

Phebra to distribute Syntometrine

PHEBRA yesterday announced a new exclusive commercial agreement with UK pharmaceutical company Alliance Pharma PLC to supply the Australian market with obstetric drug Syntometrine (oxytocin/ergometrine).

The medication is used as an injection in the final stage of labour to assist in the delivery of the placenta and prevent haemorrhaging, with Phebra to undertake all sales and distribution for Syntometrine in Australia after winning a competitive tender issued by Alliance Pharma.

Phebra ceo Mal Eutik said that Syntometrine has "proven success as a critical combination obstetric drug and Phebra is pleased to be making it available to the local market".

ADDITIONAL GOVERNMENT FUNDING

"I was adamant that I didn't want to cut staff hours or make anyone redundant - so when the machine freed up considerable Dispense Tech time, they took on work from the Pharmacists, whom we re-tasked with working at the front counter and engaging with clients. Now our pharmacists also run professional programs to access additional government funding."

Matt Boulter
Owner of two Rowas in
South Australian Pharmacies



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Children's Panadol is back

GLAXOSMITHKLINE today confirmed the return of Children's Panadol 1-5 Years Suspension to pharmacy shelves, after the Federal Court removed a temporary injunction which prevented GSK from selling the product due to allegations of patent infringement.

A case brought by Reckitt Benckiser, the makers of Nurofen for Children (*PD 07 Jun*) claimed that the "liquid dispensing apparatus" syringe-based dosing system on the GSK product violated its patent.

The injunction restrained GSK from marketing and selling the Children's Panadol 1-5 years product pending a final determination of the matter.

In a statement released this morning, GSK said the new ruling has paved the way for the return of the product "which features an easy to use syringe to administer the right amount of medicine without making a mess".

General manager of GSK Consumer Healthcare, Vincent Cotard, said that while the product has been off the shelves the company has received an "unprecedented number of calls

from worried parents that the pain reliever that they are familiar with was not available.

"The level of consumer concern reminded GSK how valuable Children's Panadol is to Australian parents," he said.

GlaxoSmithKline is now working to ensure that the full Children's Panadol range is available as soon as possible.

"We hope the return of the product to the pharmacy shelf will alleviate any worries of our concerned customers.

"Children's Panadol is an icon of the Australian medicine cabinet and has been trusted by generations to provide fast, effective and gentle pain relief for little ones from as young as one month," Cotard said.

Arthritis approval

JOHNSON & Johnson's Stelara (ustekinumab) has had its approvals expanded in both the USA and Europe to include the treatment of adults with active psoriatic arthritis.

The European Commission has also expanded the approval of J&J's Simponi (golimumab) to include the treatment of ulcerative colitis.

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Happy World Pharmacist Day!

PHARMACY students from Monash, La Trobe, RMIT and Canberra Universities will be handing out consumer health information leaflets today, with the move part of celebrations of World Pharmacist Day on 25th September.

PSA Victorian Branch President, Michelle Lynch, said the commemoration was an "excellent opportunity for the future generation of pharmacists to show the public how much we care about their health and how pharmacists can be involved in managing their health".

She said that World Pharmacist Day is a reminder to everyone that pharmacists, as the most accessible health professionals, are here to improve the health of the public.

In the ACT students from the Canberra Student Pharmacy Association will be distributing PSA Self Care Fact Cards, with PSA ACT Branch President, Greg Kyle, saying the activity would show the public that pharmacies are now a "health destination" and much more than simply a place to obtain medicines.

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PAC13: 56 hours CPD

THE Pharmaceutical Society of Australia says its upcoming PAC13 conference, in Brisbane 10-13 Oct, will give delegates an unprecedented opportunity to broaden their skills and learn from researchers, practitioners and consumers about developments that will help shape the future of our profession and its part in the changing health-care environment.

The PAC13 program will present more than 56 hours of CPD - 11.5 Group 1 and 90 Group 2 credits - from which delegates will be able to select topics of their choice.

There is a major focus on Group 2 credits, with attendees able to achieve 25.5 CPD credits including 21 group 2 credits, while attending the conference.

Full program information, CPD allocation and online registration are at www.psa.org.au/pac.

SHPA pharmacy honours

THE Society of Hospital Pharmacists recognised leaders in the profession at its Medicines Management 2013 conference in Cairns last weekend, including the presentation of the GlaxoSmithKline Medal of Merit.

Dr David Kong received the Medal for 2013, after a 23 career in hospital pharmacy which has spanned academia, research, pharmacy practice, leadership and advocacy.

Kong is currently a lecturer at Monash University's centre for Medicine Use and Safety at the Faculty of Pharmacy and Pharmaceutical Science.

His research, which includes studies of the threat of antibiotic resistance, has attracted over \$6.5m in grants and resulted in more than 90 publications.

SHPA President Sue Kirsa said that "while David's career has been dedicated to improving the pharmacy profession and hospital pharmacy practice, his recent outstanding work on infectious diseases and antimicrobial stewardship makes him more than worthy of such an honour.

"David is clearly a leader in this important field, an area of practice that is crucial if we are to combat the peril of antibiotic resistance".

The GSK Medal is awarded annually to an SHPA member who has made an outstanding contribution to the practice of hospital pharmacy or the development of the pharmacy profession in the previous 3 years.

MEANWHILE also at the SHPA Conference, the Australian Clinical Pharmacy Award was presented to Dr Alexandra (Sasha) Bennett.

Bennett is currently the Cardiac Rehabilitation Pharmacist at Sydney's St Vincents Hospital, and co-Executive Officer of the NSW Therapeutic Advisory Group.

The award was made on the closing day of Medicines Management 2013, with Kirsa saying that her role in cardiac rehabilitation had been "greatly appreciated by medical and nursing staff, and the patients".

Along with her clinical pharmacy skills and achievements, Bennett has made a great contribution to SHPA as a long-time member and officeholder in the organisation.

RU486 update

NPS MedicineWise has published information for women who are considering medical termination of early pregnancy using misoprostol and mifepristone, with the latest issue of Medicines Update available by [CLICKING HERE](#).

FDA on medical apps

THE US Food and Drug Administration has issued final guidance for developers of mobile medical applications, or apps, which run on mobile communication devices, performing the same functions as traditional medical devices.

The guidance outlines the FDA's tailored approach to mobile apps. For full information [CLICK HERE](#).

Why diets usually fail

THE reasons behind why diets usually fail will be shared in the first of a series of medicine lectures being hosted by the University of Sydney Medical School each Wednesday from tomorrow to 27 November.

The talks are free and open to the public, with the first talk on diets presented by Associate Professor Amanda Salis.

To access more details about the lecture series, [CLICK HERE](#).

TGA NoAC advisory

THE TGA has issued a safety advisory on 'risk factors for bleeding' in relation to the newly PBS-listed novel anticoagulants which include Eliquis (apixaban), Pradaxa (dabigatran) and Xarelto (rivaroxaban).

The TGA said that with use of these medicines likely to increase it is timely to remind health professionals of the need to "carefully consider each patient's risk factors for bleeding" when prescribing the products.

"Clinical trials and post marketing experience have shown that major bleeding events, including those leading to death, have occurred with all of these products," with the TGA urging renal function tests and consideration of a range of bleeding risk factors when considering NoACs.

WIN A SUKIN BODY OIL PACK!

Every day this week, *Pharmacy Daily* is giving two lucky readers the chance to win a **Sukin Body Oil pack**. Each pack includes: Sukin Wellbeing Body Oil 100ml, and Sukin Botanical Body Wash 250ml.

Sukin Wellbeing Body Oil is a luxurious blend of botanical natural oils with rose hip and marula seed oils for instant hydration, soybean oil and calendula flower extract for soft and silky smooth skin.

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