

## CUSTOMER LOYALTY



“eRx Express creates loyalty with customers helping them return to us rather than have scripts dispensed elsewhere”

Steve Speirs – Exhibition Pharmacy

## Social media and QUM

**ALMOST** 50% of pharmaceutical companies are now actively using social media to engage with patients in relation to their disease states and specifically their therapies.

A new *IMS Institute Report* titled *Engaging Patients through Social Media* has found that among the top 50 companies, nearly half of them use social media such as Facebook, Twitter or YouTube, but only 10 use all three.

Wikipedia was also shown to be the leading source of medical information for patients.

**CLICK HERE** to see the summary.

## Drugs from sloths?

**EXTRACTS** from fungi found in the fur of sloths were found to have anti-parasitic, anti-bacterial and anti-cancer bioactivity.

The results were published in a study, *'Sloth Hair as a Novel Source of Fungi with Potent Anti-Parasitic, Anti-Cancer and Anti-Bacterial Bioactivity'* in the open access journal *PLOS One*.

Outer hair of nine three-toed sloths in Panama was collected in 2011, with 84 species of fungi collected. Extracts were tested for bioactivity.

“We found a broad range of activities against strains of the parasites that cause malaria (*Plasmodium falciparum*) and Chagas disease (*Trypanosoma cruzi*), and against the human breast cancer cell line MCF-7,” the report said.

For the original paper or to read more details, **CLICK HERE** and **HERE**.

## TGA products evaluation

**THE** Therapeutic Goods Administration (TGA) is planning to call for tenders Q1 2014 to establish a new Therapeutic Products Assessment and Advisory Services Panel Arrangement.

Members of the Panel Arrangement will be experts in any one of a number of medical and scientific assessment (technical) streams which will allow the TGA to meet relevant regulatory timeframes for the assessment and evaluation of products for registration on the Australian Register of Therapeutic Goods.

The TGA has used expert advisory

panels to prepare clinical, chemical and toxicology reports to evaluate therapeutic goods since the mid 1980s.

The TGA is keeping its options open with relation to the outcome of the tender stating that it may appoint “one or more providers” or none at all depending on the Request for Tender process.

Tenderers will need to be able to demonstrate a very high level of expertise in the area of their nominated service to be offered a Panel Provider role through a Deed of Standing Offer.

**CLICK HERE** to read more.

## Optimism for tech

**INTEL'S** Healthcare Innovation Barometer found most people are optimistic about tech innovations advancing healthcare and would use health sensors in their bodies.

The survey was conducted in December across eight countries among 12,000 adults.

More than 70% of responders were receptive to using prescription bottle sensors or swallowed monitors to collect ongoing and actionable personal health data, the study found.

Intel said the study found 84% of people would anonymously share their personal health info if it could lower medication costs or overall cost to the system.

Fifty seven per cent of people believed traditional hospitals would become obsolete in the future, the company said.

For more **CLICK HERE**.

## Alprazolam restricted

**THE** Health Consumers Alliance of SA Inc (HCSA) has posted a reminder for consumers that alprazolam will be available from 01 Feb 2014 in a more restricted way.

Commonly prescribed to treat anxiety as Xanax, Kalma or Ralozam, alprazolam has been evaluated by the Therapeutic Goods Administration which has decided to limit its use.

Patients used to getting repeat scripts of alprazolam will need to be advised of these changes.

## Sanofi and UoM allied

**SANOFI** Pasteur (SP) and the University of Melbourne (UoM) have signed an agreement to co-fund proof-of-concept studies relating to technologies developed by the University of interest to the company, as well as allowing UoM researchers access to SP's expertise in vaccine development.

The agreement encompassed infectious diseases, microbiology and immunology but the company said there was potential to look at other vaccine candidates or adjuvants in future.

A UoM spokeswoman said a joint management committee would be established to select and manage projects.

SP would have first right-of-refusal to acquire worldwide licenses to develop and commercialise technology, it said.

The agreement would contribute to the elimination of infectious diseases in society, the spokeswoman said.

“The University of Melbourne and SP will work towards developing the next generation of vaccines to protect the population against infectious diseases.”

The agreement's potential worth is classified confidential she said.

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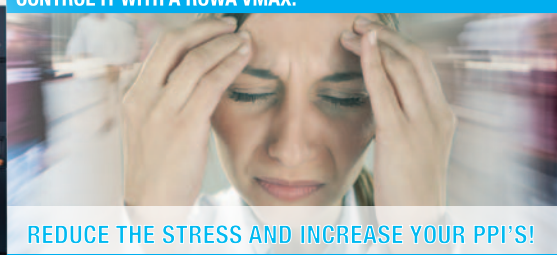
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### Infant colic probiotic

**INFANTILE** colic, gastro-oesophageal reflux, and constipation are the most common GI disorders during the first six months of life and may now be reduced in impact by the use of a probiotic, new research has shown.

These functional disorders frequently result in hospitalisation, feeding changes, use of drugs, parental anxiety and time off work.

Published recently in *JAMA Pediatrics*, a prospective, multicentre, double-masked, placebo-controlled randomised clinical trial in Italy involving 589 newborn infants demonstrated potential positive benefits from prophylactic administration of *Lactobacillus reuteri* DSM 17938.

**CLICK HERE** to read the paper.

### Elderly support PCEHR

A **PHARMACY** department led study looking at the views of 80 elderly people regarding the Personally Controlled Electronic Health Records (PCEHR) found that respondents thought the PCEHR was a good idea but had mixed opinions about sharing them with healthcare professionals other than doctors.

'A pilot study on the views of elderly regional Australians of personally controlled electronic health records', published in the *International Journal of Medical Informatics* was led by Paresh Kerai of La Trobe University School of Pharmacy and Applied Science.

The majority (85%) of respondents (most aged 60-79 years) thought

the PCEHR was a good idea.

At 95%, almost all respondents were willing to provide their GP with access to their PCEHR, but only 44% felt that pharmacists should have full access.

The study highlighted the elderly as key to achieving successful rollout, and said some factors that needed to be addressed were internet access, and limited or no access of PCEHR for certain health professionals, which could compromise healthcare provided.

"For example, pharmacists may have valuable information such as alternative or over-the-counter medication usage that may be essential to a GP trying to make a diagnosis and give advice.

"If the pharmacist does not have permission to share that information, the GP could unknowingly potentially prescribe something that could cause harm."

For more details **CLICK HERE**.

### FIP on TB prevention

**THE** International Pharmaceutical Federation (FIP) has made a statement at the World Health Organisation Executive Board (WHO EB), renewing its commitment that tuberculosis (TB) prevention, care and control would continue and improve beyond 2015.

The organisation highlighted the efforts of local associations of pharmacists, for instance in India, where community pharmacists were referring suspected TB cases to medical centres, as well as raising awareness among the population.

The statement said, "Pharmacists constitute an important and essential part of the health workforce.

"In many countries, pharmacists are the frontline healthcare providers and often a first point of contact for people with symptoms of TB."

For more details **CLICK HERE**.

### WIN A SPOTNER AGESPOT CORRECTOR PEN

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Spotner** Agespot Corrector Pen, valued at \$29.95.

New Spotner Agespot Corrector Pen revolutionises the treatment of age spots. With its precision pen applicator, Spotner works to visibly reduce the appearance of age spots. With a simple twice daily treatment, results can be seen within just two weeks.

With Spotner, you can treat your age spots at-home easily and effectively without the need for expensive and timely salon treatments.

For further info visit: <http://www.spotner.com.au/>

To win this great prize, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**How many times a day should Spotner be applied?**

Congratulations to yesterday's lucky winner, **Natalie Lindner** from **Montville Pharmacy**. Correct answer was liver, dark or sun spots.



### Chemist Warehouse challenges TGA order

**THE** Therapeutic Goods Administration has again found pharmacy chain giant Chemist Warehouse in breach of the Therapeutic Goods Advertising Code with juxtaposition of vitamin advertisements with "health information" relating to breast cancer, diabetes and stroke.

The *Sydney Morning Herald* has reported that Damien Gance, the company's commercial manager, said that Chemist Warehouse would not comply with the order to retract because the content is "several years old" and provided by a supplier "unrelated to the advertisements."

**CLICK HERE** to see the Complaints Resolution Panel Determination.

### EMA authorises more

**THE** European Medicines Agency (EMA) recommended more medicines for human use for marketing last year than in 2012.

The EMA recommended 81 medicines in 2013 compared with 57 in 2012.

Thirty eight medicines contained a new active substance, compared with 35 in 2012, 25 in 2011 and 15 in 2010.

"The number of generics is stable compared with 2012 but generally decreasing."

Two new advanced therapy medicinal products (ATMPs) were recommended for approval last year, making the total of four recommended for approval since legislation on advanced therapies came into play in 2008.

For more, **CLICK HERE**.



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## Health, Beauty and New Products

Welcome to our weekly feature with  
all the latest health, beauty and new  
products for pharmacy!

Suppliers wanting to promote products in  
this feature should email  
[newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

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### New Traxit Wearable Underarm Thermometers

Squirming, wriggling, crying and tears - when a newborn, infant or young child  
experiences a fever, keeping them still long enough to take a temperature reading  
can be a nightmare. Child friendly, nontoxic and latex-free, **Traxit Wearable**

**Underarm Thermometers** provide an accurate and comfortable  
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child's or infant's armpit for 3 minutes, temperature readings  
are available instantly. Traxit adhesive thermometers replace  
potentially dangerous glass and mercury thermometers and  
reduce the risk of cross infection or reinfection.

Stockist: 1800 252 467

RRP: \$8.99 for a pack of 4

Website: [www.medicalindicators.com](http://www.medicalindicators.com)



### Rimmel introduces new ScandalEyes Rockin' Curves Mascara

Be part of the new rock generation! Introducing Rimmel's first mascara that creates rock doll  
lashes in one easy stroke: new **ScandalEyes Rockin' Curves Mascara**. Forget big hair, it's  
time for big, loud lashes! The '80s rock-inspired pack has a textured animal print pattern for  
maximum stand-out. No one does edgy rock chick style like Rimmel ambassador Kate Moss,  
making her the perfect face of ScandalEyes Rockin' Curves. In the striking print advertising  
campaign, Kate gives it some serious attitude with tousled hair, pouting lips, huge rock doll  
lashes and a studded leather vest that is to die for. She's rockin' the London look.

Stockist: 1800 812 663

RRP: \$16.95

Website: [www.cotyinc.com](http://www.cotyinc.com)



### Brighten up Autumn with Orly's new smartGELS shades.

If you prefer the DIY manicure, with **smartGELS**, you can enjoy a chip-free manicure that lasts for up to  
three weeks in one of ORLY's dazzling new shades. A stunning selection of six vibrant polishes, The Romance  
Collection will breathe new life into your wardrobe for the cooler months. Available in hot-pink crème, yellow  
shimmer, charcoal shimmer, peachy-pink crème, pale-pink shimmer  
and pale-green crème, ORLY has extended its smartGELS colour range,  
with four new shades to refresh those dull autumn days. Reminiscent of  
summer, these four bright hues are just as warm as a cosy scarf!



Stockists: 1300 769 355

RRP: \$23.95

Website: [www.orlybeauty.com.au](http://www.orlybeauty.com.au)

## DISPENSARY CORNER

**WING** me an email.

Ever find yourself sifting through  
multitudinous emails? You're not  
the only health professionals to  
do so; according to a research  
letter published in *JAMA  
Pediatrics*, doctors are spending  
between \$1 and \$3 million on  
reading mass distribution emails  
from colleagues.

To "call attention to some  
unintended effects of "cost-free"  
communication", the researchers  
looked at the mass distribution  
emails sent to one physician over  
a year.

They found that 2035 emails  
were received.

The researchers calculated  
that if 20 seconds were spent  
per email, the annual cost per  
physician to read them was  
\$1,641; if 90 seconds, it was  
\$4,923.

With 629 employed doctors,  
the annual institutional cost was  
between \$1m and \$3.1m.

**CUP** buttocks twice daily.

An image of a man's buttocks  
being cupped, an old practice  
involving placing heated cups on  
the skin, is just one of the 100,000  
images the Wellcome Library,  
London, is making freely available.



The images originate from  
medical manuscripts through to  
works by artists such as Van Gogh,  
the *BBC* reported.

The Wellcome Library said the  
images are out of copyright.

The earliest image on offer is an  
Egyptian prescription on papyrus.

