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TGA biosimilar details

THE TGA has posted on its website information for both health professionals and consumers about biosimilars, which are generally less well understood than other types of generics.

Go to www.tga.gov.au for details.

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\$800k MA code sanctions

MEDICINES Australia member companies last year paid a whopping \$795,000 in fines and other penalties for breaches of the organisation's code of conduct.

According to the Medicines Australia annual report, there were 11 complaints finalised in 2012-13, mostly brought by rival pharmaceutical manufacturers.

Three of the complainants were healthcare professionals, including a complaint by activist Ken Harvey about a Pfizer "community service announcement" for Lipitor which resulted in a \$50,000 fine.

Interestingly, this complaint also highlighted false information provided by some pharmacists about Lipitor, with some incorrectly

claiming the product was no longer available because they were offering generic alternatives.

Pfizer's said it had been forced to publish ads about Lipitor still being available in order to counter this pharmacy misinformation.

Other complaints upheld included Abbott Australia promotional material for Lipidil which resulted in a \$100,000 fine; a Multiple Sclerosis educational booklet from Biogen Idec which saw the firm pay a \$150,000 fine, and MSD promotional activities for Vytroin which resulted in a \$125,000 sanction.

A complaint brought by Novartis Pharmaceuticals about Bayer's Elyea was not upheld, after allegations by Bayer that it was "frivolous and vexatious".

The committee ruled that the Bayer activity, which occurred at the RANZCO Queensland state branch meeting in August 2012, did not breach the Code.

This decision was appealed by Novartis, and the Appeal Committee unanimously agreed with the finding, further hitting Novartis by deciding that because the appeal was not upheld the \$250,000 bond paid by the company when it lodged the appeal "should be retained by Medicines Australia".

TB REACH FIP funding

TB REACH, an initiative of the Stop TB Partnership that aims to increase the number of people with tuberculosis (TB) found and treated, has called for applications for its fourth wave of funding from the International Pharmaceutical Federation (FIP).

Seventy-eight countries are eligible for wave four funding and applicants must submit a letter of intent by this Fri 08 Nov 2013 for evaluation.

Partners of the Stop TB Partnership, national TB programs, HIV programs, local and international nongovernmental organizations (NGOs), civil society and community-based organisations can apply for this fast-track funding.

Breathe easy month

NOVEMBER is national lung health awareness month, and Lung Foundation Australia encourages everyone to take five minutes to do its online lung health checklist at www.lunghealthchecklist.com.au.

More than six million Australians are living with a long-term, ongoing respiratory condition, with lung disease affecting people right across the community.

In both men and women, lung cancer is the fourth most common cancer diagnosed and the most common cause of cancer-related death - more than breast, ovarian and prostate cancers combined.

The chronic lung disease COPD is more common than cancer, traffic accidents, heart disease or diabetes.

In fact, Australia has one of the highest rates of death from COPD in the developed world.

Diabetes patients needed for study

RESEARCHERS at the University of Sydney Charles Perkins Centre are looking for 300 volunteers who are at risk of developing diabetes, for example who are overweight and have a family history, to help identify the most effective lifestyle pattern to prevent type-2 diabetes.

To be part of this world-wide study, volunteers should assess their eligibility by [CLICKING HERE](#).

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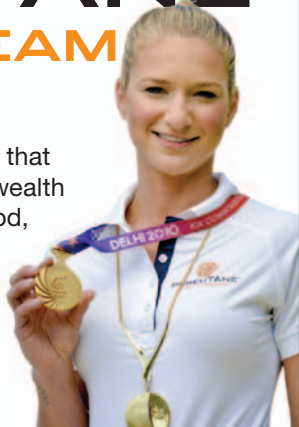
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Telstra's pharmacy vision

TELSTRA'S acquisition of a major stake in Fred IT (*PD* 02 Oct) is part of a strategic push by the communications giant to establish new growth businesses, with the company seeing significant opportunities in e-health.

An investor presentation by Shane Solomon, head of Telstra's new Health division, reveals the firm's vision to be at the heart of the health system's transformation, including "creating a safer, efficient and more convenient pharmacy system" in Australia.

As well as FRED, the health division includes various businesses including Get Real Health, HealthEngine, DCA eHealth Solutions, Telus, Foster Intelligence and IPHealth.

The presentation highlighted the size of the pharmacy opportunity, with 200 million PBS prescriptions dispensed annually, half of which are for "routine repeat prescriptions of drug groups for chronic health conditions".

And "one in five medical errors are due to incomplete patient information," Solomon said.

Top line goals for Telstra Health also include improving the integration of health records and reducing hospital and aged care admissions through "home monitoring and care coordination".

Consumers can be given greater control via online transactions, while access to specialist care in rural areas can be enhanced via telemedicine and videoconferences.

"Our integrated eHealth ecosystem will be available to millions of Australians," Solomon said, with the overall strategy building on "world-class capabilities in connectivity, technology & cloud".

EMA med shortages

THE European Medicines Agency has launched a public catalogue that contains information on supply shortages of medicines.

The catalogue includes information on medicine shortages affecting more than one Member State and that have been assessed by the Agency.

The aim of the catalogue is to offer a reference point for stakeholders for up-to-date information on shortages that have been assessed by the Agency.

For more details [CLICK HERE](#).

WIN A COPY OF AUSTRALIAN PHARMACY LAW AND PRACTICE

This week *Pharmacy Daily* is giving five lucky readers the chance to win a copy of 'Australian Law and Practice 2nd Edition' valued at \$89.95.

'Australian Pharmacy Law and Practice 2E' by Laetitia Hattingh, John Low and Kim Forrester is the key law and ethics resource. Including a wealth of new content, all chapters are mapped to the National Competency Standards Framework for Pharmacists 2010. A must-have resource for every Australian pharmacist.

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

What is the title of Chapter 2 of the book?

Hint! Visit www.elsevierhealth.com

Congratulations to yesterday's lucky winner, **Anand Vaitha** from **Amcal Chempro Pharmacy Arundel Plaza**. The correct answer was: Laetitia Hattingh, John Low and Kim Forrester.



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PainPod really packs a punch



CELEBRITY athlete Lauryn Eagle made a special appearance at the Pharmacy Assistant National Conference on the Gold Coast a couple of weeks ago.

At a morning session sponsored by Reckitt Benckiser the TV presenter, professional boxer and water skiing champion - and contestant in last year's season of *The Celebrity Apprentice Australia* - shared some of her personal health and fitness tips with the crowd.

Following the session, Lauryn gave away pairs of personally signed boxing gloves to a handful of lucky pharmacy assistants at the Reckitt Benckiser trade stand, and was also happy to pose for some action shots with fans (above).

Some lucky pharmacy assistants will also this month have the opportunity to undertake an exclusive personal training session with Lauryn Eagle, having been selected after completing all of the PainPod online training modules.

Sessions will be held in Sydney,

Melbourne and Brisbane.

"I'm really excited to be planning these sessions for pharmacy assistants and looking forward to meeting all my new recruits!" Eagle enthused.

Over 16,000 pharmacy staff have completed PainPod training, with eight modules specially designed for pharmacy assistants and three for pharmacists, with an additional "strong pain" module for pharmacists under development.

NZ diabetes initiative

AUCKLAND will host the 2014 *Goodfellow Symposium* 22-23 Mar managed by Diabetes NZ.

Diabetes NZ ceo Joe Asghar, has announced a long-term campaign to meet their vision "*Diabetes Contained, Controlled, Cured*".

The plan is to raise enough to run the program over many years to increase awareness of diabetes and encourage people to live well

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au



DISPENSARY CORNER

IF you have to check the price, you definitely can't afford it.

Upmarket French jewellery house Boucheron has released a new cosmetic product which is perfect for Christmas.

The new Creme de la Mer comes in a fabulous mother-of-pearl case (pictured) and is a snap at £12,500 (around \$21,000).

The exquisite container is only being made in a limited edition of just ten numbered jars, and is exclusively available at London's upmarket Harrod's department store.

The moisturising cream costs a still hefty £105 (A\$176) in its regular container.



Handle those cravings with Snack Attack

Snack Attack is an innovative new chewing gum that has been developed in association with leading Australian health and nutrition experts to replenish the vital nutrients needed to resist hunger cravings and help maintain daily energy. Snack Attack is sugar free and contains no aspartame, artificial colours or flavours. The active ingredients include **Svetol, Green Tea extract, L-Carnitine, Chromium, Thiamin & Biotin**. Each Snack Attack pack contains 8 pieces, lasting 2-3 days.

Stockist: 1300 369 273

RRP: \$5.95

Website: www.trysnackattack.com



Bear Grylls can't give you these new secrets of the sea

Nature's Own new product range harnesses health benefits from the underwater world. Supplements containing unique ingredients sourced from the sea have seen a wave of popularity over the past few years - in fact, fish oil alone now represents 11% of all Vitamin, Minerals and Supplement (VMS) sales. While the health benefits of fish oil are no secret, the broader marine life VMS market has



also grown strongly - particularly in the areas of joint health and temporary reduction in pain of arthritis. Krill Oil and Green Lipped Mussel for example, grew at 122.1% and 355.4% respectively over the past year.

Stockist: Major wholesalers

RRP: \$31.50 tub of 90 caps fish oil.

Website: www.naturesown.com.au

Gastrolyte introduces market first Ready to Eat Jelly Ice-Blocks

Gastrolyte is launching an Australian first innovative oral rehydration solution, with the new ready to eat Jelly-Ice Blocks. **Gastrolyte Jelly-Ice Blocks** can be eaten straight from the pack immediately after purchase, or frozen for later use. The oral rehydration ice block segment is growing at 20% every year making it important for pharmacy. The range will be supported by pharmacy specific point of sale material and a new Sanofi Consumer Healthcare Nosy Club Module for pharmacy assistants.

Stockist: 1800 732 273

RRP: \$16.95

Website: www.gastrolyte.com.au



Dreambaby equipment for growing safely

New **Dreambaby Outlet Plugs** are small but invaluable safety product designed to keep baby safe from potential electrical shocks. Simply insert the plug into unused power sockets and know that curious fingers are safe from dangerous electrical shock. Also available in butterfly design. And new **Dreambaby Stroller Clips** (2 pack) are a convenient way to attach bags to your stroller, perfect for taking the hard work out of carrying shopping, nappy bags and handbags - a great concept - so small and simple but indispensable.

Stockists: 02 9386 4000

RRP: \$2.95 plugs, \$6.95 clips

Website: www.dreambaby.com.au

FORENSIC archaeologists have made a stunning breakthrough by determining the cause of death of Egypt's most famous mummy, King Tutankhamun.

The boy king died aged about 18 more than 3,000 years ago and until now it's been unclear what actually happened to him.

Researchers performed a "virtual autopsy" on the ancient remains, and found that King Tut's injuries were consistent with a major chariot race accident.

His heart was crushed and his ribs and pelvis were shattered.

To make things even more difficult, errors made during his embalment caused the flesh to "spontaneously combust," according to *The Independent*.

"Researchers discovered that embalming oils combined with oxygen and linen caused a chemical reaction which 'cooked' the king's body at temperatures more than 200°C," the report said.