

# Pharmacy DAILY

Tuesday 22 Oct 2013

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## Opsumit FDA approval

THE US Food and Drug Administration has approved Opsumit (macitentan), from Actelion to treat pulmonary arterial hypertension (PAH), a chronic disease that can lead to death or the need for lung transplantation.

## PBS Changes

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## Priceline insurance deal

PRICELINE Pharmacy has confirmed a five year distribution relationship with ACE Insurance Limited, which will see Priceline-branded insurance products issued and underwritten by ACE marketed to Priceline customers.

The move will see Priceline leverage its 3.9 million strong "Priceline Sister Club" loyalty program, with the *Priceline Protects* range to initially include travel insurance, followed by accident and 'bill protection' products.

97% of Sister Club members are women, and Priceline Pharmacy and ACE will tailor insurance

offers to customers for whom the products are most relevant.

ACE will handle telesales, claims and customer service, with the insurance firm's Australasian chief, Giles Ward, saying "Priceline Pharmacy plays a substantial role in the Australian retail environment.

"It has one of the top five loyalty programs in the country and regularly connects with one out of every three Australian women".

Stephen Roche, md of Priceline's parent company API, said the firm was "always looking to develop complementary products and services for our Sister Club members and other customers that deepen our relationship with them."

For more info on the insurance range see [pricelineprotects.com.au](http://pricelineprotects.com.au).

## Send a Script award

MOBILE pharmacy smartphone app Send a Script (PD 07 Jun) has won six categories at the 2013 Australian Mobile Awards (Mobies) including the "best in medical" award.

The software was designed by pharmacist Fabian McCann from Wollongong in NSW, and allows patients to take a photo of their script, SMS it to the pharmacist and arrange a time to pick it up at which point they also present the original paper prescription.

Send a Script also won categories for best new service or application, best retail or shopping app, best productivity app and best multi-channel integrated marketing campaign.

Fred IT's eRx Script Exchange is set to launch its own app later this week - see **page two**.

## BPC appointment

THE UK department of health has announced that Professor Kevin Taylor has been appointed as the new chair of the British Pharmacopoeia Commission.

Taylor is head of the Department of Pharmaceutics at University College of London School of Pharmacy, and the appointment is for a four year term.



## ROWA AUTOMATED DISPENSARY

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"The Rowa engineers have done some very clever things - they've thought about the details a lot. Things like setting the picking head to slow slightly when the Rowa is dispensing a bottle."

Guy Ewing

Owner of Barossa Chemplus Pharmacy

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## WIN A DERMA E TEA TREE PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **Derma Tea Tree Pack**, including Tea Tree & E Antiseptic Crème, and Tea Tree & E Face and Body Wash.

### Get fresh and clean with Derma e Tea Tree!

The Derma e Tea Tree range includes Tea Tree & E Antiseptic Crème, and Tea Tree & E Face and Body Wash, to refresh your skin and help remove bacteria. The Derma e Tea Tree range uses the highest-quality tea tree oil in effective quantities. It also contains Vitamin E, to soothe and nourish the skin, as it disinfects.



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).

Hint! Visit: [www.dermaenaturalskincare.com.au](http://www.dermaenaturalskincare.com.au)

Which other products does Derma e have in its Tea Tree range?

Congratulations to yesterday's lucky winner **Belinda Mann** from **Actegy Health**.

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## Guild Update

### Welcome ministers

**THE** new Federal Health Minister, Peter Dutton, recently reiterated the Coalition's election commitment to honouring the Fifth Community Pharmacy Agreement.

Speaking at the Terry White Group's conference last week, Mr Dutton stressed the need for certainty and predictability for health related small businesses.

Mr Dutton emphasised the need for businesses to be 'justly rewarded' for the risks they take, referring to the need to receive an 'adequate' and 'sound' return on their invested capital.

He said primary health care will be one of his highest priorities as Health Minister and that he saw 'a major role in primary care for pharmacy'.

He made clear that he wanted to work with community pharmacy on 'cost-effective ways to deliver professional services' as part of a more 'coordinated' and 'integrated' primary health care system.

The Minister repeated the Coalition's commitment to a fundamental review of the Personally Controlled Electronic Health Record (PCEHR) to put it back on track.

However he remained committed to moving towards a paperless script environment with patients continuing to choose from where their scripts are dispensed.

The Guild also welcomes and acknowledges the appointment last week of Catherine King as Shadow Minister for Health. Ms King brings considerable experience to the portfolio, having been Parliamentary Secretary to the Health Minister in the Labor Government. We also welcome Shadow Assistant Minister for Health, Melissa Parke, and Shadow Parliamentary Secretary for Health, Amanda Rishworth, to their portfolios.



The Pharmacy  
Guild of Australia

## Pharmacy app launching

**THE** Australia-wide launch of eRx Script Exchange's new eRx Express pharmacy smartphone app (*PD* 21 Jun), will take place this week, allowing people to order their scripts using their smart phone.

The launch will take place on Thu 24 October at the Exhibition Pharmacy at 5/242 Exhibition Street in Melbourne.

The new app will allow patients to scan and pre-order prescription medicines at any time of their choosing and then collect them at a time and date that suits.

Fred IT Group ceo Paul Naismith said the app is "vital in advancing eHealth for pharmacy, health professionals and the wider community.

"Mobile technologies are a vital step in gearing pharmacy up for the changing customer needs of a modern health system," he said.

"eRx Express will ultimately result in less waiting time for our customers and patients, and play an important role in ensuring that pharmacists and other health professionals are connected and able to maximise resources in helping Australians everywhere with their healthcare needs".

eRx Express builds on current

industry-wide technology for electronic transfer of prescriptions, and maintains the security and privacy standards of other pharmacy applications.

It also integrates fully with existing dispensing systems and workflow, Naismith said.

Although eRx Express allows scripts to be scanned and pre-ordered, the paper prescription must be taken into the pharmacy at the time that medicines are collected.

It costs \$50 for a standard monthly plan, or \$60 to have a pharmacy's logo and website link included on the app.

Both plans include a Windows Surface RT with eRx Express software loaded and ready to go.

### Pharmacy HIV tests?

**RESEARCHERS** from the University of Sydney have launched a study which surveys community pharmacists and dentists to gauge support for the introduction of rapid HIV and STI testing in pharmacies and dental surgeries.

Such a move would potentially increase rates of early diagnosis, with rapid oral HIV and Hepatitis C tests currently under TGA review and an HIV finger prick test approved late last year.

Clinical investigator Anthony Santella said that compared to other parts of the world Australia had been slow to approve and implement rapid testing.

"Community pharmacies and dental surgeries, with their recognised trust and expertise, close links to local populations and widespread geographical distribution, can potentially provide a high quality, safe and readily accessible location for HIV and STI testing," he said.

### MMR Perth workshop

**THE** Australian College of Pharmacy is reminding pharmacists to attend an upcoming Medication Management Review workshop in Perth on 9-10 October, with the sessions presented by Debbie Rigby and Geraldine Moses (*PD* 14 Aug)

The workshop satisfies the Stage One training requirements for AACP accreditation, with attendees awarded 14 Group 2 and 6 Group 1 CPD credits.

It costs \$525 for ACP members - **CLICK HERE** for details.



### DISPENSARY CORNER

**GREAT** news for chrome domes, desert heads and nude nuts.

Scientists have moved a step closer to banishing baldness after managing to create human hair in a laboratory test tube.

A study published in the *Proceedings of the National Academy of Sciences* showed success in forming new hair follicles from human tissue grown in "3D spheroids".

The team from Durham University in the UK and Columbia in the US said the approach "has the potential to transform the medical treatment of hair loss".

**WHAT** is believed to be America's first toilet-themed restaurant has opened in Los Angeles.

The quirky owners of the Magic Restroom Cafe insist that everything is completely hygienic, despite serving food in miniature ceramic toilet bowls and urinals.

Diners also sit on the toilet to eat - but "Ladies, no worries - the seats are already down" according to one online reviewer.

Dishes at the Taiwanese eatery have imaginary names such as "black poop" (a chocolate sundae), a "constipation" (a pork dish) and the signature dish, "golden poop" rice.



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