), a triple fixed-dose combination for hypertension and Ivabradine (Coralan) for chronic heart failure.

Go to [www.nps.org.au/radar](http://www.nps.org.au/radar) for details of the reviews.

## Tecfidera onto PBS

**MULTIPLE** sclerosis treatment Tecfidera (dimethyl fumarate) has been listed on the PBS this month for the treatment of multiple sclerosis.

It's a new oral MS treatment made by Biogen Idec which was approved by the TGA earlier this year (PD 05 Sep).

## Recallnet clarification

**THE** Therapeutic Goods Administration has issued a statement clarifying that it is not a requirement for sponsors of therapeutic goods in Australia to join CS1 Recallnet Healthcare in order to undertake recall actions.

GS1 Recallnet (PD 12 Sep) is a new system which provides sponsors with an alternative method of notifying the TGA of recall actions using industry standard protocols.

The TGA says its Uniform Recall Procedures for Therapeutic Goods still apply.

## TWC pro pharmacy robots

**PHARMACY** industry expert Rhonda White (pictured) has backed automated dispensing technology as a key component in assisting pharmacies to mitigate current and future industry challenges.

According to White, the uptake of technology such as robotic dispensers is key to creating more opportunities for pharmacies to engage with customers.

This follows the installation of seven Consis robotic dispensers in Terry and Rhonda White's TWC pharmacies across Qld and NSW since June this year.

"The outcomes have been excellent – the pharmacies which have Willach's Consis solution have been able to significantly reduce waiting time for scripts," she said.

"They have also been able to increase pharmacist/customer interactions and they are now seeing between a 4 and 11 percent increase in script numbers.

"Research done through our pharmacies indicated some customers were staying away as they perceived our pharmacies as too busy – and the research strongly suggested they wanted more interaction with the pharmacist and less time waiting for scripts," she added.

White said TWC had partnered with Willach to improve dispensary design and workflow as well as integrate the robots.

John Koot, md of Willach Australia said the company was extremely pleased but not surprised at the outcomes being seen.

"The results are so compelling that we are seeing a great increase in customer demand," he said.

"In October last year we



celebrated our 100th Consis installation in Australia and now, just 12 months later, we are approaching 150 installations.

"We're also still seeing a great demand for solutions incorporating our FAMA shelving systems," he added, "and we are absolutely thrilled that we will be installing our 500th dispensary solution in Australia in early 2014."

## Xifaxan now listed

**NORGINE** has welcomed the PBS listing of Xifaxan (rifaximin) 550 for the treatment of hepatic encephalopathy, which is a deterioration of brain function that happens when the liver is no longer able to remove toxic substances from the blood.

Twice daily Xifaxan treatment plus lactulose treatment has been shown to reduce the risk of a breakthrough HE episode by 58%.

## SHPA promotion

**THE** Society of Hospital Pharmacists of Australia is offering a prize of a \$100 Visa gift card and a "Don't Rush to Crush" book as an incentive for members to sign up colleagues or friends to the SHPA.

Enter by applying this month; winners drawn on 06 Jan 2014.

## WIN HYDRALYTE FOR CHRISTMAS

Every day this week **Pharmacy Daily** is giving ten lucky readers the chance to win a **Hydralyte** prize pack including an Orange and Apple Black Currant Effervescent Tube, valued at \$30 each.

### Planning a Christmas Party? Drinking Alcohol?

**Fact 1:** Alcohol acts as a diuretic (a substance that increases urine output).

**Fact 2:** For every standard drink you consume, you are likely to urinate about 100 mL more than you drink – leading to dehydration.

**Fact 3:** Symptoms of dehydration include, fatigue, headache & dizziness.

**TIP:** A glass or two of Hydralyte before you go to bed will help you retain fluid & rehydrate effectively.

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

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).



**True or False: Hydralyte is an effective treatment of dehydration**

The correct answer to yesterday's question was **true**.

## Looking for a Quick Solution to Source your Next Conference Venue?

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## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



### DISPENSARY CORNER

HERE'S a great giftware idea, just in time for Christmas.

A company in the USA is promoting Kentucky Fried Chicken candles, which bring that finger-lickin' good aroma to your home any time of the day or night.

"Your home can now smell like fried chicken without having to actually fry chicken," according to Whit Hiler, founder of Kentucky for Kentucky, a company which promotes products from the so-called Bluegrass state.

The special candles are created by actually frying chicken in wax and then adding "an infusion of family secrets" - dare we say 11 secret herbs and spices?

The same manufacturer also sells a Kentucky Derby-themed candle, and no, it doesn't smell like a racehorse but rather has a genteel mint julep scent.

According to *USA Today* the first batch of the fried chicken candles sold out in under a minute.

BUT can you trust him to take his medicine?

Widespread publicity for a potential new male contraceptive pill over the last few days has raised the thorny issue of medication adherence.

Published in the *Proceedings of the National Academy of Sciences*, the technology from a team at Monash University in Victoria is claimed to be a reversible way to stop sperm being ejaculated without affecting sexual function.

Tests in genetically modified mice were able to have the sperm kept in "storage" during sex which rendered the males infertile.

The idea is still a long way off from being a simple "male pill," with the animal trials involving changes to DNA which stopped the rodents producing particular proteins.

The researchers are now looking into possible pharmacological agents which could produce the same effect without creating cardiovascular symptoms.

### The latest innovation In age spot correction

Age spots, liver spots or sun spots – call them what you will, they appear on most of us and become more noticeable as we age. New **Spotner Agespot Corrector Pen** revolutionises the treatment of age spots. Spotner's precision pen applicator and unique formulation combine to visibly reduce the appearance of age spots. With a simple twice daily treatment, results can be seen within just two weeks. Spotner contains hexylresorcinol along with a combination of botanical extracts and alpha-hydroxy acids (AHA's).

**Stockist:** Major pharmaceutical wholesalers

**RRP:** \$29.95

**Website:** [www.biorevive.com](http://www.biorevive.com)



### Soothe burning & irritated eyes with Murine Sore Eyes

Pollution, air borne dust and allergens, air conditioned environments and staring at a computer for hours at a time – all affect and irritate your eyes on a daily basis, making them dull and bloodshot. While it would be great to have a quick power nap whenever your eyes need a rest, during a working day, this isn't always possible. **Murine Sore Eyes** refreshes tired eyes and helps give them back their sparkle during your overloaded day. It contains a specially formulated ocular decongestant with tetrahydrozoline to relieve burning, irritated and strained eyes. Just one to two drops into each eye, a few times a day, is all that is required to refresh tired eyes.

**Stockist:** 1800 788 870

**RRP:** \$9.95

**Website:** [www.murine.com.au](http://www.murine.com.au)

### Fall in love with natural beauty - Orly's Blush collection

Transition from balmy summer months to cosy autumn days with a collection of polishes that embrace delicate, honest and natural beauty. Reflecting the tones of flushed cheeks and nude, glossy lips, ORLY introduces its latest limited edition collection, **Blush**. Blush is available in full size 18ml bottles, 5.4ml bottles or a sweet mini kit containing four of the shades (Naked Canvas, Cheeky, First Blush and Dare to Bare). Plus, all six shades in the collection are formulated without DBP, Toluene, Formaldehyde and Formaldehyde Resin and have ORLY's world famous Gripper Cap for easier application.

**Stockist:** 1300 769 355

**RRP:** \$18.95 each

**Website:** [www.orybeauty.com.au](http://www.orybeauty.com.au)



### Dexem Cream, Foam and Lotion for eczema itch relief

**Dexem Repair Cream** is dermatologically tested and clinically proven to reduce the itch and redness of eczema. This steroid-free cream provides ongoing relief from symptoms of eczema via the unique active ingredient 2QR Bio-Active complex which blocks harmful bacteria from attacking the skin. It also helps restore skin's normal pH, which provides protection from bacteria and contains ingredients that moisturise and condition the skin and help build a barrier to relieve eczema symptoms.

**Stockists:** 1800 653 373

**RRP:** \$29.99

**Website:** [www.dexemrepair.com.au](http://www.dexemrepair.com.au)