

150 years of science

BAYER this week has celebrated 150 years of business with an interactive exhibition themed *Science For A Better Life* at the Modern Pavillion in Sydney.

Marking the 150th anniversary of the company, renowned Australian CSIRO scientist Dr Jim Peacock and Dr Jacqueline Applegate, CEO Bayer Australia and New Zealand, highlighted the need for a stronger science education focus.

Dr Applegate said: "At Bayer, we believe it is our responsibility to inspire young minds to have a passion and a curiosity for science, technology, engineering and mathematics [STEM]".

Dr Jim Peacock said "Bayer has worked closely with CSIRO over the years to help our school children understand the possible ways in which climate change, among other things, can affect our lives."



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Consumer front & centre

PUTTING the consumer "front and centre" of discussions on Australia's future health system was a key theme of the 2013 Australian Self Medication Industry (ASMI) Conference in Sydney yesterday.

ASMI urged all stakeholders, industry, policy makers and regulators, to remember why they are there - to serve the consumer's needs.

"This conference has drawn an array of local and international speakers to share insights on the modern-day health consumer in the context of self care, healthcare shopping habits, complementary medicines, regulatory reform and social media," said ASMI Executive Director Dr Deon Schoombie.

"Importantly, it has highlighted some of the forces that are driving quite dramatic changes to the way that the consumer healthcare industry does business and interacts with consumers."

Dr Schoombie also referred to the new research partnership with Macquarie University which is helping ASMI to deepen its understanding of consumer behaviour in self care and determine the economic value of self care in contributing to a sustainable healthcare system in the future.

Professor Scott Koslow from Macquarie University's Faculty of Business and Economics, said while presenting early research findings, that rather than forcing behavioural change, the future healthcare system should be built around consumer's current behaviour.

"Consumers apply their own natural logic when they choose and use non-prescription healthcare products," he said, "And given that very distinct consumer segments exist in the consumer healthcare landscape a one-size-fits-all approach isn't going to work."

Prof Koslow's research included eye-tracking technology that revealed a consistent consumer habit of focussing on the brand as opposed to the technical and scientific labelling.

A number of presenters continued the theme of a need for a sustainable regulatory framework for complementary medicines with an emphasis on preventative medicine.

Labelling and packaging was also placed under the microscope as a priority ahead of the establishment of ANZTPA in mid-2016, with a determination to stage labelling implementation to minimise disruption by having only one set of changes to meet the joint agency requirements.

Other presenters included Nathan Taylor, Chief Economist from the Committee for Economic Development of Australia (CEDA), Leigh Shaw, Head of Shopper Practice at Neilsen, Michael Smith, Consultant and Senior Fellow at the Samueli Institute, international 'switch' expert Natalie Gauld, Dr John Skerritt, National Manager of the Therapeutic Goods Administration, and Weber Shandwick digital strategist Jye Smith, who presented ASMI's social media guidelines (**PD** yesterday).

New DA president

FEDERAL Health Minister Peter Dutton has welcomed the appointment of Judi Moylan as the new President of Diabetes Australia after a 20 year career as a member of federal parliament.

Moylan has had a long association with diabetes and last year received the Sir Kempson Maddox Award for her contribution.

Her new role was confirmed in Canberra yesterday, coinciding with World Diabetes Day, with Dutton saying the government is looking to progress a "strategic national approach to diabetes as part of how we manage chronic disease more broadly."

Also for World Diabetes Day, Sanofi-Aventis has released a mini-movie demonstrating the positive impact of remote blood glucose monitoring on patients' quality of life - to view **CLICK HERE**.



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Proprietor of Range
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Jobs of the Week

- **Pharmacist** - Riverina Region, NSW (Job# 2010233)
P/time Dispensary Pcist using Fred - 31hrs/wk Mon-Fri - all exp levels.
- **Pharmacist** - East Gippsland, VIC (Job# 2010172)
2nd Pcist to join a team motivated to bring great service to the community.
- **Pharmacist Mgr** - North Coast, QLD (Job# 2010164)
Good \$\$\$ for experience - experienced phcy team - partnership buy-in avail.

Looking for a different direction for your career? We can help!

Guild submits to audit

PHARMACY Guild executive director, David Quilty, says that the Australian National Audit Office investigation into the Fifth Community Pharmacy Agreement (PD 28 May) creates both opportunities and risks for community pharmacies.

Writing in this week's *Forefront* Guild newsletter, Quilty has confirmed that the Guild has been asked to make a submission to the National Commission of Audit.

"As long as the Commission takes a pragmatic and non-ideological approach, the opportunities should outweigh the risks," Quilty said.

A letter inviting the Guild submission stresses the Commission's interest in the overall efficiency and effectiveness of government services, including opportunities to reduce duplication within and between the different tiers of government.

"In our submission, we will demonstrate the sustainability of PBS expenditure," Quilty said.

"The Guild has repeatedly stated that it supports cheaper medicines for consumers and taxpayers.

"However this cannot be at the expense of Australia's network of 5,350 community pharmacy small businesses," he said.

The Guild focus will be on pharmacies being brought into the centre of the primary care system, with a widening range of services which will free up scarce doctor resources, reduce hospital stays and unite the electronic health records for full efficiency & security.

"It is high time that pharmacies were brought into the centre of the primary health care system... there is ample evidence that a relatively modest investment in the quality use of medicines would significantly reduce unnecessary hospital stays," he said.

Dutton commits to chemo

HEALTH minister Peter Dutton has undertaken to provide "certainty to chemotherapy patients across the country and their families" and resolve the current funding crisis for dispensing of chemotherapy medications.

Speaking during Question Time in Parliament earlier this week, Dutton slammed the former Labor government, which "created a problem because they ripped money out of chemotherapy services".

APHS Group, which delivers about 20% of private chemotherapy doses nationally, has welcomed the comments, with the company's executive chairman Stuart Giles saying "AHPS looks forward to working with the Health Minister and Department on defining a permanent solution to the ongoing chemotherapy funding crisis.

"Everyone should be determined to send cancer patients into Christmas with certainty by ensuring the long-term viability of the cancer care sector," he said.

Giles urged a resolution which incorporates AHPS' submission to the Senate Inquiry into chemotherapy last March, which includes the continuation of the \$60 increase in infusion based funding which was introduced as an interim measure from 01 Jul-31 Dec this year.

The outcome should also

incorporate a consistent approach to remuneration that ensures all pharmacies, whether hospital or community based, receive the same funding for the same chemotherapy supply, he added.

And the payment of the full remuneration should be based on the actual cost of the medicine required for infusion, rather than a discounted payment based on a theoretical 'maximum' dosage. "Anything less than this will put cancer patients at risk, especially in regional areas," Giles said.

He said that Dutton's statements show that the government understands the problems that Australians with cancer are facing.

"We trust they will follow through and deliver the right funding model to ensure everyone has access to the care they deserve".

Pharmacy symposium

BLACKMORES Institute has announced that its inaugural Symposium will take place in Sydney from 28 Feb-01 Mar 2014.

The event will take place with the support of the National Institute of Complementary Medicine which has helped develop the scientific program.

The symposium will be a "game-changing occasion aimed at working with community pharmacy to grow the knowledge of the role that evidence-based natural medicines can play in improving Australian health outcomes".

A range of high profile speakers have already confirmed their involvement, with the Symposium preparing delegates to "explore new, integrative models of patient-centred pharmacy practice."

For more information and to register **CLICK HERE**.

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

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Where does Thursday Plantation uniquely source its Tea Tree Oil to guarantee maximum quality and purity?

Congratulations to yesterday's lucky winner, **Malie Ung** from **Barone Pharmacy Chullora**.



Imbruvica approval

THE US FDA has approved the use of Imbruvica (ibrutinib) for with mantle cell lymphoma (MCL), a rare and aggressive type of blood cancer.

The approval comes under the agency's accelerated approval program.

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EMA on data access

THE European Medicines Agency has posted an update on development of its policy on public access to clinical-trial data.

The public consultation on the policy has generated more than 1,000 comments from stakeholders.

Further analysis of this input will delay the finalisation of the policy which was planned for Dec 2013.

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.

16-17 Nov: NSW Pharmacy in focus, Newcastle; visit www.psa.org.au.

17 Nov: New and Emerging Treatments in Diabetes workshop, Gold Coast; visit www.psa.org.au

19 Nov: Keeping It Going QCPP Maintenance, St Leonards, see: www.guild.org.au

30 Nov- 1 Dec: Workshop: Mental Health First Aid, St Leonards, more info at: www.psa.org.au

21-23 Feb 2014: CPD by the SEA - NSW Convention; Novotel Sydney Manly Pacific - www.cpdbythesea.com.au

21-13 Feb 2014: Foundation Clinical Pharmacy Practice Seminar; InterContinental Adelaide - see more at: www.shpa.org.au

1-2 Mar 2014: Cardiology Seminar; Sofitel Gold Coast Broadbeach - visit: www.shpa.org.au

7-9 March 2014: PSA Annual Therapeutic Update; Crown Plaza Terrigal; see www.psa.org.au/conferences

13-16 Mar 2014: Pharmacy Guild of Australia Annual National Conference APP 2014, Gold Coast - see www.appconference.com

HRI honours Blackmores

LAST Friday evening the Heart Research Institute (HRI) Director Professor Mike Davies presented a Major Sponsorship Award to Blackmores CEO Christine Holgate (**pictured**) to honour the company's 20 year support of the Institute and its role in helping to raise \$7m for heart research.

Prof Davies said: "Over the past 20 years, Blackmores has supported us so generously in our shared mission to detect, prevent and reverse heart disease.

"For this we are exceedingly grateful and extremely proud.

"Blackmores was founded on the principles of naturopathy and it is interesting to note how comfortably this traditional approach to medicine is aligned with the ground breaking science that emanates from the esteemed HRI research team."

In recognition of Blackmores' commitment to heart research, the HRI recently established the *Marcus Blackmore Fellowships*



which support UK and European scientists with the opportunity to work at the HRI.

Recently, Carmine Gentile, a Marcus Blackmore Foundation Fellow was awarded the Most Outstanding Oral Presentation at the 2013 meeting of the Australian Vascular Biology Society (AVBS).

Other award presentations in different categories were made to Luke Carroll for the Inflammation Group, George Degendorfer and Dr Jihan Talib for the Free Radical Group, Gloria Yuen for the Translational Research Group and the *Blackmores Young Achiever Award* went to Zoe Clayton working with the Cell Therapeutics Group.

Omega-3s, B6, B12 and folic acid big tick

THE Complementary Healthcare Council of Australia (CHC) welcomes the findings of a new US report, in which the authors found the use of key dietary supplements, including omega-3s, B6, B12 and folic acid, could reduce hospital costs by \$US billions per year.

The Frost & Sullivan report '*Smart Prevention - Health Care Cost Savings Resulting from the Targeted Use of Dietary Supplements*' covers eight supplement regimens across four chronic health conditions: coronary heart disease (CHD), age-related eye disease, diabetes and osteoporosis.

The CHC is using this data and the Australian economic report findings, such as in the 2010 National Institute of Complementary Medicine's '*Cost effectiveness of complementary medicines*', to call on the government to support research into the potential preventative contribution of complementary medicines.

COSA conference

THE Clinical Oncology Society of Australia's (COSA) Annual Scientific Meeting being hosted in Adelaide has a couple of interesting facts with which to grapple.

Former Health Minister John Hill, predicts that SA's health system will become unsustainable over the next 20 years unless tough decisions are made.

The state's over-75 population is growing at nine times the rate of people aged under 15, placing a huge burden on health services.

Over 65's are twice as likely as younger people to need a hospital bed in an given year and over 85's are 5 times more likely.

"And with cancer incidence expected to increase by around 30 per cent each decade as the population ages, oncology services will be stretched beyond capacity," said Hill.

DISPENSARY CORNER

PIANO practice leads to prison.

A 27 year old Spanish professional concert pianist and her parents have faced court over charges of psychological damage and noise pollution.

According to the *El Pais* newspaper, Sonia Bosom claimed she suffered noise pollution from 2003 to 2007 due to the five-days-a-week, eight-hour practice sessions of Laia Martin, who lived below her in the northeastern town of Puigcerda in Spain.

In spite of sound-proofing efforts, the piano was recorded to put out around 40 decibels as against a normal conversation at 55-60 decibels.

The complainant says she has suffered such anguish that she cannot even stand to see a piano in a movie, and also experienced insomnia, panic attacks and "gynaecological problems".

Prosecutors are asking for a six year prison term as well as a ban which would prohibit the defendants from playing the piano for four years.

HERE'S a way to encourage health and fitness.

A ticket machine for the subway in Moscow doesn't accept money as payment, but instead requires customers to perform squats or lunges before it dispenses a ticket.

It's part of a promotional initiative for the upcoming Winter Olympic Games in Sochi which kicks off in early 2014.

The machine uses a high-tech camera system to track the movement of patrons, who have to stand in a particular spot and do their workout in order to receive a free rail pass.

You have to complete the squats within two minutes, and if you fail you pay 30 rubles and "do the walk of shame to your train" at Vystavochaya Station.

It's creating quite a sensation in the subway, with a promotional video showing how it works now viewable on internet video site YouTube - **CLICK HERE**.