

## New orphan drug

**THE** Therapeutic Goods Administration has designated Link Healthcare's Defibrotide concentrate for solution for infusion as an orphan drug. It's used for the treatment of hepatic veno-occlusive disease.

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## Pharmacy sentiment dips

**PHARMACISTS** are "somewhat pessimistic about the future of pharmacy," with the latest UTS Pharmacy Barometer showing overall confidence in the sector has declined in the last twelve months.

The third wave of the study, created by UTS: Pharmacy and Cegedim Strategic Data, was completed in Sep 2013 and also revealed a dramatic increase in the number of pharmacists who believe their pharmacies will decrease in value in the next year.

"The research is telling us that the pressure of Expanded Accelerated Price Disclosure is having a marked negative effect," said Professor Charlie Benrimoj, head of the UTS Graduate School of Health.

"It's clear that pharmacies are no longer able to do business the way they have in the past if they expect to succeed in the future."

The survey focused on minor ailment services, which Benrimoj said could be a key competitive advantage for pharmacists.

"But we're only seeing a push from selected areas in expanding this part of the business".

The poll also showed enthusiastic support for extending the range of S3 products.

"There is an excellent opportunity for pharmacists to look at their business holistically, pursuing opportunities across the broad spectrum of pharmacy, encompassing dispensing, professional services, generics, S3 products and minor ailment services," Benrimoj said.

He also said it was surprising that



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despite concerns about external market forces and uncertainty over how to implement new revenue streams, one in five pharmacy owners are not currently seeking any type of professional financial advice for their business.

UTS Industry Advisory Board chair, Warwick Plunkett, said that pharmacists want support in pursuing these opportunities, "but it's clear that they see the pharmaceutical industry as an integral part of and support for practice change.

"This is particularly evident in the widespread desire to increase the number of S3 medications and the support for information advertising.

"In my opinion there is a significant opportunity for both pharmacists and pharmaceutical companies to build new, diversified business models around these channels," Plunkett said.

## EMA bioequivalence

**THE** European Medicines Agency has released its first product-specific guidance on the demonstration of bioequivalence for 16 active substances.

It's the first wave of product-specific bioequivalence guidance, with the aim of enabling a consistent approach to the assessment of applications supported by bioequivalence data, particularly generic applications, across all authorisation routes.

The guidance documents have been released for a three month public consultation - **CLICK HERE**.

## Carbimazole update

**NEO-MERCAZOLE** (carbimazole) will once again be available from this week, with Link Healthcare confirming that Carbimazole ARISTO 5mg has been authorised for supply by the Therapeutic Goods Administration as a replacement for Neo-Mercazole.

There's been a global shortage of Neo-Mercazole this year (**PD 26 Sep**) with availability only via the Special Access Scheme.

The new Aristo product will be available through normal prescribing practice from 20 Nov.

## NZ ibuprofen issue

**THE** Pharmacy Guild of New Zealand says its members feel "very strongly" about a proposal to make liquid analgesics for children available for general sale.

The agenda for the NZ Medicines Classification Committee meeting held last week contained the proposals that liquid oral-form ibuprofen for children aged three months and up, and liquid form paracetamol labelled for children aged one year and up, be re-classified from pharmacy-only medicines.

"There is great concern among Guild member pharmacies that the loss of communication between patients and a pharmacy staff member during the purchase of these medicines involves a huge safety risk and could lead to accidental overdose," said NZ Guild ceo Lee Hohaia.

The outcomes of the meeting will be known in approximately four to eight weeks.

  
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## Weekly Comment

Welcome to **PD's**  
weekly comment  
feature.

This week's  
contributor is

**John Koot,**  
General Manager  
of Willach.



## Time is of the essence

**WITH** the average pharmacy expected to lose \$90,000 in revenue due to the fast-tracking of PBS price disclosures, now is the time for pharmacists to transition to a greater focus on non-prescription products and providing health services.

Pharmacy staff are key to developing relationships and driving business in these areas. Each time a customer enters your store, you have the opportunity to increase the loyalty of that customer by providing value-added services. This time with the customer is also a chance to drive the more profitable key pharmacy category sales.

But in order to be able to provide greater services, and engage with customers to recommend health solutions, pharmacy staff require the right tools and the time.

By redesigning the dispensary workspace, workflow, and installing smart storage and delivery systems, pharmacies see many benefits – including:

- More time to provide services and consult with customers about their healthcare needs
  - Extra space to stock and display products accessible to the customer without a prescription
  - A more professional dispensary set-up, including greater visibility for OTC products
- Independent benchmarking has proven those pharmacies which have become efficient and effective in their dispensary create significantly more opportunities for critical customer engagement.

## J&J takes top ASMI award

**JOHNSON & Johnson's** Nicorette QuickMist took out the top consumer healthcare industry award at last week's ASMI Diamond Awards evening in Sydney.

The smoking cessation mouth spray was named Overall 'Supreme' Winner for 2013 and also won Best New Product Launch.

The ASMI Diamond Awards, which celebrate and share best practice in the consumer healthcare sector, were presented across six categories: Best New Product Launch, Best Large Budget Campaign (>\$500k), Best Small Budget Campaign (<\$500k), Best Healthcare Professional Campaign, Quality Use of Medicines and Overall 'Supreme' Winner.

ASMI Marketing & Business Development Director Filomena Maiese said, "ASMI congratulates Johnson & Johnson for receiving these two industry accolades, which provides them with the recognition they deserve for delivering an outstanding healthcare campaign in the area of smoking cessation."

Other awards went to Sanofi Consumer Healthcare for its Nature's Own *Man vs. Wild*

campaign (Large Budget Category), Bayer's *Berocca Twist 'N' Go* (Small Budget Category), GSK's Panadol for Best HCP Campaign with the '*Not all OTC analgesics are the same*' campaign, and Pfizer's *Centrum for Men* and *Centrum for Women* in the newly introduced Judge's Choice Awards for the best demonstration of Quality Use of Medicines/Health Literacy.

## CHF chemo chime-in

**THE** Consumers Health Forum says it's also looking forward to Health Minister Peter Dutton moving to ensure funding certainty for chemotherapy (**PD** Fri).

CHF says the issue has been the subject of "intensive lobbying in which cancer patients have been threatened with the withdrawal of treatment by some chemotherapy providers who have demanded more money on top of funding arrangements already agreed to between the government and the Pharmacy Guild".

Spokesman Mark Metherell called for the urgent release of the Senate-commissioned report into chemotherapy (**PD** 08 Oct).

## Merck China push

**MERCK** Serono has announced an €80m investment in a new pharmaceutical manufacturing facility near Shanghai, China.

The new facility will focus on the bulk production and packaging of Glucophage, Concor and Euthyrox, used for the treatment of diabetes, cardiovascular diseases and thyroid disorders respectively.

## DISPENSARY CORNER



**"YOU** know you're soaking in it!"

A study published this month in the *Journal of Clinical Investigation* has shown that diluted household bleach may actually be quite helpful for some skin conditions.

The team from Stanford University in the USA found that bleach calms inflammation, according to the *BBC*, with the common product having potential for the treatment of dermatitis caused by diabetic ulcers, bed sores and radiotherapy.

They're not sure how it actually works, but very weak solutions of bleach are postulated to kill some bacteria on the skin as well as trigger an immune response.

Patients were warned to never directly apply bleach to the skin.

**SEVERAL** special fragrance ranges are launching just in time for Christmas, perfect for those who find it hard to choose gifts for their four-legged friends.

The "Santa Paws" perfumes for dogs include scents named "Butch Leather" and "Stinker Belle" while the rival Very Important Pet fragrances include "Foxy Lady" and "Pet Cologne for Him".

Another company called Ancol has four dog colognes, creatively named "Kennel No. 5", "Old Spike", "K9" and "BB".

And the Butch & Bess pet accessory manufacture says its "Eau de Dog" range includes aloe vera, oat kernel extract and argan oil, with a pH balance which "promotes a naturally healthy skin and coat".

## WIN A PLUNKETT'S PACK

Every day this week **Pharmacy Daily** is giving two lucky readers the chance to win a **Plunkett's Aloe Vera** pack.

Get Fresh Summer Skin with Plunkett's Pure Aloe Vera!

Plunkett's Pure Aloe Vera is now available as a moisturiser for everyday use. This light, refreshing cream is 90% pure certified organic aloe vera plus the restoring goodness of natural Vitamin E. Aloe Vera is "Nature's Medicine Plant" and is renowned for its cooling, soothing and moisturising properties. These Australian-made products do not contain fragrance, colour, parabens or alcohol.

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).



**Which vitamin is in Plunkett's  
Hi-Potency Moisturiser?**