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a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

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Friday's comp winner

FRIDAY'S winner of the Aromababy Hair and Body Kit was **Ellie Day** from Chemmart Pharmacy.

This week, Pharmacy Daily and Milky Foot are giving readers a chance to win a prize, starting with NSW and ACT first - see **page two**.

Up dose for obese

ANTIBIOTIC dosing for obese patients may need to be increased or modified, according to a clinical review paper published in *Clinical Obesity*.

The World Health Organisation estimated that more than 1.4b adults were obese while pharmacokinetic drug evaluations were still conducted in individuals with a body weight of approximately 70kg, the study said.

Obesity was associated with pathophysiological changes which could alter the pharmacokinetics of drugs, leading the review to recommend adjustments of dosing for different drugs.

CLICK HERE for the review paper.

Indigenous health KPIs improving

IMPROVEMENTS have been noted across a range of national key performance indicators (nKPIs) for indigenous primary care health services, according to two reports released by the Australian Institute of Health and Welfare (AIHW).

The first report evaluated 19 primary care indicators over four reporting periods from June 2012 to December 2013, while the second report, relating to maternal and baby services, demonstrated improved access and use of these services by Indigenous populations across all indicators.

CLICK HERE to access the reports.

Council to look at legalisation?

THE newly renamed Australian National Advisory Council on Alcohol and Drugs (ANACAD) has a "very broad remit", Assistant Minister for Health Fiona Nash has said, in response to a question about whether the Council would look at legalisation and decriminalisation in certain areas of drug regulation.

Nash announced in the weekend that the Council's priority would be to look at the use of methamphetamines and in particular, the drug ice.

Nash said data from the National Drug and Alcohol Research Centre had shown an increased use of ice among methamphetamine users, from 22% in 2010 to 50% in 2013.

Speaking on *Sunrise*, Nash said

alcohol had been included in the name of the Council to ensure it was a priority for government and in response to community feedback.

When asked if the Council would look at legalisation of certain areas of drug regulation, Nash said the Council had a broad remit, but that the government "made no excuses for being tough on drugs."

"We are against the legalisation of those drugs, and our priority is those people out in the community who need us as the Government to make the right decisions, to get on top of this drug epidemic and that's what we're going to do."

Health advice tender

THE Department of Foreign Affairs and Trade (DFAT) is seeking proposals from organisations interested in providing services for the Specialist Health Services (Global) which will include sourcing and providing advice on a wide range of specialist health topics based on evidence and international best practice.

CLICK HERE for details.

Phmcy to support UK drug driving push

THE UK Department of Transport has sought the support of pharmacies via the Medicines and Healthcare Products Regulatory Agency (MHRA) to assist in the promotion of its new year changes to drug-driving legislation.

Pharmacists are being asked to brief their staff and display materials provided by the Department explaining the new offence introduced to stop those who abused drugs and drove, MHRA said.

Pharmacist disqualified for 30 yrs

THE WA state administrative tribunal has reprimanded Frank Balestra, cancelled his registration and disqualified him from applying for registration for 30 years.

The Pharmacy Board of Australia referred the matter in April 2013, after the Medical Board of Australia alleged he had dispensed about 100,000 items of anabolic steroids, stimulants, human growth hormone and clomiphene for non-therapeutic purposes since 2006, the Board said.

CLICK HERE to read more.

FDA expands Cyramza

THE US Food and Drug Administration (FDA) has broadened the use of Cyramza (ramucirumab) to include treatment of patients with metastatic non-small cell lung cancer - **CLICK HERE** for details.

Lacto-Free Launch

CARE Pharmaceuticals has launched Lacto-Free, a convenient way to enjoy dairy products for people who are lactose intolerant. See **page three** for details.

Ziprasidone skin AEs

THE US Food and Drug Administration (FDA) has issued an alert that the antipsychotic ziprasidone is associated with a rare but serious skin reaction adverse event (AE) that can progress to affect other parts of the body.

The AE is known as Drug Reaction with Eosinophilia and Systemic Symptoms (DRESS) and any patients who have a fever or rash and/or swollen lymph glands should seek urgent medical care, while healthcare professionals identifying DRESS should cease the treatment immediately, the FDA advises.

A Therapeutic Goods Administration (TGA) spokesperson said there were a number of reports of rash associated with the drug's use on the Database of Adverse Event Notifications but none of DRESS.

The organisation was aware of the FDA's alert and that the product information for ziprasidone products contained information on the occurrence of a "rash", including that it could be associated with symptoms of associated systemic illness.

The TGA would review this information to determine if any action was required in Australia.

CLICK HERE for more.

FDA nods Gardasil 9

THE US Food and Drug Administration (FDA) has approved Gardasil 9 for the prevention of certain diseases caused by nine types of human papillomavirus.

CLICK HERE for more information.

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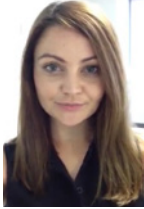
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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Ashley Smith, Professional Program Manager, Instigo**



Marketing and Measuring Professional Services

ONCE you have established your core and specialised suite of services it's time to market and measure. The PGA's 'Discover More, Ask Your Pharmacist' campaign is of great benefit to the industry especially during this time of change; with this campaign in full swing now it's a great time to communicate your offering.

The marketing/measuring process in three basic steps

1. Identify who to market your services to: staff, customers, healthcare professionals, organisations/community centres, the general community.
2. Consider different types of marketing material: direct mail and other direct to consumer channels, posters, flyers, shelf talkers, window displays, centre promotion, media, local area marketing, promotional offers.
3. Measure Success. Some basic elements to measure may include: time, budget, professional service goals are being met, individual goals are being met.

Another element to review is your customer's response from a service whether it was a one off event or is an ongoing service. Measurement of response may include: number of bookings/attendees, return visits, complementary sales, script numbers/dispense data, customer surveys.

There has never been a better time to assess your current professional services offering and establish your direction for 2015 – make sure you get the ball rolling now. And if you are like many pharmacists finding it hard to get long term strategic plans underway, ask for help. A professional services implementation program can pay for itself quicker than you think.

Orphan drug added

THE Therapeutic Goods Administration has added bosentan to the list of designated orphan drugs for the treatment of pulmonary arterial hypertension.

CLICK HERE for more.

MEANWHILE an Assessment Report (AusPAR) has been added for Vedolizumab (rch) (Entyvio/Kynteles).

CLICK HERE for more.

Statin interactions

MEDSAFE in New Zealand has said the Centre for Adverse Reactions Monitoring (CARM) continued to receive reports of life-threatening and fatal cases of rhabdomyolysis associated with simvastatin concomitantly administered with some other medicines.

Medsafe said since 2000, CARM had received 14 reports associated with CYP3A4 inhibitor interactions with simvastatin which were fatal.

In seven, death was due to the adverse reaction and in the other seven, simvastatin might have contributed, Medsafe said.

Healthcare professionals were reminded that the concomitant administration of simvastatin with a potent CYP3A4 inhibitor was contraindicated, it said.

CLICK HERE for details.

API final 2014 dividend

AUSTRALIAN Pharmaceutical Industries (API) has announced its final 2014 dividend of two cents per share fully franked.

This is in addition to the interim fully franked dividend of 1.5 cents per share paid on 06 Jun, bringing the full year amount to 3.5 cents per share.

This was a 7.7% increase on the prior year, the company said.

MEANWHILE in its annual report, API released details of executive remuneration, including that ceo Stephen Roche received a salary of \$910,723 while business development and operations group general manager Richard Vincent received a salary of \$547,855 as at 31 Aug.

CLICK HERE to access the annual report.

Gavi pledges \$390m for Ebola vaccine

THE Gavi Vaccine Alliance plans to purchase up to US\$300m worth of Ebola vaccine for at risk populations in affected countries and has committed a further US\$90m to support needy countries to restore vaccination services and rebuild devastated health systems in Ebola affected countries, the Alliance has said.

Win with Milky Foot

This week **Pharmacy Daily** and **Milky Foot** are giving readers the chance to win a Milky Foot prize.

Milky Foot Intense Exfoliation Foot Pads are the essential beauty treatment for gorgeous summer-ready soft feet. The warm weather kicks off the party season and if you want to kick up your heels, you'll no doubt want to step out in confidence in those gorgeous cute sandals or strappy heels. Milky Foot's treatment only takes 45-60 mins and its peeling effect takes place from about three to five days after first application and is usually complete in seven to 10 days. For more info and to see TVC: www.milkyfoot.com.au or www.facebook.com/milkyfoot.

To win, be the first person from **NSW** or **ACT** to send the correct answer to: comp@pharmacydaily.com.au

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DISPENSARY CORNER

WOULD you like inulin-propionate with that?

Perhaps a new range for your pharmacy weightloss offerings comes from new research out of the University of Glasgow, Imperial College London and the Garvan Institute at St Vincents Hospital Sydney, demonstrating that inulin-propionate ester (IPE) can reduce hunger, creating a sense of fullness and preventing weight gain in overweight volunteers.

The product combines naturally occurring fiber inulin, with propionate, a normal by-product of fibre fermentation by intestinal bacteria, and delivers much larger quantities of propionate than people can acquire with a normal diet.

This tricks the gut into releasing hormones that act on the brain to reduce hunger, the authors explain.

CLICK HERE for the research.

MALE pharmacists, look away.

Given that the majority of pharmacists are now female, the sector can't have been awarded too many Darwin awards, given the *BMJ's* finding that males are much more likely to receive an award than females.

In its tongue-in-cheek Christmas issue, a 'study' looked at winners of the Darwin Awards from 1995 to 2014.

So named for people who remove themselves from the gene pool through stupidity, the Awards have been given to the likes of a terrorist, who blew himself up when he opened his own letter bomb which had been returned because it had insufficient postage.

The paper concluded 'Male Idiot Theory' deserved further investigation-**CLICK HERE** to read.

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