

## Medici donations

MEDICI Capital will donate all profits from its Pharmacy Industry & Bankers Dinner in Brisbane to the Guild Members' Disaster Appeal.

The dinner is being held in Brisbane on 10 April and the topic for the night is Pharmacy Industry Update. Call 03 9853 7933 for details.



## Be a leader of innovation

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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.

## Complementary fight is on

THE Cancer Council's Position Statement on complementary therapies has caused a stir within the industry, with many defending the medicines, and taking umbrage at the assertion that they be unsafe.

Speaking in the wake of the statement, the Australian Self Medication Industry (ASMI) said that whilst it supports the recommendation for patients to discuss the use of these medicines and therapies with their healthcare practitioner, it does not agree with the implication that complementary medicines in general may cause harmful side effects.

In addition, ASMI said it disagrees with the statement that health claims for many complementary medicines are unproven.

"Complementary medicines play a central part in Australia's healthcare system, particularly in chronic conditions, minor ailments and preventative health," said ASMI Regulatory and Scientific Affairs Director, Steven Scarff.

"As the Cancer Council's position statement points out, relatively few cancer patients and survivors use complementary and alternative medicines to directly treat cancer or prevent it from returning.

"In addition, it is illegal for complementary medicines to carry claims about treating cancer".

Scarff went on to argue that people who use unsafe or ineffective complementary medicines, and ones that carry outrageous health claims, have either purchased them online or bought them overseas where the safety and quality can

not be guaranteed.

"Australia has one of the highest levels of control on quality and safety when it comes to complementary medicines," he said.

Meanwhile, the Complementary Healthcare Council of Australia called the Cancer Council's Position Statement 'alarmist', saying that it was concerned that the paper may cause cancer sufferers and general consumers to stop using legitimate medicines, and treatments, contradicting the Cancer Council's position of respecting the right of individuals to seek information and their decision to use such medicines and therapies.

"Complementary medicines listed on the ARTG are restricted to indications and claims relating to health maintenance, health enhancement or non-serious, self-limiting conditions," said Dr Wendy Morrow, ED of the CHC.

"Generally, they may not refer to a serious form of a disease, disorder or condition, or indicate they are for treatment or prevention.

"Complementary medicine products claiming to cure cancer should be immediately referred to the TGA- I am surprised the Cancer Council do not know this"

"The Cancer Council have a done a good job to confuse cancer sufferers, despite their own research identifying an Australian study that claims that 90% of cancer patients using complementary medicines and therapies reported perceived benefits such as improved quality of life, and, reduced symptoms and side effects," she added.

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## Events Calendar

**WELCOME to Pharmacy Daily's** events calendar, 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).

**21-24 Mar:** Guild APP2013 national conference, Gold Coast Convention Centre - more info [www.appconference.com](http://www.appconference.com).

**02-09 May:** PSA Offshore Refresher Conference, London - more info 1300 139 293.

**31 May-02 Jun:** PSA CPEXpo, Hordern Pavilion Sydney - see [www.psa.org.au/cpexpo](http://www.psa.org.au/cpexpo).

**21-23 June:** NSW Pharmacy-National Convention & Exhibition. Sydney Convention & Exhibition Centre, Darling Harbour. For details see: [www.nswpharmacy-nce.com.au](http://www.nswpharmacy-nce.com.au).

**5-8 July:** Australian College of Pharmacy's 24th Annual Conference and Exhibition, Brisbane Convention & Exhibition Centre- [www.acp.edu.au](http://www.acp.edu.au).

**04-07 Sep:** Navigating the Future - Pharmacy 2013: The Pharmacy Management Conference; Sheraton Mirage, Port Douglas; see [pharmacyconference.com.au](http://pharmacyconference.com.au).

**11-13 Oct:** Pharmacy Australia Congress in Brisbane - details [www.psa.org.au/pac](http://www.psa.org.au/pac).

**14-16 Oct:** Global Drug Safety Conference and Exposition, Brisbane - for more details email [qldadmin@psa.org.au](mailto:qldadmin@psa.org.au).

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## Bowel Cancer calls

**BOWEL** Cancer Australia is urging all political parties to consider revamping the National Bowel Cancer Screening Program to better serve those aged 50 and over.

The calls come more than a decade after the Program was piloted, with Bowel Cancer Australia saying that its five yearly screening for just four ages (50, 55, 60 and 65) continues to be a cause of concern.

As part of its call to action, Bowel Cancer Australia is encouraging political parties to consider three key actions for bowel cancer screening: reset the current NBCSP in 2014 from five yearly (50, 55, 60 & 65 years) to two yearly screening (eg, 50, 52, 54, 56) as per medical guidelines; and accelerate the inclusion of new age groups to the screening program - 2034 is too long to wait for a complete program.

The final consideration is that bowel cancer information be communicated to those aged 50-74, so that they know their risk and can take appropriate action.

## ACCC grants eRx immunity

**YESTERDAY** eRx Script Exchange received approval from the ACCC to enter into a contract with MediSecure to facilitate interoperability between the parties' electronic pharmaceutical prescription exchange systems (*PD Breaking News* yesterday).

Currently eRx and MediSecure are the only two parties operating prescription exchange services in Australia, however their two systems currently do not 'talk' to each other.

The authorisation will provide protection to the duo from court action for conduct that might otherwise raise concerns under the competition provisions of the *Competition and Consumer Act 2010*.

"Allowing the parties to implement this agreement is likely to lead to greater use of electronic prescriptions, resulting in cost savings and a reduction in prescription transcription errors," said ACCC Deputy Chair Dr Michael Schaper.

The authorisation will last until 30 June 2017, after which an Australian Standard should be in place.

This standard, according to the ACCC should include technical specifications to ensure interoperability between all prescription exchange systems.

## Treatment Goals

**THE** Skin & Cancer Foundation, together with a multidisciplinary group of leading healthcare professionals, has developed the first Australian Treatment Goals for chronic plaque psoriasis.

Published in the *Australasian Journal of Dermatology*, the Goals' recommendations highlight the need for Australian clinicians to align with globally recognised best practice by taking into account the high incidence of co-morbidities, significant impact on quality of life and patient dissatisfaction with treatment (using the Dermatology Quality of Life Index and the Psoriasis Area and Severity Index).

"Improving treatment outcomes and patient quality of life are the main objectives of the Treatment Goals," said Associate Professor Chris Baker, a member of the Steering Committee behind the Treatment Goals.

"The next challenge to give effect to the Treatment Goals is to encourage their day to day use in treatment decision making.

"To achieve best practice when treating patients with moderate to severe psoriasis, the Treatment Goals highlight the need for revision to the current PBS criteria for psoriasis therapies," he added.



## DISPENSARY CORNER

### THINK fast.

A US mathematics undergraduate has been filmed solving a Rubik's Cube whilst juggling, in a feat of mental and physical agility.

Known in the clip as 'Sir Ravi' the student juggles two balls and the Rubik's Cube whilst his friends film him and chat to him.

Impressively, the puzzle is solved in just a minute and a half.

To view the clip **CLICK HERE**.

### LEARN to fly underwater.

If you love water, and have an urge to fly, one French designer, Guillaume Binard, believes you should be able to combine the two passions.

To that end, Binard created what he has called the Oceanwings Suit.

Crafted using neoprene, the Oceanwings Suit is similar to a wetsuit, but differs in that it also features webbed wings under the arms and between the legs, creating a shape that is similar to an ocean ray.

The Suit is described as providing a "more serene" experience in the water, however it is a serenity that only few will experience as Binard has said that his Suit will "never be for sale".



## WIN A HELLO KITTY PACK

This week *Pharmacy Daily* is giving five lucky readers the chance to win a **Hello Kitty** prize pack, valued at \$55.70 each.

Hello Kitty Cosmetics, the epitome of sophisticated cuteness has arrived! Playfully packaged, European designed and formulated, this full cosmetic range oozes quality and style. The iconic Hello Kitty brand brings the product to life with her dynamic spark and whimsical charm. Hello Kitty is a cult favourite and a brand that transcends generations like no other brand. We heart Hello Kitty and think the NEW range is just perfect.

For your chance to win, 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)

Where are the Hello Kitty products formulated?

Hint! Visit [www.heritagebrands.com.au/hello-kitty](http://www.heritagebrands.com.au/hello-kitty)

Congratulations to yesterday's lucky winner, **Elizabeth Treble** from **Plunkett Pharmaceuticals**.



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### Jobs of the Week

- **Pharmacist** - South West, NSW (Job# 2009627)  
Large rural town in the Riverina, 40 hr/wk, all levels of experience.
- **Pharmacist Manager** - Fraser Coast, QLD (Job# 2009362)  
To oversee friendly community pharmacy in laid back coastal location.
- **Pharmacist Manager** - West Coast, VIC (Job# 2009699)  
F/T with support of a 2nd Pharmacist & Tech in a popular coastal town.

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