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The Pharmacy Guild of Australia

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E-prescription incentive

THE Pharmacy Guild of Australia has confirmed a new Electronic Prescription Scanning Incentive (ePSI), which will be applicable for the 2013-14 financial year.

In a statement issued on Friday the Guild said it had been in discussions with the Dept of Health for some time about the move, which is a reallocation of existing eHealth funds "to better drive the uptake of electronic prescriptions".

Guild President Kos Sclavos said the measure would encourage more pharmacists to adjust their workflow to facilitate the scanning of barcodes on all electronic prescriptions.

"This is a significant and cost effective step towards boosting the use of electronic prescription technology, reaping tangible benefits in terms of accuracy, efficiency and patient medication management," Sclavos said.

"The take up of Electronic transfer of Prescriptions (ETP) by Australian community pharmacies has been exceptionally good over the past two years.

"This measure will add new impetus to the transition and maximise the benefits for all

patients," he added.

The new ePSI will be funded through reallocating existing Electronic Transfer of Prescriptions funding within the Fifth Community Pharmacy Agreement.

The cost-neutral change in terms of the 5CPA will mean a potential payment of around \$2000 per eligible community pharmacy.

To qualify for the ePSI, pharmacies must be eligible for the Pharmacy Practice Incentive Community Services Support priority area, and meet (or exceed) specified ETP Scan Rates over two review periods.

The first target is an ETP Scan Rate of 15% of all original prescriptions, and pharmacies should be aiming to achieve this rate of scanning by November 2013, the Guild said.

If a pharmacy is already registered for the PPI Community Services Support priority area, their PPI registration does not need to be changed to participate in the new incentive.

Pharmacies wishing to access the incentive and which are not already participating in Electronic Transfer of Prescriptions will need to register with either the eRX Script Exchange or MediSecure exchanges.

The Guild said the ePSI will have "significant benefits for patients in terms of their quality use of medicines".

MM2013 regos

THE Society of Hospital Pharmacists of Australia still has places available for its Medicines Management 2013 conference, which will take place 19-22 September in Cairns.

See www.mm2013shpa.com.

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Practicare DAA help

DOSE Administration Aids supplier PractiCare has launched a new marketing partner program, with the aim of improving patient health and boost pharmacy loyalty and bottom lines.

Under the program, pharmacies partnering with PractiCare's Dose Administration Aids will receive information flyers for customers, point of sale promotional material, and specific resources regarding the Veterans DVA DAA service, including flyers explaining medication packing for veterans and pharmacy reference material.

PractiCare is also happy to work with pharmacies on local area marketing campaigns, as well as assist in organising and publicising health promotion events.

The regular and organised collection of PractiCare's Dose Administration Aids also provides a structure for pharmacists to offer other professional services, such as MedsCheck and Diabetes MedsCheck where suitable, the company said.

More info on 1800 812 649.

MA calls for engagement

MEDICINES Australia ceo Dr Brendan Shaw has launched the latest Review of the association's Code of Conduct and is calling on all health professionals to 'Have your say' about further transparency measures (**PD** breaking news Fri).

The review of the Code follows the ACCC's authorisation of the 17th Edition in December last year.

"The ACCC authorised the Code for two years, and has urged the industry to consider further transparency measures about how companies interact with doctors, pharmacists and other healthcare professionals" Dr Shaw said.

Medicines Australia has established a Transparency Working Group, has developed a Transparency Model – Consultation and Discussion Paper.

"This is a key issue for the Review and is available on the Medicines Australia website," Dr Shaw said.

"But as with any review of the Code, Medicines Australia welcomes comments on any aspect of the Code, not just the

transparency model.

"Medicines Australia has written to a large number of health professional and consumer organisations to invite them to participate in the Review through making submissions and attending consultation forums," Shaw said.

"But we also want to hear from people at the coal face."

More information about the Code Review is available on the Medicines Australia website or by **CLICKING HERE**, with submissions due by Friday 20 September 2013.

Eczema awareness

ECZEMA Awareness Week kicks off today, with Cetaphil Restoraderm highlighting a Bristol University study which found that 'ultra-cleanliness' could contribute to the likelihood of a child developing allergies and skin conditions such as eczema.

The condition can flare up in spring, with a key part of managing eczema being a daily care routine.

Cetaphil Restoraderm and GAIA Natural Baby are sponsors of Eczema Awareness Week, in conjunction with the Eczema Association of Australasia.

IDT plans local generics push

MELBOURNE based pharmaceutical manufacturer IDT Australia has announced a capital raising, with the aim of funding a range of initiatives including "conversion of existing IDT assets into a range of IDT owned generic drug registrations".

Last week the company went into a trading halt prior to announcing a rights issue, which aims to raise about \$3.1 million.

IDT is based in Boronia, and has 25 years experience in the development of "high potency and high containment pharmaceutical products for local and international clients".

IDT also operates a clinical research services business called CMAX, based at the Royal Adelaide Hospital in South Australia, providing full Phase I clinical trials management and delivery, recruitment for Phase II and Phase III trials as well as trial packaging, distribution and pharmacy services.

The company also reported its full year results for the 12 months to 30 Jun, which saw a \$5.3 million net profit after tax, down 191%.

Revenue was up 7% to \$10.66 million, but directors wrote off \$1m in intangible assets and \$1.4m in deferred tax losses.

Strategic investment in IDT by Japanese company I'rom Holdings has supported both companies and increased opportunities for increased and accelerated development of IDT's CMAX clinical trials business.

Together with new ceo and md appointee Dr Paul MacLeman and other senior management recruits from major pharmaceutical companies, strategic plans are in place to turn around IDT's fortunes.

Specifically, a range of as yet unutilised IDT-owned generic drugs will be brought to market as well as 'more substantial projects' that will add significantly to the value of the company," says the report.

Sign on package incentive available

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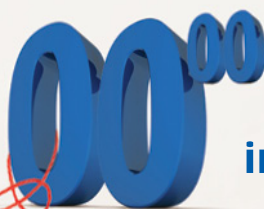
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New pain option from Mallinckrodt

MALLINCKRODT has announced that the first clinical data on MNK-795 will be presented at the upcoming PAINWeek 2013 conference 04-07 Sep in Las Vegas.

MNK-795 is an extended-release oral formulation of oxycodone and paracetamol that has been studied in clinical trials for the management of moderate to severe acute pain where the use of an opioid analgesic is appropriate.

The medication, which has been accepted by the FDA for priority review, has been studied as two tablets dosed every 12 hours, with PAINweek presentations including 15 abstracts on MNK-795 covering efficacy and safety, pharmacokinetics and human abuse liability/tamper resistance.

Swisse heading OS

SWISSE will shortly announce a new joint venture with “one of the world’s biggest consumer brands,” according to the *Financial Review*.

CEO Radek Sali will outline the overseas expansion strategy in a speech today, with the JV set to launch Swisse products into 40 new European and Asian markets.

The privately owned company has also for the first time revealed its financial figures, with 2013 revenue of \$232 million and EBITDA earnings of \$2 million.

The revelations follow recent reports that Swisse has been forced to slash its local advertising, after a blitz of celebrity-driven promotion.

Sali is quoted as saying “the cost of growth is always significant,” but that Swisse now enjoys 95% brand recognition in Australia.

Continued Dispensing starts

PHARMACISTS in South Australia, Tasmania, Victoria and Western Australia now have an additional option for the urgent supply of eligible PBS medicines in the absence of a prescription, after the required legislation to implement Continued Dispensing was enacted in those jurisdictions.

The move was foreshadowed by Guild President Kos Sclavos earlier this year (**PD 01 May**), with the 01 Sep 2013 start date mooted to allow all states to implement the required legislative changes.

However at this stage authorities in NSW, the ACT, Queensland and the NT are still reviewing the legislation, and until it is changed Continued Dispensing is not an urgent supply for pharmacies in these states and territories.

Continued Dispensing allows the supply of a standard PBS quantity of an eligible medicine to a patient under certain conditions:

- when there is an immediate need for the medicine to continue
- when it is not practicable to obtain a prescription
- when continuation of the medicine is supported by a history of ongoing therapy and clinical review in the past 12 months; and
- when the medicine is safe and appropriate for the patient.

The initiative aims to maintain patient adherence to a therapy, by preventing interruption to treatment when a patient is not able to obtain a timely prescription renewal.

Continued Dispensing supply is limited to one occasion per patient during a 12 month period (per medicine).

Acting PSA president Joe Demarte said Continued Dispensing does not replace emergency supply provisions already in place, but

provides a further option for pharmacists.

Continued Dispensing is currently limited to standard PBS packs of oral contraceptives and statins (HMG-CoA reductase inhibitors), with the Guild and the PSA working with the Department of Health and Ageing to develop the initiative.

Under the system, pharmacists will apply professional judgement consistent with professional guidelines and protocols to manage any risks associated with supply of these medicines without a script.

Professional guidelines covering Continued Dispensing, along with a Practice Tool and scenarios for pharmacists, are now available online at www.psa.org.au.

Sclavos said “Continued Dispensing is a win-win for patients and pharmacists, with patients having access to urgent supply of PBS medicines, and pharmacists no longer stuck with broken packs or waiting for prescriptions in order to claim for payment”.

The arrangements will see patients pay the relevant PBS co-payment, and pharmacists can claim the normal subsidies as part of their routine PBS claim.

Pharmacists are urged to familiarise themselves with the relevant legislation and guidelines before undertaking Continued Dispensing, and use the Practice Tool to record decisions relating to requests for the urgent supply of prescription medicines under the initiative.

Pharmacy dispensing software will be updated to enable the recording and claiming for Continued Dispensing supply using the PBS Repeat Form.

More information about Continued Dispensing is now available at www.5cpa.com.au.

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Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Candice Sinclair**, Recruitment Consultant at Raven's Recruitment.



How to get the most out of your Locum Pharmacists

To guarantee the best possible service is provided to your customers while you are away, ensure that you make available all relevant information to the Locum Pharmacist so they are able to fulfil their job requirements completely. Some examples:

- Contact the Locum prior to their shift to arrange keys and alarm codes;
- Provide all necessary information on the pharmacy's opening/closing procedures;
- Leave any computer manuals/passwords in a place that can be easily accessed by the Locum;
- Provide thorough information about the pharmacy's policies and procedures - this could be emailed to the Locum prior to their shift, or left in a "Locum Manual" at the pharmacy;
- Make clear the roles and responsibilities of the other staff in the pharmacy;
- Provide comprehensive instructions on any Methadone, Webster pack or other services/programs provided by the pharmacy;
- Provide a list of all pharmacy contacts including doctors, nursing homes, and wholesalers, as well as a list of emergency contacts;
- Locums are providing a professional service to your pharmacy, so ensure that all invoices/wages are paid in a timely manner; and
- Afterwards, provide the Locum with feedback on their shift - good or bad - it is all valuable!

Corum to invest \$1m in IT

PHARMACY IT specialist Corum Health has flagged intentions to spend \$1 million in "further organic development of its software products," after reporting a healthy after-tax operating profit of \$6.4 million for the year to 30 Jun.

Corum products include LOTS, LOTS EzyLink, automatic EFTPOS systems and the Packman foil printing dosage packaging system, along with store management and stock control systems, with the LOTS software claimed to be the most widely used point of sale product in retail pharmacies.

In an ASX update last Fri, Corum reported that its total sales revenue for the financial year was \$20.2m,

down about 3% on the previous year.

Sales achieved by the Corum Health Services pharmacy software division amounted to \$14.7 million, a drop of 1%.

However the division's profit was \$3.23 million - up more than \$1 million on the previous year, which included a one-off impairment charge of \$968,000.

The company detailed ongoing legal action with its former managing director Mark Winnett which involve a claim and counterclaim set down for a hearing in Nov this year.

Perth syringe attack

STAFF at a pharmacy in Cooloongup, near Rockingham south of Perth, were threatened by a thief wielding a syringe over the weekend.

The man fled on foot after stealing cash and prescription drugs, with police seeking information from the public.

Party on at PAC13

THE social program at the Pharmaceutical Society of Australia's upcoming Pharmacy Australia Congress will include a new *Meet the Profession* cocktail party from 7pm on Friday 11 October at the Brisbane Town Hall.

The ticket-only event is being hosted by Brisbane Lord Mayor Graham Quirk, with the Town Hall venue recently renovated as one of the city's "star architectural attractions".

The cocktail party will follow the Welcome Reception at 5.30pm.

PAC13 will wrap up with a "Beach Party Gala Dinner," with attendees encouraged to don their swimmers and zinc cream for a fun night.

The beach theme coincides with PAC moving northwards to the warmer climes of Queensland for the first time ever, with the event taking place at the Brisbane Convention Centre from 10-13 October 2013.

The Gala Dinner will also see the announcement of the Pharmacy Student of the Year winner.

CVS bans doctors

AMERICAN pharmacy giant CVS Caremark has announced it will no longer do business with about 40 doctors around the country whom it has found to be prescribing painkillers at unusually high rates.

In an editorial published in the *New England Journal of Medicines*, the company cited a huge increase in deaths due to overdose, which is now the second biggest cause of accidental death in the USA.

The editorial says there are manifold causes of abuse, but that in particular "inappropriate prescribing has grown".

"The worst form of such prescribing occurs in so-called pill mills, where fully licensed physicians with valid Drug Enforcement Administration (DEA) numbers write prescriptions that provide large quantities of powerful analgesics to individual patients."

Because it's a chain pharmacy, CVS is able to aggregate information across its outlets, and a recent program has identified particular problem prescribers, with the company no longer filling prescriptions from the doctors.

The move follows identification by the DEA of pharmaceutical distributors and chain pharmacies as "part of the problem, encouraging our industry to develop new programs to reduce inappropriate use," CVS said.

New AusPARs

THE Therapeutic Goods Administration has issued new Australian Public Assessment Reports for prescription medicines covering Eliquis (apixaban), Inlyta (axitinib), Invega (paliperidone) and Isentress (raltegravir).

See www.tga.gov.au.



DISPENSARY CORNER

WOMEN are supposed to be good at multitasking, but this is probably taking it a bit far.

A mother in a hurry has been busted for breastfeeding her young son at the same time as driving her moped through heavy traffic in central China (**below**).

According to witnesses the 18-month-old was crying as the vehicle wove its way through other vehicles in the city of Yuzhou in Henan province.

"So she suddenly lifted up her T-shirt, whipped out her breast and started to feed him on the move," one motorist said.

Police became involved and gave her a stern reprimand.

"She was risking her life, her son's life and the lives of all the other road users," said a police spokesperson.



POLICE in Colombia have intercepted a shipment of fake limes, and say they contained more than 1 tonne of cocaine.

The bogus citrus was being loaded onto a ship in the Caribbean port of Cartagena, with the Colombian National Police releasing a video of an agent opening one of the false fruit to reveal a parcel wrapped in clear plastic inside.

The drugs have an estimated value of about \$50 million, according to the London *Telegraph* newspaper.