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GMiA Appointments

THE Board of the Generic Medicines Industry Association (GMiA) is pleased to announce Mr. Mark Crotty as its new Chairman and Mr. Roger Millichamp as Deputy Chairman.

Mark Crotty is the Australia/NZ vp of Hospira, and brings 19 years of healthcare marketing, sales and general management across a broad range of segments.

Roger Millichamp is the managing director of Apotex.

Prior to moving to Australia, he worked in various International Healthcare markets for RB and was chairman of the Generic Medicines Industry Association in 2009.

Crotty said they were looking forward to continuing GMiA's work, "advocating for policy changes that reduce the cost of medicines to the government, taxpayers and consumers".

New August PBS listings

HEALTH Minister Tanya Plibersek yesterday revealed a number of new additions to the Pharmaceutical Benefits Scheme, including melanoma treatment Yervoy (ipilumab) which she said would save patients requiring the treatment more than \$110,000 a year on average.

A new drug for treating prostate cancer, abiraterone (Zytiga) will also be listed on the PBS.

Subsidies for vinorelbine (Navelbine) which costs on average around \$17,314 per year to treat advanced breast cancer will also be extended.

Rivaroxaban – marketed as Xarelto – will soon be subsidised as a treatment for the prevention of stroke in patients with irregular heartbeat and treatment of blood

clots in the lungs and legs.

Irregular heartbeat or non-valvular atrial fibrillation is common among older people and increases the risk of severe stroke.

The extension of the PBS subsidy will cost the Australian Government more than \$450 million over four years and will benefit around 120,000 patients per year.

Without PBS subsidy, rivaroxaban costs around \$1200 per year for the average patient.

Plibersek said two drugs used to terminate pregnancy for medical reasons would also be available through the PBS from 1 August.

Mifepristone (Linepharma) and misoprostol (GyMiso200) will be subsidised for medical terminations up to 49 days of gestation.

A total of 17 new and amended PBS listings will come into effect between 1 August and 1 October this year at a cost to the government of almost \$1 billion over four years," she said.

"We are able to provide these medicines at a subsidised price because of our diligent work to ensure that the PBS also provides good value for taxpayers and is sustainable," Plibersek added.

Pharmacy E-Bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of adherence with long-term anticoagulation in non-valvular atrial fibrillation.

The bulletin can be viewed at no charge by **CLICKING HERE**.

More from GoPharm

GOPHARM is today promoting its ever-growing list of supply partners and pharmacy industry deals - see **page three** of today's **PD**.

AMH seeking new gm

AUSTRALIANS Medicines Handbook has advertised for a new general manager, to lead its team of 30 staff including 18 pharmacist editors, an IT team and sales staff.

Adelaide-based AMH is jointly owned by the Pharmaceutical Society of Australia, the Royal Australian College of General Practitioners and the Australasian Society of Clinical and Experimental Pharmacologists and Toxicologists.

The role is being promoted as "a rare opportunity to lead and further develop one of Australian healthcare's most highly respected providers of clinical information".

Aspen MSD buy

THE Aspen Group has purchased MSD's Netherlands manufacturing business for approx US\$1b.

Stephen Saad, Aspen's chief executive, said: "One of Aspen's primary strategic intents is to globalise its business, increase its representation across a number of additional territories and provide support to its growing global presence with a differentiated pipeline of products".

Products covered include 11 brands including Ovestin, Sustanon, Metrigen, Organon, Decadron, Oradexon, Metricorten, Meticorelone, Deca Durabolin, Thyrox, Strumazol, Gracial, Novial and Benutrex.



Find out what shape you're in as a result of the April PBS changes with our Health Check calculator.

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Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is **Rob Beveridge**, Commercial Director at **GoPharm**.



Change Is A Constant!

"The definition of insanity is doing the same thing over and over again, and expecting different results".

I heard this quote in my first industry role as an Arrow Pharmaceuticals medical sales representative in 2001. One of the founders/owners, and CEO, Paul Duchon, regularly referenced this quote, and the success of this mindset was clearly evident by the rapid growth of the business through the early 2000's.

This quote is timeless and very relevant to pharmacy today. In our industry there will always be a fierce set of challenges to balance; the importance of the health of an ageing nation, cuts to Government reimbursement, increasing retail competition, an internet savvy consumer base, and growing rent and wage costs. With all of this considered, so much still remains in your control. If you can control it, you can change it, and if you can change it, you can improve and continue to maximise opportunities and minimise impacts.

One fundamental question to constantly challenge yourself and your team with is "can we do this a better way?" Whether it's marketing your pharmacy, retaining customers, driving loyalty, up-skilling staff, sourcing better pricing, operating more efficiently or addressing the areas that cause you sleepless nights; often the changes only need to be minor. Where can you start? Change is not your enemy. Only the insane believe that.

New mental health minister

PRIME Minister Kevin Rudd has announced the appointment of Senator Jacinta Collins as Minister for Mental Health and Ageing, replacing Mark Butler as part of a wide ranging cabinet reshuffle after last week's leadership change.

Tanya Plibersek has retained the Health portfolio in the new cabinet, with expanded responsibility for medical research, while Kim Carr has been given the Industry, Innovation, Science and Research portfolio.

Medicines Australia has welcomed the new appointments, with ceo Brendan Shaw saying "the industry had worked well with Senator Carr in his previous stint as Industry Minister on issues like the Pharmaceutical Industry Strategy

Group, patents, the Raising the Bar Bill, clinical trials and the R&D tax credit".

Shaw also congratulated the PM's "focus on diversifying the economy by developing manufacturing and innovation" in the appointments.

"The Australian medicines industry represents a real opportunity for the country to build on its competitive advantages... and support Australia's post-mining boom future," he said.

EMA approvals

THE European Medicines Agency's Committee for Medicinal Products for Human Use (CHMP) has recommended ten new medicines for approval.

The additions include the first two monoclonal antibody biosimilars, Remsima and Inflectra with the same indication as Remicade, as well as 3 cancer therapies: Provenge, Tafenar and Stivarga.

Also approved are **Procysbi** for the management of cystinosis and Lemtrada for MS.

The remaining recommendations were for Cholib for reduction of CV risk, Nexium Control for reflux and Evarrest for haemostasis.

Priligy launch today

GLOBAL biopharmaceutical firm A. Menarini has today announced the official Australian launch of Priligy (dapoxetine), which is the first and only drug specifically developed for the treatment of premature ejaculation.

It's TGA approved for the treatment of PE in men 18-64, and acts by inhibiting the serotonin reuptake transporter system.

Win with Q.R Health this cold and flu season



Every day this week **Pharmacy Daily** is giving ten lucky readers the chance to win a Quick Response Health™ prize pack containing QR Defence and QR Immunity.

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For more information go to www.quickresponsehealth.com.

To win, be one of the first 10 people to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

True or False: QR Defence is the only effervescent vitamin C supplement in Australia to contain Citrus Bioflavonoids (which aid the absorption of Vitamin C)

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FOOT in mouth pharmacy thief.

A burglar who taunted police from a top floor window after he broke into a pharmacy has appeared in court in the UK.

According to testimony from the prosecutor, during his rush to get inside the pharmacy, the 20 year old had left one of his sneakers on a neighbouring roof.

The miscreant, who pleaded guilty, had been seen to throw a brick through the pharmacy window and go inside.

Police were called, and when they arrived, he was still inside, leaning out of the window and shouting "come and get me".

However after officers told him to get down he surrendered, and was described as "compliant".

A subsequent search revealed he was carrying diazepam from inside the pharmacy, and he was sentenced to 14 months in prison.

TOILET attendants at last weekend's Glastonbury music festival in the UK were equipped with a secret weapon against what must have been an overpowering stench.

More than 180,000 people were expected to attend the festival, and to cope with the demand around 5,000 portaloos were trucked in.

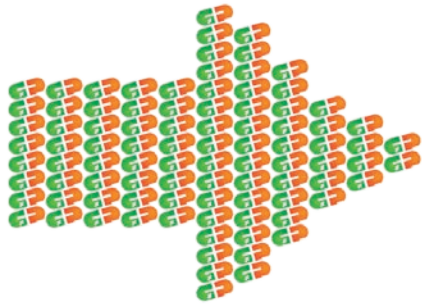
An army of so-called "sanitation volunteers" were issued with "extra-strong menthol sweets" to arm themselves as they undertook period inspections of the facilities.

A WOMAN in New Zealand had to make a difficult emergency call last week, after she accidentally superglued her lips shut.

Police initially thought the 64-year old had been kidnapped and was making a muffled plea for rescue, with officers saying "basically she could only grunt".

However when the ambulance arrived they found she had woken in the night with dry lips and mistakenly reached for the glue rather than some lip balm.

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