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## ACT pharmacy sorry

A PHARMACY in the ACT suburb of Jamison has apologised for accidentally dumping prescriptions and other medical records at a recycling centre earlier this week.

According to the *Canberra Times*, a municipal services officer visited the Belconnen Resource Management Centre on Mon night after a report that prescription medication may have been found.

No drugs were found, but a box of medical records from the Jamison Amcal Pharmacy was discovered.

A spokesperson for the pharmacy said that some now “deeply remorseful” staff had been cleaning out a storage facility and didn’t realise that boxes of old records were included in the refuse.

## Botox Cosmetic tick

THE US Food and Drug Administration has approved a new use for Botox Cosmetic (onabotulinumtoxinA), for the temporary improvement in the appearance of “moderate to severe lateral canthal lines”.

Also known as “crow’s feet,” Botox Cosmetic is the only FDA approved drug treatment option for the “condition”.

It’s more than a decade since the FDA approved Botox Cosmetic for the temporary improvement of “glabellar lines” - which are wrinkles between the eyebrows, or frown lines, in adults.

Other indications for Botox include chronic migraine, severe underarm sweating, eyelid spasm (blepharospasm) and misalignment of the eyes (strabismus).

## PBS reform opportunity

TASMANIAN PSA branch president Shane Jackson says that the threat to pharmacy posed by accelerated price disclosure can also be seen as a significant opportunity for the profession.

The changes announced by former PM Kevin Rudd just before he called last weekend’s election have led to a major campaign from stakeholders across the sector, pushing for compensation for reforms which will hit the bottom lines of pharmacies by an average of \$90,000 each next year.

However Jackson says that any “restructure package” will give an opportunity to transform the remuneration model for community pharmacy - to remove the focus on trading terms with generic medicines and instead look at remuneration for services that pharmacies provide through community pharmacy.

“In my view, we must have a community pharmacy restructure package...without this a significant number of pharmacy jobs will be lost, pharmacy graduates will struggle to find intern jobs, and the services that the community has expected pharmacists to deliver will reduce,” Jackson said.

He urged that rather than a token gesture, any package should focus on changes that the sector has been trying to make but has struggled to realise “because of the current remuneration structure of the community pharmacy agreements”.

Jackson said the Pharmacy Practice Incentives program should

expand both in terms of the number of PPI programs available as well as in remuneration offered.

“Simply, community pharmacy has been delivering too much to the community for no remuneration and this must stop.

“The community must understand that these services come at a cost... these services should be funded and delivered appropriately”.

Jackson said the current situation creates an opportunity to have a more transparent mechanism around community pharmacy reimbursement for pharmaceuticals.

“It is this lack of transparency that has allowed the media to portray community pharmacists as greedy, when in essence the system agreed to by the Guild and the Government has allowed this to occur,” he added.

Jackson said pharmacists should be able to claim a consultation fee for dealing with minor illnesses, adding that while PPI programs provide some funding “it is by no means sufficient if the government is going to gouge community pharmacy remuneration for the supply of pharmaceuticals”.

Services provided by pharmacists reduce healthcare system spending and we “must now be remunerated appropriately”.

He said the next community pharmacy agreement should reflect the new environment, with the changes an opportunity to restructure community pharmacy remuneration that could “future-proof the profession”.

## One week to PBN

LAST minute registrations are still open for the Guild’s 2013 Pharmacy Business Network, which kicks off next Fri 20 Sep in Canberra.

The tax deductible event will help build business skills, with CPD points on offer - [CLICK HERE](#).

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It was great to meet so many people at the Sydney, Melbourne and Brisbane road shows this week. I look forward to working with your pharmacy to drive patient adherence, compliance and loyalty.

For those in Perth and Adelaide, Pharmacist Phil is headed your way next week. Contact your Actavis Account Manager to reserve your place or email [marketing.au@actavis.com](mailto:marketing.au@actavis.com) for further details.

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### Jobs of the Week

- **2nd Pharmacist** - Capricornia Coast QLD (Job# 2010073)  
Customer focused group - full-time career pharmacist opportunity.
- **Pharmacist** - Riverina Region, NSW (Job# 2009912)  
Opportunity to work in three sectors of pharmacy with one employer.
- **Pharmacist Manager** - High Country, VIC (Job# 2009996)  
Regional town near the NSW border, lead a well-trained motivated team.

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**ABOVE:** Geoff Jowett (left) is a health and fitness expert who is fronting a new pharmacy awareness campaign which challenges men to undergo screening for bowel cancer.

He's pictured launching the campaign with pharmacist Ron Karas of Alford's Point Pharmacy in Sydney, along with an in-store "Do you have the Guts?" poster featuring NRL Sharks player Chris Heighington.

Jowett has a personal reason for supporting the campaign: his mother died of bowel cancer at the relatively young age of 54 - just ten days after being diagnosed.

Bowel Cancer Australia CEO Julien Wiggins said that pharmacy continues to be a key option for people interested in accessing bowel cancer screening.

"BowelScreen Australia test kits are available in community pharmacies across the country, providing easy access to a simple and effective way of detecting bowel cancer at the earliest possible stage," Wiggins said.

Men have a higher incidence of bowel cancer than women, and they're also less likely to get to the

doctor, he added.

"They need a bit more encouragement to take action, so we've deliberately set out to challenge men to screen for bowel cancer," Wiggins said, with "pharmacy a good place to issue that challenge".

"Do you have the Guts?" acknowledges that while it may be hard to talk about bowel cancer or have a test, ultimately it's in everyone's best interests to "just man up and do it".

## Stay in bed day

**PHARMACISTS** are being invited to sleep in on Sun 22 September, which has been designated as national "Stay in Bed Day" in support of the Australian Mitochondrial Disease Foundation.

The fundraising event features media ambassadors Kate Ritchie and Piper Morrissey from the long-running channel 7 soap opera *Home & Away*, where a current storyline features the disease.

Pharmacy staff are urged to refer any customers interested in or affected by the condition to the AMDF website at [www.amdf.org.au](http://www.amdf.org.au).

## Better diabetes care with e-Health

**THE** use of electronic health records in clinical settings has been associated with a decrease in hospitalisations for diabetes with patients, according to a study published in the *Journal of the American Medical Association*.

The research looked at the

medical records of about 170,000 diabetic patients in the clinical registry of health group Kaiser Permanente, before and after it implemented an electronic health records system.

They found that patients visited the emergency room 29 fewer times per 1000 patients, and were hospitalised 13 fewer times per 1000 patients annually after the system was installed.

"Using the electronic health record in the outpatient setting improved the quality of care in ways that cumulatively resulted in fewer negative events," said study lead author Mary Reed.

The KP HealthConnect system allows all Kaiser Permanente clinicians to electronically access their patients' medical records, and is directly connected to a patient-accessible online 'My Health Manager' at the firm's website.

There was no significant change in the number of doctors' visits for patients with diabetes before and after the system was implemented.

Reed said that the decline in visits to emergency departments represented not just improvements in diabetes care, but was likely due to the cumulative effect of eHealth across "many different care pathways and conditions".

## Last drinks for GSK

**GLAXOSMITHKLINE** earlier this week confirmed the £1.35 billion (A\$2.3 billion) sale of its nutritional drinks brands Lucozade and Ribena to Japanese consumer goods company Suntory Beverage & Food Limited.

The companies said it's expected that the transaction will be finalised by the end of the year, with the move following a strategic review of the drinks brands which was initiated in February this year.

"GSK's Consumer business has been increasing its focus around a core portfolio of healthcare brands, with a particular emphasis on emerging markets," according to a statement.

Annual sales of the two brands were about £500m in 2012.

Suntory will acquire global rights to both brands as well as GSK's Coleford manufacturing site in the United Kingdom.

In Nigeria GSK will continue to manufacture and distribute Lucozade and Ribena under licence from Suntory Beverage & Food.

GSK chief strategy officer, David Redfern, said that Lucozade and Ribena were "iconic brands that have made a huge contribution to GSK over the years, but now is the right time to sell them as we increase the focus of our Consumer Healthcare business and execute the delivery of our late stage pipeline of pharmaceuticals and vaccines".

## GPs divided on CMs

**THERE** appears to be a firm divide within the medical profession on attitudes to various complementary medicines and treatments, with a survey conducted by *Australian Doctor* finding that while 70% of GPs would have acupuncture and 58% would consider taking vitamins or supplements in the absence of a deficiency, just 31% would seek chiropractic treatment and 16% would consult a homeopath.



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### 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](mailto:info@pharmacydaily.com.au).

**14-15 Sep:** PharmacyLIVE 2013; Novotel, Sydney Olympic Park - see [www.psa.org.au](http://www.psa.org.au)

**17 Sep, 19 Sep:** Pharmaceutical Law Summit, Melbourne (17 Sep), Sydney (19 Sep), for info see [www.aventedge.com](http://www.aventedge.com).

**19-22 Sep:** Medicines Management 2013, the 39th SHPA National Conference, Cairns Convention Centre - [www.mm2013shpa.com](http://www.mm2013shpa.com).

**20-22 Sep:** Pharmacy Business Network, Canberra; see [pharmacybusinessnetwork.com](http://pharmacybusinessnetwork.com)

**26 Sep:** 2013 Advancing Your Practice Seminar; Monash University, Parkville; visit [www.monash.edu.au](http://www.monash.edu.au)

**2-4 Oct:** Essential Pharmacy Financial Management; Sanctuary Cove Resort, Gold Coast; more info at: [www.fmrbusdev.com.au](http://www.fmrbusdev.com.au)

**11-13 Oct:** Pharmacy Australia Congress in Brisbane - details [www.psa.org.au/pac](http://www.psa.org.au/pac).

**17-19 Oct:** Pharmacy Assistant National Conference, Gold Coast - visit [www.pharmacyassistants.com](http://www.pharmacyassistants.com)

**23-26 Oct:** DenTech China 2013; Shanghai World Expo Exhibition and Convention Center, China; more info at: [www.dentech.com.cn](http://www.dentech.com.cn)

**14 Nov:** 2013 ASMI AGM, Conference & Awards - see [www.asmi.com.au](http://www.asmi.com.au)

**13-16 Mar 2014:** Pharmacy Guild of Australia Annual National Conference APP 2014, Gold Coast - see [www.appconference.com](http://www.appconference.com)

## S3 expert for ASMI event

THE Australian Self-Medication Industry this morning announced that international 'switch' expert Natalie Gauld will be one of the presenters at its upcoming conference in Sydney on 14 Nov.

Gauld, a pharmacist by background, recently completed a PhD looking at why countries vary in prescription to non-prescription classification (or switch) of medicines.

She will speak on the top of "S3 - is the Australian Consumer Missing Out," detailing her research which involved in-depth interviews with stakeholders in the US, UK, Australia, New Zealand and Japan.

Gauld was the lead author of a study, published last year in the *Self Care* international journal, which compared Australia, NZ and the UK, and found that Australia led "switch innovation" in the early 2000s but its progressiveness has diminished in recent years.

ASMI spokesperson Filomena Maise said the plenary session would deliver critical insights for the consumer healthcare industry.

"The issue of lifting the current restrictions on S3 communication

remains high on ASMI's agenda and is an issue that affects Australian consumers, our members and the broader healthcare community".

ASMI is proposing a model where the emphasis will be on creating consumer awareness about the condition and/or symptoms for which a particular S3 medicine is indicated, and highlighting the importance of the role of the pharmacist in determining whether the medicine is appropriate for that consumer.

This "S3 Communication" model was part of ASMI's response to the consultation on the review of the scheduling framework, as well as the recent consultation on the advertising of therapeutic goods.

**CLICK HERE** for conference info.

## Fish oil expert

**OMEGA-3** expert Stuart Tomc will tour Australia next month on behalf of Nordic Naturals, presenting *The Big Fat Story* in a multi-city tour kicking off 12 Oct in Perth followed by Sydney, Brisbane, the Gold Coast and Melbourne - more details at [www.researchnutrition.com.au](http://www.researchnutrition.com.au).

## WANT TO LOOK 5 YEARS YOUNGER?



This week *Pharmacy Daily* has teamed up with **Plunketts** and every day is giving one lucky reader the chance to win a prize pack including Collagen Lift 50g plus a trial size (8ml) of Glyco Peel, valued at \$49.95.

John Plunkett Collagen Lift Moisturiser contains clinically proven levels of the potent anti-ageing active, Matrixyl 3000. Matrixyl 3000 stimulates collagen production in the skin and has been proven to reduce wrinkles by 45% in just two months and visibly reduce your age by more than 5 years! Collagen Lift has been formulated for normal to dry skin

and can be used both day and night. Pharmacy quality cosmeceuticals at a realistic price - Australian made and owned.

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).

*What skin type is Collagen Lift formulated for?*

Congratulations to yesterday's lucky winner, **Carolyn Clifford** from **Pharmabroker Sales**. The correct answer was 45%.

## DISPENSARY CORNER

**SCIENTISTS** at the US Department of Agriculture say they have discovered a new chemical which could render people "invisible" to mosquitos.

They unveiled their work at the recent American Chemical Society meeting, saying that the naturally occurring substance found in human skin could form a viable alternative to existing insect repellents.

If it works it would be a major breakthrough in the battle against malaria, with the compounds including 1-methylpiperazine found to completely block a mosquito's sense of smell.

"If you put your hand in a cage of mosquitoes where we have released some of these inhibitors, almost all just sit on the back wall and don't even recognise that the hand is in there," said one of the researchers, Ulrich Bernier.

"If a mosquito can't sense that dinner is ready, there will be no buzzing, no landing and no bite".

**MICROBIOLOGISTS** have found that washing your hands with soap in public restrooms may be somewhat of a health hazard.

According to a report in the *Cleveland Plain Dealer*, scientists led by Gojo Industries found that about a quarter of the soap in public facilities is so contaminated that it leaves your hands dirtier than before you washed them.

Charles P. Gerba, who is Professor of Microbiology at the University of Arizona said that some of the soap they tested contained so much faecal matter that you're "almost better off washing your hands in the toilet after you flush it".

The scientists tested over 500 soap samples collected from refillable dispensers in public restrooms in five major US cities.

Gojo, the maker of Purell hand sanitiser, has launched a public awareness campaign to warn of the dangers of refilling dispensers - see [gojo.com/NoMoreBulkSoap](http://gojo.com/NoMoreBulkSoap).