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### Phebra distribution

AUSTRALIAN pharmaceutical firm Phebra has announced a new distribution agreement with Protherics Medicines Development Ltd, a BTG International group company, to supply Voraxaze (glucarpidase) in Australia and NZ. Voraxaze is used to break down the chemotherapeutic methotrexate in the blood.

## Adverse events reporting

THE Therapeutic Goods Administration has introduced a streamlined reporting system for sponsors of drugs to report adverse events to meet mandatory reporting requirements.

The TGA said the new procedures will reduce manual data entry and double-handling, with reporting able to be submitted by email to [e2b.reports@tga.gov.au](mailto:e2b.reports@tga.gov.au) using the widely used international E2B standard.

This format enables direct entry into the TGA's adverse event database with minimal user interaction, aligning the TGA's process with those of its counterparts in Europe USA, Japan and Canada.

Most sponsors who currently transmit Individual Case Safety Reports (ICSRs) electronically to regulatory authorities around the world use the same E2B standard.

The TGA will benefit by reducing the manual data entry of forms currently submitted by sponsors, also significantly cutting the potential for errors.

Currently these forms represent about 50% (7,000-8,000) of the

annual volume of adverse event reports received by the TGA.

A new pharmacovigilance document has been prepared to reflect these changes and can be accessed by **CLICKING HERE**.

### ABC Catalyst slammed

THE *Media Watch* ABC TV show on Mon night provided some "much needed balance" to the claims about statins and cholesterol in two recent *Catalyst* episodes which caused consternation in the health profession (*PD* 30 Oct).

*Media Watch* revealed that the "independent" experts who appeared in the program were actually co-authors of a book called *The Great Cholesterol Myth*, with conflicts of interest including the sale of diet books and medicinal products which claim to help with heart health.

To view the transcript of the damning report on the *Catalyst* episodes **CLICK HERE**.

### Antibiotic awareness

THE Society of Hospital Pharmacists (SHPA) and NPS MedicineWise (NPS) are driving *Antibiotic Awareness Week* 18-24 Nov and encouraging health care professionals to take the pledge to fight resistance.

Now in its second year, Antibiotic Awareness Week 2013 takes a One Health approach to addressing the spread of antibiotic resistance in Australia.

Pharmacists can pledge their commitment at the new interactive website [www.nps.org.au/HPpledge](http://www.nps.org.au/HPpledge).

The first 3000 health professionals to take the pledge will also be able to order a free 'resistance fighter' t-shirt to wear during *Antibiotic Awareness Week*.

### Lilly's new HumaPen

LILLY Diabetes Australia has announced the release of its new HumaPen SAVVIO, an insulin delivery device for use with the Humalog and Humulin insulins.

The pen is designed from patient feedback in a range of colours.

"Based on our research, we learned that people with diabetes want an insulin delivery device that makes them feel more comfortable managing their insulin," said Ciara McKenna, Director of Lilly Diabetes Australia.



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### CVD adherence course

THE Heart Foundation is offering a new online learning module, *Improving adherence in cardiovascular care*, which is accredited for professional development points.

Many of the 3.5 million Australians suffering from, or at risk of, cardiovascular disease (CVD) are not taking their medicines.

This 'non-adherence' is further increasing a person's risk of future cardiovascular events such as a heart attack or stroke.

Pharmacists can access the course by **CLICKING HERE**.



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Matt Boulter  
Owner of two Rowas in South Australian Pharmacies

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### Arthritis site award

MELBOURNE based digital agency *Get Started* is state winner in the 'Not for Profit website' category at the 2013 Australian Web Industry Association's Web Awards, for the Arthritis and Osteoporosis Victoria (A&OV) website, [www.arthritisvic.org.au](http://www.arthritisvic.org.au).

### WIN A THURSDAY PLANTATION PACK

Every day this week *PD* is giving one reader the chance to win a **Thursday Plantation** specialised 3 Step Skincare Program and Certified Organic Rosehip Oil.



Cleanse, tone and moisturise naturally with this specialised skincare regime, using the natural antibacterial power of Tea Tree Oil.

Complete your skincare routine with Rosehip Oil for radiant looking skin.

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

**What is the extraction method used for Thursday Plantation 100% Pure Certified Organic Rosehip Oil?**

Congratulations to yesterday's lucky winner, **Abbey Butler** from **Flinders Medical Centre**.

## "Overdiagnosis" research

MACQUARIE University scientists will conduct a project aiming to evaluate the cost burden of "overdiagnosis" in the Australian health system, under a Future Fellowship awarded by the Australian Research Council.

Worth \$820,156 over four years, the project *Defining disease: addressing the problem of overdiagnosis* is led by Professor of Clinical Ethics, Wendy Rogers.

She said the aim is to develop an account of disease which will "help to guide practitioners and policy makers about which abnormalities or conditions should be labelled as disease".

### Shire acquisition

SHIRE Pharmaceuticals has announced the US\$4.2 billion purchase of ViroPharma, with the move "entirely consistent with our clear strategic objective of strengthening our rare disease portfolio," according to Shire ceo Flemming Ornskov.

ViroPharma products include Cinryze (C1 esterase inhibitor) which is approved for the prophylactic treatment of hereditary angioedema (HAE), and will complement Shire's Firazyf (icatibant) for the same condition.

ViroPharma's revenue last year was US\$428m, with Shire saying it sees "significant opportunity for future revenue growth" for Cinryze, both in the US and overseas markets as new HAE patients are identified and more doctors gain experience with the therapy.

The move comes amid what she said was growing international concern about asymptomatic people being diagnosed and treated for conditions which do not cause any health problems.

Rogers said that the thresholds for defining diseases such as type 2 diabetes or chronic kidney disease have been falling "so that more and more people are being diagnosed."

"So we get the situation in which otherwise healthy and asymptomatic people are turned into patients," she said.

### Imigran batch recall

ASPEN Pharmacare Aust in consultation with the Therapeutic Goods Administration is recalling one batch of its Imigran (sumatriptan) cartridge injections.

A manufacturing fault led to needles protruding through the rubber needle shield in a small percentage of the cartridge injections in this batch.

The protruding needle will not be sterile and affected cartridge injections should not be used.

The affected batch number is C632305 with an expiry date of May 2015 - no other batches are affected and no adverse events have been reported as a result of this fault.

Recently the UK's Medicines and Healthcare products Regulatory Agency (MHRA) alerted pharmacies, dispensing clinics and wholesalers to return stocks of the Imigran injectable for the same fault (*PD* 13 Oct).

### Atozet onto PBS

MSD has confirmed that its Atozet composite pack (ezetemibe and atorvastatin) will be listed on the Pharmaceutical Benefits Scheme effective from 01 Dec.

The new composite pack contains two tablets side by side, in a calendar format which simplifies administration with both cholesterol lowering medications packed together.

The company says this supports compliance by helping patients on dual therapy to remember to take both tablets at the same time.

The Atozet composite pack also results in cost savings for patients who take both medications, with a single PBS co-payment required rather than two.

### APC work experience

THE Australian Pharmacy Council has released a new work experience template form for its skills assessment processes for overseas trained pharmacists.

Applicants who wish to have the APC comment on work experience should use the new template for evidence on work experience, supplying the form to any current and former employers to fill out as evidence of work as a retail or hospital pharmacist.

The form should be completed, signed and dated by the referee, with the original copy sent back to the APC.

Applicants who want to proceed with their assessment application without commenting on work experience must indicate this via a statutory declaration.

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## Health, Beauty and New Products

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Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)



### DISPENSARY CORNER

A FRENCH hand sanitiser maker has launched a ballsy promotional campaign, in which three women took to the streets of Paris with instructions to grab men by the testicles in order to raise awareness of prostate cancer.

Merci Handy created the campaign as part of the annual Movember fundraising initiative, and took videos of the women as they approached their "victims" many of whom clearly weren't aware of what was coming.

Each successful grab raised €10 for the cause, with the handsy trio bringing in a total of €430.

[CLICK HERE](#) to view.

HOW awesome is this?

Seattle, USA-based meat products producer J&D's foods has launched a new bacon-scented deodorant (pictured).

The Power Bacon Deodorant Stick promises to provide "24 hours of bacon scent" and claims to have been specially designed for people with active lifestyles.

Promoted with the tag-line "for when you sweat like a pig," it comes with the instructions: "Apply liberally to underarms or private areas for all-day meat-scented protection".

It's the brain-child of bacon-mad entrepreneurs Dave Lefkow and Justin Esch, with the company's range also including bacon-tasting lip balm and shaving cream.



### Wymedical's expanded asthma product range

WyMedical, the marketers of Able asthmatic support products in Australia, have recently updated their product range to a coordinated package. The comprehensive array covers all areas of the asthma market, including spacers, masks and peak flow meters as well as six nebulisers which can cover every need. The expansion has been accompanied by the release of the firm's new 5 minute asthma check program (PD Mon) - [CLICK HERE](#).



Stockist: 1800 812 097

RRP: \$18 for the Able Spacer

Website: [www.wymedical.com.au](http://www.wymedical.com.au)



### New for pharmacy only: Hydralyte lemonade ice-blocks

Kids think of ice-blocks as a treat, not medicine! Suitable for the entire family, **Hydralyte colour-free Ice Blocks** are a great way to replace fluid and electrolytes lost due to vomiting, diarrhoea, fever and heavy sweating - perfect after school as a therapeutic treat on a hot day when perspiration has depleted body fluid stores. Hydralyte Ice Blocks may also be given to those experiencing low food and fluid intake for example with morning sickness, nausea and teething children. They're also recommended by all major paediatric hospital emergency rooms as a first line treatment for children suffering from dehydration. Hydralyte is an Australian owned business, and all products in the range remain pharmacy only.

Stockist: 03 8629 2929

RRP: \$14.95

Website: [www.hydralyte.com](http://www.hydralyte.com)

### Rimmel of London: Scandaleyes Retro Glam & Apocalips

Go the Extra Mod! Rimmel's hit **Scandaleyes Retro Glam Mascara** has had a makeover! Now available in the new Extreme Black shade, which comes in a chic, all-black pack for extra impact. And for big, bold lashes that can stay put on even the rainiest afternoons, check out the Waterproof version, which appears in a cool blue pack. **Apocalips** - Buckle up! Get ready for even more Apocalips wow! Combining the colour intensity of a lipstick with a satin smooth lacquer shine, this earth-shattering lip lacquer spells the end of colour as you know it. The three new futuristic shades Big Bang (red), Out of This World (pink) and Luna (peach) are set to be a sure fire hit this party season.

Stockist: 1800 812 663

RRP: \$16.95 RetroGlam mascara, \$15.95 Rimmel Apocalips

Website: [www.rimmellondon.com](http://www.rimmellondon.com)



### Planning a family? Maybe Baby Easy Ovulation Tester & Sperm Friendly Gel



Planning a family is a big decision but actually getting pregnant is another thing altogether. While one in six couples have difficulty falling pregnant; even couples with normal fertility have a 25% chance of falling pregnant, and on average it can take up to a year of trying. The **Maybe Baby Easy Ovulation Tester** can help identify the ideal time to conceive, while the **Maybe Baby Sperm Friendly Gel** can help maximise your opportunity to conceive.

Stockist: 1800 788 870

RRP: \$62.50 Ovulation Tester, \$14.95 Baby Gel

Website: [www.maybebaby.com.au](http://www.maybebaby.com.au)