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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

CRUISE WEEKLY

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TRAVELLERS looking for a fabulous intimate luxury cruise experience should look no further than SeaDream Yacht Club, which operates two 112-passenger vessels in the Mediterranean.

SeaDream has just released a series of Grand Voyages ideal for Australians, including a 12-night voyage from Dubrovnik in Croatia to Malaga in Spain in October this year, priced from \$5660 per person twin share. For details call 02 9958 4444.

SHPA adds new reference

THE Society of Hospital Pharmacists of Australia has launched a new benefit for its members across the country, who now have access to the EBSCOhost online reference system.

EBSCOhost provides access to a range of publication databases including DynaMed, MEDLINE Complete, CINAHL Complete, Health Business Elite and Health Policy Reference Centre, giving availability of over 3,000 full-text journals.

"We saw a need to support our members in their day-to-day practice, professional development, research, undergraduate studies and postgraduate studies," said SHPA President Sue Kirsa.

She said the package will provide access to the latest public research in Medline and CINAHL, as well as a comprehensive evidence-based clinical reference source in DynaMed.

There are also disease-specific learning modules, CPD activities and the ability to receive email alerts relating to particular areas of clinical interest.

"SHPA is very excited about the possibilities that EBSCOhost brings to our members," Kirsa said.

She said that while some pharmacists have access to information resources via hospital medical libraries, many do not, particularly SHPA members who work in smaller hospitals, in community pharmacy or in rural and remote areas.

And although SHPA members already have full access to SHPA's Journal of Pharmacy Practice and Research (JPPR), the inclusion of this journal in the CINAHL database means members can utilise the EBSCOhost search engine to get comprehensive results that will include JPPR from 2008 onwards.

Audits now inspections

THE TGA has announced a change to its terminology, with the word 'inspection' to replace the word 'audit' in relation to manufacturers.

Drug conference rego

THE Pharmaceutical Society of Australia has announced the opening of registrations for the Global Drug Safety (GDS) Conference and Exposition, which will take place at the Brisbane Convention and Exhibition Centre from 14-16 October 2013.

The conference aims to "advance the global drug safety mission in all corners of the world," with international speakers including Professor Zubin Austin from the Pharmacy Faculty at the University of Toronto in Canada, who is currently principal investigator on a \$18m project funded by Health Canada to examine integration of healthcare professionals in diverse practice settings.

"This is a one-of-a-kind conference which will address major issues facing healthcare professionals as well as governments and consumers across the world today," said Qld PSA branch president, Lisa Nissen.

To register see www.gds2013.org.

WIN A SKINCARE PACK FROM [A'KIN]

Pharmacy Daily has teamed up with [A'kin] this week and is giving five lucky readers the chance to win a skincare prize pack, valued at \$89.85 each.

Brave yourself for winter with intense nourishing and natural botanicals with this prize package from [A'kin]. These three items will work in synergy with your skin to bring out more of your special natural beauty.



Visit our Facebook page (www.facebook.com/akinbypurist)

to enter our competition and you could win a trip to The Great Barrier Reef with [A'kin].

To win this great [A'kin] prize pack, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

Is [A'kin] Australian owned and made?

Hint! Visit www.purist.com

Congratulations to yesterday's lucky winner, **Malie Ung** from **Priceline Pharmacy Bonnyrigg**

Pharmacy Daily is Australia's favourite daily pharmaceutical industry newsletter, read by more than 10,000 people across the industry each day.



We are currently recruiting for two roles to support our ongoing strong growth.

News Reporter

This is a permanent part-time role, working five mornings per week from our offices in Epping, NSW. The successful applicant will be an experienced writer with a good sense for news, preferably with knowledge of the pharmacy industry. As well as sourcing the latest pharmacy industry news you will be helping with the production of the newsletter so desktop publishing experience (Adobe Indesign) will be well regarded. On-the-job training will be provided.

Business Development Manager

Pharmacy Daily is seeking a Business Development Manager, to promote our popular newsletter to pharmacy suppliers. This is a part-time contract role with flexible hours, which would ideally suit someone with pharmaceutical or medical industry sales experience. Duties will involve sourcing new business from advertisers and developing relationships with clients with the aim of further growing the business.

Salary for both roles will be commensurate with experience. Join our fun friendly team working to keep the pharmacy industry informed. Applications due by Friday 10th May to jobs@traveldaily.com.au.

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Diabetes at CPEXpo

ROCHE Diabetes Care will be delivering a series of five clinical and business workshops at the upcoming Pharmaceutical Society of Australia CPEXpo in Sydney.

Roche is a platinum sponsor of the event, and will aim to assist pharmacists to achieve better patient outcomes and management as well as better business practices.

PSA NSW branch president, Prof Charlie Benrimoj, said CPEXpo in its second year is expecting more than 1500 pharmacists from across Australia to attend.

Other presenters will include Sarah McInerney, pharmacist consultant and former owner of Priceline Pharmacy in Kiama, NSW, who will discuss how to track successful Pharmacy Professional Services implementation, the business opportunities delivered by MedsCheck, and the importance around structured self-monitoring of blood glucose for people with diabetes.

For more information or to register for the event on 31 May-02 Jun see www.psa.org.au/cpepo.

Botox advertising alert

THE Therapeutic Goods Administration has issued new advice for cosmetic clinics over their promotional practices, which in some cases has seen 54 medications such as Botox advertised to consumers.

An update on the TGA website states that "some health professionals and cosmetic/beauty clinics are advertising, to the general public, goods or substances that are designated 'prescription-only' items".

Products cited include hyaluronic acid (Restylane, Perlane, Dermalive, Juvederm); hyaluronan and sodium hyaluronate (Hylaform); collagen (Zyderm, Zyplast, Cosmoplast and Cosmoderm); polyactic acid (Newfill, Nufill, Sculptra); polyacrylamide (Aquamid); and botulinum toxin (Botox, Dysport).

"These products are generally administered for the purpose of temporarily removing/reducing lines on the face, around the eyes, forehead, lips and neck," according to the TGA statement.

The TGA noted that these substances are listed in Schedule 4 of the current Poisons Standard and "should be available from a pharmacist on prescription".

To enable the continued promotion of the services while also complying with the regulatory advertising requirements for therapeutic goods, the TGA has advised of a range of "acceptable general phrases" which may be used in advertising, including 'cosmetic injections', 'anti-wrinkle injections/treatments', 'injections/treatments for lips', 'injections to enhance pouting of the lips' and 'injections which reduce the depth of fine lines'.

BSN Hyper Shred

THE TGA has warned that BSN Hyper Shred capsules pose a serious risk to your health and should not be taken.

Testing has found the capsules contain the substance oxedrine at levels that require a prescription.

DISPENSARY CORNER



THIS guy probably needs some severe addiction therapy.

30-year-old Henry Gribbohm from the US state of New Hampshire has lodged an official complaint with police, after he lost his life savings on a carnival stall and only ended up with a giant banana with dreadlocks.

According to a report on local TV station WBZ-TV, he was trying to win an Xbox for his children on the "Tubs of Fun" game which cost \$5 a go.

After blowing \$300 without joy, he went home and fetched the remainder of his money - another \$2300 - in an obsessive (and ultimately vain) attempt to win the electronic game.

The next day he returned to the carnival to complain, and the game operator gave him \$600 in cash and "a large stuffed banana with a hat and dreadlocks" as a consolation prize.

May MIMS Monthly Medicine Update

NEW PRODUCTS

Lucassin (terlipressin) is a synthetic vasopressin analogue that acts as a systemic vasoconstrictor, via vasopressin 1a (V_{1a}) receptors, both as a prodrug for lysine-vasopressin and having pharmacologic activity on its own, albeit of lower potency than lysine-vasopressin. Terlipressin increases mean arterial pressure and decreases heart rate while increasing systemic vascular resistance. In hepatorenal syndrome (HRS) patients with hyperdynamic circulation, the V₁ receptor-mediated vasoconstrictor activity of terlipressin,

particularly in the splanchnic area, results in an increase in mean arterial pressure, normalisation of endogenous vasoconstrictor systems (renin-angiotensin-aldosterone and sympathetic nervous system), and an increase in renal blood flow. The therapeutic rationale for treatment of HRS with terlipressin is that these effects may result in improved renal function. Lucassin is indicated for the treatment of patients with HRS type 1 who are actively being considered for a liver transplant. Lucassin is available as a powder for injection in a single use vial containing 85 mg of terlipressin.

Seebri Breezhaler (glycopyrronium bromide) is an inhaled long-acting muscarinic receptor antagonist (anti-cholinergic) for once-daily maintenance bronchodilator treatment of COPD. Seebri Breezhaler works by blocking the bronchoconstrictor action of acetylcholine on airway smooth muscle cells thereby dilating the airways. It is indicated as a once-daily maintenance bronchodilator treatment to relieve symptoms of patients with chronic obstructive pulmonary disease (COPD). Seebri capsules contain lactose. Therefore, patients with rare hereditary

problems of galactose intolerance, severe lactase deficiency or glucose-galactose malabsorption should not take this medicine. Seebri Breezhaler is available as a powder for inhalation in packs of 30's containing one inhaler.

SAFETY RELATED CHANGES

Afinitor (everolimus) is now indicated in postmenopausal women with hormone receptor-positive, HER2 (human epidermal growth factor receptor 2) negative advanced breast cancer in combination with exemestane after failure of treatment with letrozole or anastrozole.

Isentress (raltegravir) in combination with other antiretroviral agents is now indicated for the treatment of human immunodeficiency virus (HIV-1) infection in adolescents and children from the age of 2 years.

Neupro (rotigotine) is no longer indicated for the symptomatic treatment of moderate to severe idiopathic restless legs syndrome in adults.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.