

# Pharmacy DAILY

Friday 25 Jan 2013

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## Spreading Norovirus

A NEW strand of norovirus has spread from Australia to America, according to the US CDC.

The new strain, GII.4 Sydney, was initially discovered in Sydney last year, and has since circulated to France, NZ, Japan, England, and most recently, the US.

 5<sup>th</sup> Community Pharmacy Agreement

## Be a leader of innovation

### Electronic Transfer of Prescriptions

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 Australian Government  
Department of Health and Ageing

 The Pharmacy Guild of Australia

The Electronic Transfer of Prescription Education Program is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

## Health strategy for 2013-15

THE National Health and Research Council (NHMRC) has released its Strategic Plan 2013-15, which includes new plans in the National Health Priority Areas- arthritis and musculoskeletal disease, asthma, cancer, cardiovascular health and stroke, diabetes mellitus, injury prevention and control, mental health, obesity and dementia.

"Our aim is to enhance health policy and practice in these areas through working to bridge the gap between evidence from research and its implementation in health practice and policy.

"We will identify the evidence-practice gaps that require priority attention, through consultation with the new NHMRC Research Translation Faculty, our community consultative processes, and in partnership with other organisations supporting research and translation in these National Health Priorities.

"We will propose means of bridging these gaps, working with the key authorities and decision makers.

"Where necessary, we will fund targeted research to identify what needs to be done," the NHMRC said.

The NHMRC went further to say that for many of the national priority diseases there are common risk factors, and as such, that there may be common features to the gaps between knowledge and implementation, "such that a comprehensive rather than issue by issue silo approach to prevention and treatment will yield best benefits".

The NHMRC also stated that because the burden of the National

Health Priority Areas does not fall equally across Australians it will pay special attention to socioeconomic factors that need to be addressed for the gaps to be bridged successfully.

"There is a particular issue for Australia to address access to evidence-based care in regional and rural Australia," the NHMRC said.

"Solutions based on evidence to bridge the gaps in these settings will receive special attention.

"Indigenous Australians bear a disproportionate burden of many of these Health Priority Areas.

"Our commitment to improving Indigenous Health through research and evidence-based advice has been identified as a major priority again this triennium," the NHMRC added.

Meanwhile the agency also said that it will support a new rigorous analysis of the burden of disease in Australia.

## New Code of Conduct

THE ACCC has green lit the new Medicines Australia Code of Conduct which came into effect this month.

The new code aims to provide greater transparency surrounding payments to healthcare professionals.

As such member companies must now report: all payments made to health professionals for advisory boards and consultancy arrangements, all sponsorships for attendance at medical conferences and educational events, payments made to speakers at educational events, and all sponsorships of all individual consumer organisations.

## Events Calendar

**WELCOME** to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**30 Jan:** First Aid Level 2 Workshop; Cossar Hall Tutorial Room Faculty of Pharmacy and Pharmaceutical Sciences, VIC; [tina.liu@psa.org.au](mailto:tina.liu@psa.org.au).

**2-3 Feb:** Stage One of MMR Accreditation; Guild, St Leonards, 9am-5pm [www.guild.org.au/](http://www.guild.org.au/).

**22-24 Feb:** NSW Guild Convention 'CPD by the Sea' at Novotel Manly Pacific; for details see [www.cpdbythesea.com.au](http://www.cpdbythesea.com.au).

**1-3 Mar:** PSA NSW 2013 Annual Therapeutic Update March Weekend; Crowne Plaza, Terrigal NSW; email [nsw.branch@psa.org.au](mailto:nsw.branch@psa.org.au).

**16 Mar:** Think Arthritis and Osteoporosis- A Clinical Update Day; Kolling Institute, Royal North Shore Hospital, St Leonards; 9am-4pm; call 02 9857 3300, or view [www.arthritisnsw.org.au](http://www.arthritisnsw.org.au).

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## Organ donation growth

AUSTRALIA has witnessed a steady growth in organ donation during 2012, with 354 organ donors and their families agreeing to donate organs to 1,052 Australians to give them a second chance at life.

The 2012 figures were 5% higher than in 2011.

## Ita joins sisterhood

ITA Buttrose has signed up with Priceline as its new 'Health Sister'.

Aussie icon, Buttrose will join Priceline's current Health Sister, Home & Away actor Ada Nicodemou as a face for the brand.

As such, she will be integrated across a range of Priceline campaigns throughout 2013, including Priceline's new Better Health initiative, which puts the spotlight on Australian's health.

"We are thrilled to have Ita join us as an official Priceline 'Health Sister,'" said Amanda Connors, Priceline Marketing Director.

"We know health is really important to Australian women and our Better Health campaign is all about empowering them to take a proactive approach when it comes to their health.

"Ita is the perfect fit for this campaign and we're looking forward to working with her on a number of exciting new initiatives over the coming months," she added.



## Unsafe pharmacy advice?

PHARMACIES may be putting pregnant women at risk by giving them wrong advice regarding complementary medicines, according to a New Zealand study.

The study, undertaken by the Medical Research Institute of New Zealand, involved 21 pharmacies and 21 health food stores across NZ which were visited by a researcher who sought advice regarding vitamin supplementation and nausea in early pregnancy using a standardised scenario.

As part of the study, the researcher noted down any advice given at the pharmacies and health food stores, including details of recommended products, immediately upon leaving the premises.

According to the findings, 23.8% of pharmacies and 4.8% of health food stores made recommendations for nausea which were supported by the official NZ Ministry of Health (MOH) guidelines.

Worryingly, the researchers noted that 67% of pharmacies and 33.3% of health food stores provided product recommendations which were contrary to the MOH advice.

Interestingly a 95% of pharmacies gave advice consistent with MOH recommended dosage of folic acid supplementation, as compared to 47.6% of health food stores.

Of note, 9.5% of pharmacies and 19% of health food stores gave advice with a potential risk of vitamin A overdose.

"Pharmacies and HFS in Greater

Wellington provided potentially hazardous advice, recommending products, often branded for pregnancy, which contradicted NZ MOH guidelines," the researchers said.

"Regulatory reform of complementary and alternative medicine products and those who sell them is called for in New Zealand," the researchers added.

## Morphine shortages

ALL strengths of Hospira's DBL Morphine Sulfate Injection products are in limited supply due to manufacturing issues resulting in delays to packaging, according to a warning by the Therapeutic Goods Administration.

To maintain supply, Hospira have arranged for an alternative 10mg/mL Morphine Sulphate Injection, Wockhardt Morphine Sulphate Injection 10mg/1mL, which has gone through a regulatory approval process in the United Kingdom.

There will not be alternative products for the 5 mg/1mL, 15 mg/1mL and 30mg/1mL products and their supply will remain tight over the first half of 2013.

This product can now be ordered from nominated wholesalers.

One caveat of the alternate Wockhardt Morphine Sulphate Injection 10mg/1mL is that there are critical formulation differences between it and the DBL Morphine Sulfate Injection.

These differences include the fact that unlike the DBL product, the Wockhardt contains a preservative.

The use of this preservative means that the drug can only be administered by the intravenous, intramuscular & subcutaneous routes. Wockhardt is not safe to be used for epidural and intrathecal routes.

Health professionals who use the DBL Morphine 10mg/mL product for the epidural or intrathecal route are advised to reserve stock of the DBL product or the other strengths of DBL Morphine products so that they will be able to continue to administer morphine by the epidural and intrathecal route whilst the shortage exists.

## DISPENSARY CORNER

ONE way to grow breasts.

Soldiers in Germany's elite Wachbataillon fighting squad are discovering an unwanted side effect of their regular drills, breasts.

According to reports, nearly three quarters of the entire battalion have developed a left breast, otherwise known as one-sided gynecomastia.

Speaking about the issue, Professor Bjorn Krapohl, director of plastic surgery at the German Armed Forces Hospital of Berlin, told media that the reason for the unusual breast outbreak is that the soldiers have been slapping their rifles too hard against their left chest during drills, stimulating the glands to grow a breast.

"There is a very significant link between the activity in the Guard Battalion and the development of the breast on the left side," he said. "They need to change the way they drill," he added.

## WIN YOU ME & EVERYBODY PACK



This week we are giving five lucky readers the chance to win a You, Me and Everybody prize pack from Symbion Consumer Products.

To win, simply be the first person to send the correct answer to the daily question below to:

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

Hint! Visit

[www.youmeandeverbody.com.au](http://www.youmeandeverbody.com.au)

**Name the ingredients in the You, Me and Everybody Cool It Aloe Vera Gel**

Congratulations to yesterday's lucky winner, **Wei Jiang** from **Meadowlands Rd Chemist**.

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### Jobs of the Week

- **Pharmacist Manager** - Fraser Coast, QLD (Job# 2009362)  
To oversee friendly community pharmacy in laidback coastal location.
- **Pharmacist in Charge** - Melbourne North, VIC (Job# 2009616)  
A full-time sole charge role in a busy established community pharmacy.
- **Pharmacist Manager** - North Coast, NSW (Job# 2009622)  
Management role in tourist destination NSW coast. Career potential.

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