

AS SEEN ON TV!

The effortless way to exfoliate your feet



After just 1 application hardened skin peels off naturally.



More on Children's Panadol recall

THE Therapeutic Goods Administration has released further details of the retail level recall of Children's Panadol 1-5 years suspension (PD 02 Dec).

The two affected batches, in which the paracetamol level does not match the specification, were dispatched from GSK between September and November 2013, and both have an expiry date of 31 March 2015.

The identified batches are strawberry/200mL, batch number 130869, and orange/100mL, batch number 130697.

No other Children's Panadol products are affected by the issue.

New migraine device

THE US Food and Drug Administration has allowed marketing of the Cerena Transcranial Magnetic Stimulator, which is the first device to relieve pain caused by migraine headaches that are preceded by an aura.

The Cerena TMS is a prescription device, with users holding it against the back of the head and pressing a button to release a pulse of magnetic energy to stimulate the occipital cortex in the brain.

Docetaxel 90% price cut

THE Department of Health has released details of the 01 April 2014 price reductions for the 2014 main cycle of PBS reforms, with the biggest cuts applying to chemotherapy drugs.

Docetaxel injection will become a huge 90% cheaper, while the second biggest price cut of 60% applies to oxaliplatin.

The move is due to the Extended and Accelerated Price Disclosure initiative, with more than 100 medications affected by the change.

Other significant price cuts will apply to oral valaciclovir, down by 57%, topotecan which becomes 56% cheaper and fludrabin injection, down by 48%.

Clopidogrel tablets become 43.7%

cheaper, while oral simvastatin will be subject to a 40% price cut.

Price cuts will also apply to ondansetron, down 42.4%, rabeprazole, down 39%, famciclovir reduced by 38.6% and escitalopram, 36.8% cheaper.

Sertraline, amlodipine, morphine, pravastatin, pioglitazone, aciclovir, methotrexate, paroxetine and doxycycline are also among the molecules affected by price cuts.

CLICK HERE for the full list.

PBS for veterans

THE Department of Veterans' Affairs is urging pharmacists to be "vigilant with claims and pricing" of non-PBS and non-RPBS items.

Non-schedule items must be priced on the basis of the GST-exclusive invoiced wholesale price to pharmacists, plus the appropriate PBS mark-up and dispensing fee.

Claims for items not listed in the RPBS schedule will not be paid where there is no prior approval, and where the item price to pharmacists is over \$100 a copy of the invoice must be submitted.

Food labelling change

THE Legislative and Governance Forum on Food Regulation met in Melbourne yesterday and was chaired by the Assistant Minister for Health, Senator Fiona Nash.

Australian and New Zealand Ministers responsible for food regulation considered a range of issues including Front-of-Pack Labelling, progress on pregnancy warnings on alcohol products, and agreed a policy statement to clarify how public health should be interpreted by Food Standards Australia New Zealand.

CLICK HERE for full details.

\$90 applications

THE Department of Human Services has advised that Section 90 pharmacy applications submitted after 24 December 2013 will not be assessed until the first business day of the new year.

Pharmacists have been told that if they are planning to hand deliver or courier their applications they must do so either before 24 December or after 01 January 2014, with reception staff not available to accept courier or hand deliveries between these dates.

Pharmacy E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin deals with ocular side-effects of psychotropic medication.

It covers anticonvulsants, antidepressants and antipsychotics, with health professionals urged to have a low threshold for reporting, investigating and appropriately treating symptoms - **CLICK HERE**.

PHARMACY PBS REFORMS ARE BEGINNING TO HURT

The Pharmacy landscape is changing and will continue to change into the future. Investigate the benefits that can be achieved for your Pharmacy now, as well as the capabilities for your future. Maximising your level of automation can standardise your processes and release you and your staff to:

REDUCE YOUR COSTS

- Less staff cost in inventory management
- Less staff cost in the dispensary
- Less space required to store your dispensary stock

The next ten customers that purchase a Rowa by the end of February 2014 will receive a

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Guild Update

New module on myCPD

A NEW e-learning module is now available from the Guild Pharmacy Academy. The module titled 'BRILINTA (ticagrelor) – an anti-platelet agent for Acute Coronary Syndromes' is supported by Astra Zeneca.

It has been CPD accredited for one Group 2 CPD credit. It can be found in the 'Featured Courses' area after logging in at www.mycpd.org.au.

In this activity you will gain a better understanding of

- Acute coronary syndromes (ACS), Myocardial Infarction (MI) & Unstable Angina (UA)
- ACS management strategies, including invasive and medical management
- Guideline recommended medications after MI or UA
- The gap between guideline recommended dual antiplatelet therapy (DAPT) and actual use of DAPT in MI or UA patients
- The characteristics of BRILINTA® (ticagrelor), key clinical data and considerations for use.

Please ensure your pop-up blockers are disabled prior to launching any courses on myCPD.

For assistance with the myCPD e-learning platform, please contact the myCPD helpdesk on 03 9810 9930 or at guildpharmacyacademy@guild.org.au.



The Pharmacy
Guild of Australia

Priceline nets sponsorship

PRICELINE Pharmacy yesterday announced a three year sponsorship deal as Principal Partner of the Adelaide Thunderbirds netball team.

API md and ceo, Stephen Roche, who's pictured above with the team, said that as a female-focused retailer Priceline Pharmacy is proud to support a sport that appeals to so many women in the community.

"Priceline's key focus is women's health and wellbeing, and we believe the partnership with the Adelaide Thunderbirds is a great way of encouraging young women to be proactive about their health and fitness," he said.

The Adelaide Thunderbirds are Australia's most successful netball team, having taken the national title in 2010 and 2013.

It's the pinnacle of Netball SA, which has more than 32,000



registered participants across South Australia.

Roche said that it was hoped that Priceline would eventually be affiliated with netball at a grass roots level across Australia.

The partnership will include Country Championship naming rights, a stand at the Netball SA Stadium named in honour of Priceline Pharmacy, and Thunderbird player appearances at Priceline Pharmacy events and in-store activities.

The Thunderbirds will be "prominent ambassadors for Priceline Pharmacy," appearing in TV commercials and other key Priceline initiatives.

WIN WITH MILKY FOOT

Every day this week **Pharmacy Daily** and **Milky Foot** is giving two lucky readers the chance to win Milky Foot Intense Exfoliation Pads.

An effortless way to exfoliate your feet, it removes hardened rough skin with a 3D sock fit has also been designed for comfort. The new low irritant formula is also great for those with more sensitive skin, and only takes 45 minutes! Get ready to step out in confidence with beautiful soft feet!

To win the prize, simply be the first person to send through the correct answer to the question below.

Can Milky Foot be used for those with more sensitive skin?

Congratulations to yesterday's winners, **Botros Mikhaeil** from **Ron Witney Pharmacy** and **Adrian Sung** from **Pharmacy Online Discount Outlet**.

Send your answer to: comp@pharmacydaily.com.au



DISPENSARY CORNER

NAUGHTY or nice?

What if Santa used some hi-tech equipment to establish your behaviour during the year?

It may sound scary, but imagine the poor British children visiting the jolly red man at shopping malls in Croydon, Brent Cross and Southampton.

In these centres Santa is offering the option of a polygraph for kids to sort their behaviour category.

Katie Tucker, marketing manager at Brent Cross said, "We know that Christmas is a busy time of year for Santa and parents, so we decided to lend both a hand and check if children had really been naughty or nice, to make sure no one is telling fibs.

"The children of Brent Cross proved to be extremely honest, and we look forward to testing the kids of Croydon and Southampton to see how they fare!" she added.

There was no comment as to the parents' or Santa's approach if the children proved to be liars.

SNOWBOUND Santas with the inner glow.

While New York suffers in the snow, it hasn't deterred several hundred red-suited Santas from braving the blustery conditions for the annual New York SantaCon pub crawl.

According to the *New York Post*, a rugged up posse of police greeted the raucous revellers at subway stations, bars and parks insisting that the fake beards come off before entering the bars to assist in identification.

The move was justified, it seems, although severely complained about, with one of the participants, 23 year old medical assistant Ashley Urciuoli saying, "You can't have a good time when the cops are hovering over you."

At least 10 summons were issued and one Santa wound up in hospital with injuries.

No surprises which side of the naughty/nice ledger this lot are.