

LOVE IT

“ I LOVE eRx Express. I am having lots of fun with it!! Have just had my 83 year old customer send me her 7 scripts from her iPhone! ”

Fiona Wailes, Kofoeds Pharmacy

Buzz off, mozzies!

OPTICA Life Accessories is promoting the ParaKito natural mosquito protection range, which includes wristbands and clips infused with natural ingredients to keep the pests away.

The waterproof accessories are ideal for all activities - for details see **page four** of today's *PD*.

Reclassification of pill

THE Therapeutic Goods Administration (TGA) said there was no current consideration of reclassifying some oral contraceptives as restricted, pharmacy supplied, as Medsafe will consider in April (*PD* 24 Feb).

“Should an application be made for rescheduling there would be an opportunity for public submissions.

“The TGA will monitor any outcome from this Medsafe consideration.”

Guild: Won't rest on PD

THE Pharmacy Guild of Australia (PGA) said it “will not be resting” on the issue of price disclosure.

In an update to members on its price disclosure campaign, PGA national president George Tambassis said the Guild was continuing to ask the government to offset the impact of the Simplified Price Disclosure regime, due to start on 01 Oct.

Tambassis said while Minister for Health Peter Dutton had said that he was sympathetic to pharmacy, he did not have the money to meet the Guild's request.

“In response, I have personally made clear to him that the Guild will not relent until this issue is satisfactorily addressed.”

Tambassis said that in the last three months, the Guild had been busy pushing pharmacies' cause, including writing to every coalition

member and senator explaining the impact of the changes, presenting a number of options to Minister Dutton and organising a grassroots network of pharmacy owners to meet Coalition MPs around the country.

The Guild had also organised the tabling of a 1.1m signature petition which it was confident would occur during the next Parliamentary sitting, Tambassis said.

He called on members to tell local Federal MPs about price disclosure's impact.

“The Guild will not be resting until this issue is satisfactorily addressed.

“In such a challenging environment I cannot guarantee success.

“However I can personally assure you that everyone at the Guild is working day and night doing everything we possibly can to represent our members' interests.”

ANPHA invites input

PUBLIC submissions are invited on the Draft Report from the Australian National Preventive Health Agency.

The report is called *Alcohol Advertising: The Effectiveness of Current Regulatory Codes in Addressing Community Concern*.

To offer comment, especially on children's and teens' exposure to alcohol advertising, **CLICK HERE**.

300 Pharm 6-yr grads

THE Pharmacy Council of India (PCI) and the Indian Association of Colleges of Pharmacy (IACP) is spotlighting the 300 pharmacy graduates coming out of 10 colleges from their six year course.

“We are doing every bit to ensure that all 300 students are suitably employed,” Dr K Chinnasamy Professor Emeritus, JSS College of Pharmacy Ootacamund and president, Indian Congress of Pharmacy Practice 2014 told *Pharmabiz*.

With over 20,000 hospitals in India, lucrative jobs were a definite possibility for all 300, Chinnasamy

NCPA endorses bill

THE US National Community Pharmacists Association (NCPA) has endorsed legislation that intends to reduce the abuse of prescription drugs.

The ‘Ensuring Patient Access and Effective Drug Enforcement Act’ would amend the Controlled Substances Act, to, among other things, require manufacturers and distributors registered with the Drug Enforcement Administration to make sure employees with access to substances had criminal background checks and drug tests, and creating a Combating Prescription Drug Abuse Working Group of federal and state officials and private sector stakeholders to look at ways to reduce abuse, the NCPA said.

Members would include a representative of community pharmacy, the NCPA said.

Echinacea ad pinged

UK manufacturer Holland & Barrett has lost a ruling which found that their advertising campaign for echinacea could not be substantiated.

Their claim “say goodbye to colds and flu with our Echinacea supplements” was going beyond the evidence of a traditional herbal medicinal product used to relieve the symptoms of the common cold and influenza type infections, based on traditional use only.

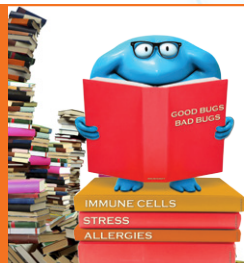
The company has agreed to withdraw the advertising and take steps to ensure compliance in future advertising.

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RGH E-Bulletin

RGH Pharmacy E-Bulletin this week focusses on Charles Bonnet Syndrome (CBS), a disorder in which psychologically and cognitively normal people with vision impairment experience visual hallucinations.

The prevalence of CBS in people with impaired vision is 10–40%.

The bulletin can be viewed online by **CLICKING HERE**.

EMA to restrict Protos

SERVIER Laboratories has confirmed it will work with the Therapeutic Goods Administration on its review of Protos (strontium ranelate), following a decision by the European Medicines Agency to further restrict the use of the osteoporosis medication.

The EMA has now concluded its review of Protos, and has

recommended its use only in patients who cannot be treated with other medicines approved for osteoporosis, within the current contraindication of a history of heart or circulatory problems.

However the EMA added that, given the benefits seen in preventing fractures in patients at high fracture risk, Protos should remain an option for patients with no history of cardiovascular disease.

Servier says it's acting immediately to provide the TGA with all information relating to the EMA's decision to change the prescribing indication of the osteoporosis medicine.

The TGA launched its review of Protos earlier this month (PD 05 Feb) when an EMA committee recommended its suspension.

New inhaler on PBS

MUNDIPHARMA has welcomed the PBS approval of its new Flutiform combination inhaler, which for the first time brings together fluticasone propionate with eformoterol.

The combination of an inhaled corticosteroid (ICS) with a LABA (long-acting beta-adrenoceptor agonist) is claimed to "provide asthma sufferers with rapid onset of bronchodilation and sustained improvements in lung function".

The Flutiform inhaler comes as an aerosol delivered by a metered dose inhaler, with an easy-to-read patient-facing dose counter.

Associate Professor Greg King of the Woolcock Institute of Medical Research said Flutiform "is effective in reaching all goals of asthma management as it abolishes the symptoms, improves lung function and vastly reduces the risk of attack".

2014 DANII Jelly Bean Ball



THE 2014 Danii Meads-Barlow Foundation Jelly Bean Ball will be held on 14 Jun 2014 at the Sofitel Wentworth in Sydney.

In 2013, the high profile black tie ball contributed significantly to the \$500,000 raised so far toward this cause.

The Danii Meads-Barlow Foundation supports people with type 1 diabetes, lobbying government and industry for the latest technologies, aiming to

prevent 'Dead in Bed' syndrome and making a difference supporting children and teens living with type 1 diabetes.

Opportunities abound to support: reserve your attendance at the black-tie ball, book a corporate table of 10 or provide corporate gifts for raffle or auction on the night.

Telephone Stacie Spencer for more information on 1800 678 555 or email stacie@danii.org.au.

WIN A DESIGNER BRANDS PRIZE PACK

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Designer Brands** prize pack, valued at \$31.

Each pack includes an Outrageous Volume Mascara, two nail polishes and a kohl pencil.

Outrageous Volume Mascara is a mega-impact volume mascara that will give you bold and dense lashes for a show stopping look.

The formula is infused with vitamin E to promote lash strength and is easy to apply with the exclusive GS-13 brush, ensuring no clumping so lashes are soft, yet still boasting intense volume.

To win this exciting prize pack, simply be the first person to correctly answer the question below to: comp@pharmacydaily.com.au.



How does this mascara stop clumping?

Congratulations to yesterday's winner Belinda Mann from Actegy Health. The correct answer was: selected pharmacies throughout Australia and online at www.dbcosmetics.com.au

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Guild Update

PBS expenditure is contained and sustainable

The very significant speech by the Minister for Health, Peter Dutton, last week has shone a spotlight on health spending and its future.

All aspects of health spending are in the spotlight, and that includes the PBS. Quite rightly, every bit of taxpayers' money that is spent on health or any other portfolio must be properly scrutinised.

It is also important that the debate focuses on the most up-to-date figures. The fact is that Government expenditure on the PBS is currently not only sustainable, but actually declined last financial year.

In the past few months, major reports from three separate government agencies have confirmed that PBS expenditure is contained and that price disclosure is delivering savings far in excess of what was expected.

The regular Medicines Partnership of Australia (MPA) PBS Scorecard update released last week outlines the current state and trajectory of PBS spending.

It confirms that price disclosure has been and continues to be an extremely effective tool in ensuring that PBS expenditure remains contained and sustainable.

The Medicines Partnership of Australia PBS scorecard can be viewed at www.medicinespartnership.com.



The Pharmacy Guild of Australia

Flordis launches Ellura



FLORDIS Natural Medicines has enlisted strong support for the launch of its new Ellura cranberry-based supplement, in the form of Dr Amy Howell, Associate Research Scientist at Rutgers University in the USA, who visited Australia last week highlighting clinical evidence for the product and its action to promote urinary tract health.

Howell, who's pictured above centre with Nick Burgess and Liisa Lewis from Flordis, has led studies which have shown that Ellura has a dose-dependent and fast acting effect, significantly increasing bacterial anti-adhesion activity in urine samples collected from subjects who took Ellura versus a placebo in a randomised double-blind clinical trial.

Ellura is a unique extract from American cranberries (vaccinium macrocarpon) which has been standardised so that each capsule provides the recommended dose of 36mg of proanthocyanidins (PACs) - equivalent to the juice of 70g of fresh cranberry fruit.

"Cranberries play an important role in preventing antibiotic resistant bacteria from colonising the urinary tract, and therefore... may help to reduce the frequency of recurrent cystitis," Howell said.

New CHF board mbr

THE Consumers Health Forum (CHF) of Australia is seeking expressions of interest to fill a casual vacancy on the Board following the resignation of former Chair, Karen Carey, and a new chairman Tony Lawson (*PD* 31 Jan).

She said the efficacy of the specific 36mg dosage had been evaluated in several trials and is "important in distinguishing Ellura from other cranberry formulations".

Ellura is now available in community pharmacies and select health food stores nationally.

Priceline using RUM

PRICELINE Pharmacy is using the Return Unwanted Medicines (RUM) project for its drug disposal program launched last Nov (*PD* Fri).

In a release, the group said it had introduced a new environmental initiative that allowed customers to take unwanted medication to their local pharmacies for disposal.

However the photo used showed RUM bins, available to every pharmacy in Australia through funding from the Department of Health, RUM project manager Simon Appel said.

This project was launched in July 1998, with disposal bins supplied via pharmacy wholesalers, where they are collected and their contents destroyed by RUM.

Appel said while RUM was grateful Priceline was promoting the concept of safe disposal of unwanted medication, it would have been more appropriate if the group had indicated the disposal was using the RUM project.

Priceline Pharmacy confirmed RUM provided API with the bins, saying that Priceline had not previously made use of these in "any centrally managed way" and had wanted to implement a larger program across its stores.

DISPENSARY CORNER



BLUETOOTH (no pun intended).

Oral-B will showcase its interactive electric toothbrush, with Bluetooth 4.0, at Mobile World Congress this week in Barcelona.

The brush's connectivity means it can connect to the Oral-B app while brushing, recording activity as data which you can chart and show to any interested dental professional, the company reports.

Oral-B says this communication goes both ways, with the app 'communicating' with the brush for personalised brushing - all well and good, so long as they don't decide to take your tongue hostage for their robotic freedom.

THE future Steve Jobs.

Thirteen year old Danielle Lei has got some serious business nous; Lei needed to make some serious bank for the Girl Scouts, so she set up shop with her cookies outside a San Francisco medical marijuana dispensary.

Lei sold 117 boxes in two hours, with employees of the dispensary also getting in on the biscuity goodness, *The Sideshow* reported.

Lei was supervised by her mother, and the Northern California branch overseeing Lei's area said it didn't have a problem with her (#winning) business strategy, since the cookies were sold outside a legal establishment, the publication reported.

UNDERCOVER politician.

Ever thought about going undercover at work? A Nevada congressman went one step further, working as a United Parcel Service delivery driver last week in order to get closer to voters.

Democrat Steven Horsford, up for re-election, made the rounds with driver Mark Sidman, after joining other drivers in their daily routine of stretching exercises, the *Associated Press* reported.

Horsford also pitched raising the minimum wage, the *AP* said.



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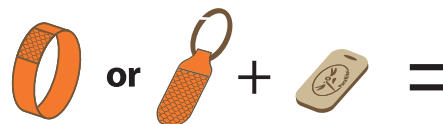
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