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TGA ad deadline

THE Therapeutic Goods Administration has extended the deadline for submissions to its current consultation on advertising of therapeutic goods to the general public (**PD** 03 Jun).

Submissions will now be accepted until 5pm on Fri 19 July - to see the consultation document **CLICK HERE**.

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New revenue vital - Guild

AUSTRALIAN pharmacies must find new revenue opportunities as the pharmacy sector deals with a period of "very significant transition that cannot be ignored," according to Pharmacy Guild executive director, David Quilty.

Speaking at the Australian College of Pharmacy Gala Dinner on Sat night, Quilty said: "This is a challenging time for pharmacies and the pharmacy profession... over the next two years the flow-through impact of price disclosure will materially impact dispensary margins."

He said that with script volumes predicted to grow strongly, price disclosure is likely to be manageable, as long as pharmacies "resist the temptation of an unsustainable price discounting race to the bottom".

However there are other threats too, driven by the commoditisation

of medicines supply, cuts in government funding, the impact of new technologies and the demands of an ageing population.

"Like all transformations, the mistake is to forget your core business...at the end of the day, the core business of pharmacy is the supply of medicines and unless that core business is properly remunerated, no amount of new services can fully compensate for the shortfall," Quilty said.

He said the Guild was committed to protecting this "core," but was also looking at the shape of pharmacy in the future, including a stronger focus on pharmacy services with "larger, more meaningful practice payments".

As well as existing areas such as medication management, opioid replacement, continued dispensing and personal patient care, pharmacy may extend its activity into triage, the treatment of minor ailments, screening and monitoring services and even community based care.

Quilty said that trends in the wider health system all point to the potential for a significantly enhanced role for pharmacy, and this is a key part of preparations for the negotiation of the next Community Pharmacy Agreement.

"Funding the quality use of medicines and the medication management of patients with chronic conditions is a strategic investment in better and more cost-effective health outcomes," he said.

"But just because it makes sense, doesn't mean it will automatically happen...we must make our case."

SHPA on chemo

THE Society of Hospital Pharmacists of Australia says it will be making a submission to the Department of Health's review of funding arrangements for chemotherapy (**PD** Fri).

SHPA said its response will focus on the structure of service delivery and the clinical pharmacy services required to support the safe and appropriate use of chemotherapy medicines.

The department is also seeking detailed financial data from private sector providers, but says this information will be treated confidentially.

CPD push coming up

THE Pharmacy Guild will join with other professional groups to oppose the government's \$2,000 cap on self-education expenses, with an upcoming concerted campaign confirmed by Guild exec director David Quilty who said this "hand-brake" will end up costing taxpayers more in the long run.

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Paroxetine for flushes

PAROXETINE, a serotonin re-uptake inhibitor approved in Australia for treatment of major depressive illness, has now been approved by the US Federal Drug Administration in lower dose (7.5 mg/day) for the treatment of moderate to severe vasomotor symptoms associated with menopause, also referred to as hot flashes and night sweats.

The product is given as a once-daily bedtime dose of 7.5 mg for this indication.

Less kids injections

TWO new GlaxoSmithKline vaccines which have been added to the National Immunisation Program mean that Aussie children will now require two less injections by the age of four.

The additions are *Priorix-Tetra* (measles, mumps, rubella and varicella vaccine, live attenuated) and *Menitorix* (*haemophilus influenzae* type b polyriboside ribitol phosphate and group C Meningococcal polysaccharide conjugate vaccine), with GSK Medical Director-Vaccines Dr Mark Amie saying that the new products reduce the "needle burden" and allow earlier completion of the MMR vaccination schedule.

COPD pharmacy resources

PHARMACIES will be able to conduct screening for chronic obstructive pulmonary disease (COPD) from next month, using new resources which were unveiled at the Australian College of Pharmacy conference yesterday.

Pharmacy COPD Online has been developed by Lung Foundation Australia in collaboration with the ACP, PSA, Pharmacy Guild, SHPA, PAC and other contributors.

It provides web-based training for pharmacists about COPD and the role of the pharmacist in identification, screening and management of patients with the condition.

GuildCare has also released a new COPD Screening Service, also developed in partnership with the Lung Foundation, which is new software to help pharmacists carry out and document the steps required for COPD screening.

These include identifying patients, populating data fields, measuring spirometry, recording and interpreting the results and referring to GPs if appropriate.

"This innovation is a great step forward for the pharmacy industry," said ACP President Trent Twomey.

"I believe pharmacists will find

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both the e-learning resource and IT-enabled screening tool most useful, and will help them deliver COPD services to patients effectively within the Pharmacy Practice Incentives framework."

The announcement was made at a session sponsored by Boehringer Ingelheim; for more info contact GuildCare on 1300 6347 492.

Ranbaxy OK - TGA

THE Australian Therapeutic Goods Administration is being reported in India media as confirming that Ranbaxy medications sold in Australia are safe.

According to *The Economic Times*, a TGA spokesperson said that "at present, there is no evidence that any of the products in the Australian market manufactured by Ranbaxy are of an unacceptable quality or that there is a danger to consumers in Australia."

Ranbaxy has been fighting a US criminal case where it has pleaded guilty and agreed to pay a \$500m penalty over the quality of its products, with the TGA saying it had independently tested samples of Ranbaxy products and found nothing to suggest unacceptable quality or a danger.

NAPSA-SHPA link

THE National Australian Pharmacy Students' Association (NAPSA) and the Society of Hospital Pharmacists of Australia (SHPA) have announced a formal collaboration, with the aim of making their existing relationship stronger and sustainable.

The move will see formal links established between SHPA and NAPSA at both national and branch levels, with NAPSA president Chris Braithwaite saying that many of the association's members have an interest in hospital pharmacy.

"Exposure to this facet of the profession is critical to ensure informed decisions can be made on graduation," Braithwaite said.

SHPA president Sue Kirsasaid the organisation had encouraged the involvement of pharmacy students in a range of activities over the years, with the society excited at the prospect of formalising ties.

Some SHPA branches also coordinate hospital placements.

"We think it's important that the student organisation and the organisation representing pharmacists in the hospital and related sectors work together.

"SHPA has much to offer pharmacy students, even those not contemplating a career in the hospital sector," Kirsasaid.

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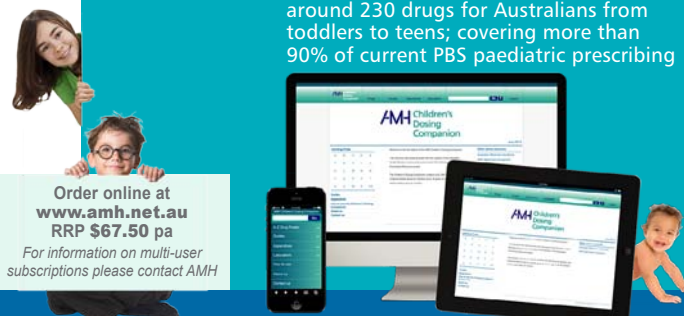
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Weekly Comment

Welcome to **PD's** weekly comment feature.

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



Change Drives Innovation

If you want something new, you have to stop doing something old -
Peter F. Drucker

I love this quote! It's so inspiring to identify the things that you want to change, and find new ways of doing things to create the change. It is often as simple as adjusting the price of a product you sell, or buying through a new supplier. Or it could be something much more complicated and strategic, like changing your brand or location.

When should we consider doing new things? Some would say if its not broken don't fix it, but change is inevitable and you want to make sure you don't end up having to spend precious time catching up. I think there are some very useful case studies in other industries - for example:

1. Phone technology. In 1981, the first mobile phone call was made. And in 2015, the Australian smartphone market is due to reach saturation, with over 10m smartphones in use.
2. The music recording industry. Music has migrated from vinyl, to cassette tapes, to CD's; and is now dominated by iTunes.

Now, think about the monumental change that each of those industries has had to navigate, from manufacturing, infrastructure, revenue streams and everything else that we now take for granted from our phone and music providers. And yet, we still have phones, and music!

So, if you don't want to get left behind, are you prepared to stop doing something old?

PSA chronic disease alert

THE Pharmaceutical Society of Australia says it's challenging outdated notions of pharmacist roles, with the release of *Australians stay healthier: PSA's call to action on chronic disease*.

The document, which highlights the huge demands on Australia's health system imposed by chronic disease and the ageing population, is being urged as essential reading in the lead-up to the election.

PSA National President Grant Kardachi said politicians and health stakeholders should take note, with chronic disease currently accounting for over 70% of all

health spending in Australia - and pharmacists are ready and willing to play their part.

"Consumers want more from governments for their health dollar and pharmacists have answers - and we're ready for the challenge.

"Australia spends over \$16 billion each year on medicines or around \$700 for every man, woman and child in Australia - every year.

"We believe that pharmacists can do more to improve the health of the Australian community, particularly with regard to chronic disease," he said.

As an example, the PSA says all consumers deserve to access a medication management service when and where they need it.

"Community pharmacists are uniquely placed within the community and are increasingly being recognised as a hub for preventive health activities," Kardachi added, saying the health system needs to work smarter and make better use of pharmacists' skills and knowledge.

The full PSA call to action can be viewed by **CLICKING HERE**.

Xarelto to PBS 01 Aug

THE govt has confirmed the 01 Aug PBS listing of Xarelto (rivaroxaban), the first once daily anticoagulant for the prevention of stroke and systemic embolism in patients with non-valvular atrial fibrillation (NVAf) and at least one additional risk factor for stroke.

Xarelto also becomes available for treatment of pulmonary embolism (PE) and prevention of recurrent PE.

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Cancer Council

This week **Pharmacy Daily** has teamed up with **Cancer Council Australia** and today is giving one lucky reader the chance to win a pair of Cancer Council 'Broadway' sunglasses (pictured left).

Cancer Council eyewear offers the highest level of sun protection, for your

ultimate comfort and protection all Cancer Council sunglasses conform to Australian Standard AS1067:2003; carry the maximum eye protection factor rating of 10; eliminate 100% of horizontally reflected glare; are fitted with polarised lenses.

To win, simply be the first person to send in the correct answer to the daily question below to: comp@pharmacydaily.com.au.

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True or False: All Cancer Council Sunglasses come with a sun protection rating of 10, the highest in Australia?

DISPENSARY CORNER



A SINGLE episode of US TV show *Sex and the City* has contributed to the possible extinction of a species, according to a paper which will be presented this week to the British Association of Dermatologists conference.

According to a UK study, there's been a massive decline in prevalence of *Phthirus pubis*, otherwise known as the pubic louse, since the TV show included a segment on Brazilian waxing which has threatened the pest "due to the disappearance of their natural habitat".

"The pubic louse has infested humans for thousands of years, with archaeologists discovering specimens in the UK as far back as the first century AD," according to a media statement from the dermatologists' association.

However from 1997 to 2003 figures show a steep reduction in prevalence, from about 0.41% to just 0.17% - which coincides with the *Sex and the City* episode which was first shown in 2000.

"Pubic hair removal has been practised by humans from all over the world, including the Ancient Egyptians," said Dr Kun Sen Chen, one of the presentation's authors.

"However until recently with the rise of truly global mass media, public lice have been able to weather changing cultural attitudes to body hair.

"What we have seen at work is the law of unintended consequences: in popularising hair removal Carrie Bradshaw and co. have contributed to ridding humanity of a pest that had plagued plagued humans for millions of years.

"Sadly, there isn't an Emmy for that," Dr Chen added.

However pharmacists have also come in for some of the potential glory, with the presentation noting other factors including the reluctance of patients to seek medical attention leading to self-treatment with newly available OTC insecticidal products.