



**IF YOUR CUSTOMERS ARE TAKING A COURSE OF ANTIBIOTICS**

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

**INNER HEALTH PLUS**  
Always read the label. Use only as directed.

## E-cigarettes safer: RGH

**THE** RGH E-Bulletin for this week looks at e-cigarettes and indicates that they “may be considered safer than cigarettes.”

E-cigarettes are usually in the form of a cigarette-shaped device which delivers a mist for inhalation of nicotine or other chemicals with or without flavouring.

The E-Bulletin raises concerns around the possibility of the devices attracting new recruits that otherwise may not be exposed to nicotine.

Other countries’ experience is also discussed.

**CLICK HERE** to see the E-Bulletin.

## Amgen, Merck join

**AMGEN** and Merck will collaborate to evaluate the safety and efficacy of a drug combination to treat patients with mid to late stage melanoma.

The companies said they had entered an agreement through a subsidiary to investigate talimogene laherparepvec, an investigational oncolytic immunotherapy combined with MK-3475, an investigational anti-PD-1 immunotherapy, in a phase 1b/2 study.

The open-label clinical trial would be conducted in two parts in autumn.

## Guild clinical review push

**IN** the Pharmacy Guild of Australia’s first pre-budget submission to the government, there has been a strong push for a government sponsored clinical role for pharmacists.

Guild national president George Tambassis said: “The submission includes a range of examples of the broadening role of community pharmacies overseas and outlines a number of initiatives that should be developed and implemented through community pharmacy in Australia.

“Around the world, it is increasingly being recognised that pharmacies are an integral part of the solution to address health expenditure issues, and it can be the same in Australia.

“The submission also re-emphasises the impact that price disclosure will have on community pharmacy viability in 2014-15, and the urgent need for this to be addressed.”

While supported strongly by the Pharmaceutical Society of Australia, whose pre-budget submission also seeks a higher clinical profile for pharmacists as “highly qualified health professionals” whose skills, knowledge and expertise are often under-recognised and underutilised (PD 03 Feb), the GP community has

reacted strongly.

The Australian Medical Association (AMA) president Dr Steve Hambleton, has told *The Australian* that the suggestion is an “appalling” waste of taxpayers’ money, especially when general practitioners already conduct these sorts of annual reviews, in suitable consulting room environments, with a higher level of training in this specific area, experienced ability to interpret results and the skills to do something about danger signs.

The Guild has emphasised that this would take the pressure off other, growing areas of government spending such as aged care, the hospital system and general practice, as is demonstrated in many other countries around the world such as the USA, UK, Canada, New Zealand, Scotlands, Portugal and Denmark.

The Guild submission focuses on aged care in the home, screening, prevention and wellness checks, minor ailments and triage, adherence and compliance, medication management post discharge from acute care and vaccination.

A significant element of the submission is the inclusion of appropriate Guild representation in the next Memorandum of Understanding (MOU) with Medicines Australia.

The submission emphasises that the MOU should not be “viewed in isolation” from the 5th or 6th Community Pharmacy Agreements.

## Pfizer patent upheld

**THE** United States Court of Appeals for the Federal Circuit upheld the district court’s judgement that producing generic versions of Lyrica (pregabalin) would infringe upon Pfizer’s patent.

The drug is used to treat epileptic seizures and neuropathic pain, and the ruling meant Lyrica generics must not be sold before Dec 2018, according to court documents.

Pfizer brought the suit against various groups including Teva Pharmaceuticals USA, Lupin Pharmaceuticals and Alphapharm Pty Ltd, after they filed an application to the US Food and Drug Administration seeking to market a generic version of Lyrica.

To view the ruling, **CLICK HERE**.

## AD study recruitment

**GRIFFITH** Health Institute is recruiting participants for some new research into Alzheimer’s Disease (AD).

The trials will involve etanercept (Enbrel), a drug used to treat inflammatory conditions, and researchers are seeking participants aged 78 or older with late onset AD.

The study will run for a three month period, with participants receiving between eight and 12 injections of the drug, which has a well-characterised safety profile for its use to treat diseases such as rheumatoid arthritis, the uni said.

US studies had shown an injection in the base of the neck provided “marked and rapid” improvements in mental alertness and responses of dementia patients, it said.

## Win [A’kin] Purely Revitalising Lifting Eye Creme

Every day this week *Pharmacy Daily* is giving one lucky reader the chance to win an [A’kin] Purely Revitalising Lifting Eye Creme.

Only the [A’kin] by Purist Purely Revitalising Range harnesses the pure power of naturally potent antioxidants & omega oils to brighten, firm & lift skin for a more youthful looking, radiant you.

This new eye crème naturally combats the signs of ageing by lifting and revitalising the fine skin around your eyes & brightening the delicate eye area.

For more information visit: [www.purist.com](http://www.purist.com).

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 is one of the key ingredients in the new [A’kin] Purely Revitalising Lifting Eye Creme**

## Feeling the pressure in today’s changing landscape?

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### Weekly Comment

Welcome to PD's weekly comment feature.

This week's contributor is

**Anthony Huxley**,  
Managing  
Director of  
Covad.



## Vegetables, timber and automobiles

**IMAGINE** you've just bought a new car. It looks great. It's shiny, it's got buttons. But it costs you money, even if it's standing still.

Then you've got to register it, insure it, but it still won't go, even if you turn the key, because all of that is for nought without fuel.

In that sense, cars are a lot like staff.

Our awareness of that underscored how we approached our innovation in pharmacy.

We realised we had to help Pharmacy to get the best from their people, so we created an approach that didn't just train and inform, it does that and two far more powerful things, it engages and rewards.

Let's face it, pharmacy personnel are hardly highly remunerated.

Yet, invariably, they have as much or even greater influence as you on customer engagement, outcomes and sales.

But just expecting them to do so isn't going to cut it and history proves it doesn't.

Giving them the reasons to get involved, the reasons to engage with customers about their health, the reasons to start a dialogue beyond "nice day", is absolutely paramount.

We see it daily in the way pharmacy personnel respond to the carrot a whole lot better than a stick.

## eRx now with QR codes

**DOCTORS** using medical programmes such as Medical Director, Genie, Zedmed, Practix, Totalcare and Houston can now print QR codes on patients' scripts.

The scripts allow patients with the eRx Express smartphone app to scan the codes to submit the script online to their pharmacy, pre-ordering their medication from their local pharmacy by scheduling a pick up time and date so patients no longer need to line up at the pharmacy to get scripts filled.

The app connects to eRx's eScripts network, which allows 15,500 GPs and 4,300 pharmacies to send prescriptions and dispensing data securely.

The app was launched in October, with vendors enabling the QR code capabilities in software releases since, and works with the Q App on a Microsoft RT Surface tablet in the pharmacy to log the incoming scripts.

Best Practice was expected to release its next version in March, including QR codes, with other vendors releasing shortly, including Communicare, Stat and Medtech, representing about 99% of community based GPs and specialists, an eRx spokesman said.

Doctors just need to update to the latest version of their software and make sure eRx ePrescribing is

## Olaparib orphan

**THE** Therapeutic Goods Administration (TGA) has added Olaparib as an orphan drug.

Olaparib is manufactured by AstraZeneca as an oral therapy indicated under specific conditions for the treatment of ovarian, fallopian tube or primary peritoneal cancer.

Orphan drugs are those that are intended to treat a rare disease or are not commercially viable to supply to treat another disease or condition.

The designation of an orphan drug by the TGA is a step required before registering it on the Australian Register of Therapeutic Goods.

turned on.

Pharmacists participating in the service need to register for eRx Script Exchange, and eRx Express is \$50 for a monthly plan or \$60 for a premium monthly plan, with the Surface tablet included.

The app could now also scan the 128 barcodes on scripts, depending upon the hardware of the smartphone, the spokesman said.

## Canadian pharm vax

**MORE** than triple the expected number of people went to pharmacists to get their flu shot this year in Nova Scotia.

This was the first year pharmacists in Nova Scotia were able to provide flu shots and it had been a successful and popular option, a government spokesman said.

"The department anticipated, based on discussion with our public health colleagues across the country, that we would need about 20,000 doses for pharmacists during this first year.

"The uptake of flu shots through pharmacists exceeded our expectations and we distributed about 74,000 doses, more than triple what we anticipated."

Convenience of access was the major contributing factor to such high uptake through pharmacies, he said.

"We have heard from Nova Scotians that getting their flu shot at their local pharmacy is a quick and convenient option.

"Additionally, having pharmacies provide the flu shot provides another option for those who, in previous years, may have chosen not to be immunised."

## TGA CM cancellations

**EFFECTIVE** 31 Jan 2014, Secretlife Biotech Corp's Trans-B and Australian Medicinal Foods Co's Premium Shark Cartilage have had their listings cancelled by the TGA.

In both cases the companies failed to supply requested supporting information within the required timeframe.

## Insulin cartridge recall

**TANDEM** Diabetes Care has recalled some insulin cartridges used with the t:slim Insulin Pump.

Affected cartridges could be at risk of leaking, which could lead to the device delivering too much or too little insulin, the US Food and Drug Administration (FDA) said.

Affected lots were shipped on or after 17 Dec 2013, representing about 4,746 boxes, with 10 cartridges per box, or 47,460 cartridges in total, the FDA said.

The recall had not been associated with any adverse effects or complaints, the FDA said, but was identified through internal testing.

For the lot numbers, **CLICK HERE**.



## DISPENSARY CORNER

**HOUSE** this diagnosis?

A German doctor and keen fan of the medical TV programme *House* figured out what was wrong with a patient thanks to a diagnosis made by the lead character on the show.

The patient's condition had stumped other doctors, until Dr Juergen R. Schaefer saw him and realised the symptoms were similar to those of a character on the show who had heart failure, the *Sydney Morning Herald* reported.

The diagnosis handed down by House proved to be the same for Schaefer's patient, cobalt poisoning from an artificial metal hip, which, when replaced, helped with some of his symptoms, the publication said.

**THAT** should be against the law!

There are some interesting people in the world: Pamela Stickler from Southern California has filed close to 80 lawsuits, most of which have been thrown out.

The people or organisations she has filed against include the Spanish Royal Family, Bill Clinton and the IRS, *XETV San Diego 6 News* reported.

Stickler has been placed on a list of 'Vexatious Litigants', it said.