

Friday's comp winner

FRIDAY'S winner of the Aromababy Gift Pack in the **PD** competition was Stephanie Myles from Chemmart Pharmacy

See **page 2** for this week's competition courtesy of Derma-e natural skincare.

Diabetes consultation

COMMENTS are being sought on the draft report of State 2 of the Post-Market Review of Products Used for Diabetes Management, which focuses on Insulin Pumps.

The draft document contains the findings of state 2 of the review, which aimed to evaluate the clinical outcomes and cost-effectiveness of insulin pump therapy for people with type 1 diabetes, and the clinical and financial eligibility criteria for the Insulin Pump Programme.

A literature review did not find conclusive support for superior efficacy of safety of insulin pump therapy over multiple daily injections in any age group.

However the overall sentiment from stakeholders was that there are both clinical and quality of life benefits to insulin pump therapy.

Comments will be accepted until 9am on Mon 21 Jul - [CLICK HERE](#).

Optometrist ActiMist

RECKITT Benckiser has confirmed a new partnership with EYELogic which provides a direct wholesale distribution stream for its Optrex ActiMist 2-in-1 eye spray to the Australian optical market.

The move means optometrists will be able to range the product.

Prescriber pharmacy debate

THE future role and contribution of pharmacy to the Australian healthcare system should be based on evidence rather than "behind closed door" negotiations, according to one of two editorials published online late last week by NPS MedicineWise's *Australian Prescriber*.

That's the opinion of Professor Philip Clarke from the University of Melbourne's Centre for Health Policy, Programs and Economics, who provided one of the viewpoints canvassed on the topic of 'pharmaceuticals, pharmacists and profits'.

The other side of the argument came from Pharmacy Guild Executive Director, David Quilty, who described the public-private partnership which currently sees delivery and dispensing of medicine funded by the five-year Community Pharmacy Agreements.

Quilty defends the current model, saying that like any small business, pharmacies need to achieve a reasonable return on their investments, and highlights the heavy impact of price disclosure on pharmacy profits.

He cites the Grattan Institute report which acknowledges the negative flow-on effect of lower medicine prices on community pharmacy, and which suggests expanding the services that pharmacies can provide as well as the possibility of "direct, transparent subsidies to community pharmacies in locations where viability may be an issue."

Quilty said the Guild strongly

supports an enhanced role for pharmacy, but adds that such new models "are only feasible if pharmacies continue to be properly remunerated for their core role of dispensing medicines safely and responsibly to patients."

HOWEVER Clarke's alternative editorial suggests that if the govt compensates pharmacists for more rapidly declining generic prices, "should it not also compensate firms that sell computers or mobile phones, as they also face declining profit margins from falling prices."

The academic cites the example of England, where price disclosure adjusts prices downwards every three months, and despite this the number of pharmacies operating has risen 15% since 2005.

Clarke questions the role of pharmacy location rules introduced in the 1930s, particularly in the 21st century with the advent of the online internet purchasing.

And he urges a transparent Productivity Commission review of the community pharmacy sector which he said could identify scope for efficiencies, while taking into account the special needs of rural consumers.

For both viewpoints see www.australianprescriber.com.

March PBAC summary

THE Department of Health has released the Public Summary Documents from the meeting of the Pharmaceutical Benefits Advisory Committee held in March.

The committee's deliberations covered 24 submissions about new or revised PBS listings for a range of medications including Bretaris Genuair, Eylea, Cystadane, Avastin, Adcetris, Cimzia, Sensipar, Soliris, Tarceva, Afinitor, Famypra, Breo Ellipta, Pergoveris, Remicade, Kalydec, Stromectol, Jaydess, Opsumit, Abraxane, Endometrin, Adempas, Champix and Vfend.

See www.pbs.gov.au.

5 million Aussies 'drip'

A REPORT by Newspoll conducted on behalf of Hartmann showed that even though 4.8m Australians suffer from incontinence, only 12% of those surveyed admitted they know someone with the condition, indicating the topic remains taboo in our society.

The National Incontinence Report said that nearly 80% of Aussies think people with incontinence should consult a doctor however in reality, approximately 70% of incontinence sufferers do not seek advice from a health care professional for their condition.



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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Dr Syed Tabish R. Zaidi, Lecturer in Pharmacy at the Faculty of Health, University of Tasmania**



Postgraduate Education in Clinical Pharmacy: Why Do We Need It?

THE pharmacy profession is changing at an exponential rate and postgraduate education is becoming increasingly important to ensure that pharmacists are equipped to offer a unique patient centred service that goes beyond dispensing of medications.

Pharmacists are increasingly engaged in chronic disease management, immunisation providers, running anticoagulation clinics and providing expert advice to pharmaceutical industry in a consultative role.

Recent healthcare reforms in Australia indicate that we are at the beginning of a series of changes to the Australian healthcare system and the way it will be funded in the future. If pharmacy is to thrive in this changing environment then pharmacists need to take the lead in challenging the status quo.

Services like screening for chronic diseases, managing disease management clinics, becoming an immunisation provider for travel-related vaccination and many more unique business opportunities can be explored within the Australian context.

However, the big question that comes to consumers' minds is if pharmacists are qualified for such a paradigm shift?

Traditional training of pharmacists relies heavily on the current model of practice and may not be adequate for advanced roles.

Postgraduate education in clinical pharmacy can equip pharmacists with the basic principles of advanced clinical knowledge, positioning them to deliver innovative clinical services in this rapidly changing healthcare environment.

Real-time reporting call

NSW Deputy State Coroner, Carmel Forbes, has urged that real-time prescription reporting for all benzodiazepines be implemented as soon as possible, as one of the key recommendations from an inquest into the deaths of three people from overdoses.

Forbes has called on the NSW Health Minister to consider steps needed to implement real-time reporting within twelve months, to allow GPs to see if their patients have been prescribed medications by other doctors.

Such a system would also allow pharmacists to check if the same medications have been recently dispensed to the patient through other pharmacies.

PSA NSW president, Dr Stephen Carter, said the PSA had been advocating strongly for this system for an extended period.

"A system exists which we understand links with prescribing and dispensing software, and the Commonwealth Government has purchased software licences for all States and Territories," he said.

Carter said the PSA had previously

been informed that the rollout of the system would take three years, with tentative implementation in 2015 - but no funds were included in the recent NSW health budget.

The Real Time Drug Monitoring System is recognised by PSA and the medical profession as reducing the risks of doctor shopping, reducing the harm caused by the misuse of prescription drugs and saving many lives, Carter said.

Forbes also called for all S4 benzodiazepines, including Serepax, Valium and Mogadon, to be moved to Schedule 8.

CHF slams MA code

THE Consumers Health Forum (CHF) claims that Medicines Australia (MA) is attempting to put in place watered down transparency guidelines which fail to address the issue of companies "schmoozing doctors to influence prescribing."

MA submitted its latest Code of Conduct to the ACCC last week (*PD* 03 Jul 14), with the CHF describing the new version as "disappointing".

CHF ceo, Adam Stankevicius, claims that loopholes in the code mean that "senior medical experts will still be able to receive tens of thousands of dollars in speakers' fees, sponsored travel and other perks... without these individual practitioner payments being disclosed."

The ACCC is currently considering the new Code.

FDA nods Beleodaq

BELEODAQ (belinostat) for the treatment of patients with peripheral T-cell lymphoma, a rare and fast-growing type of non-Hodgkin lymphoma has gained approval by the U.S. Food and Drug Administration, under the agency's accelerated approval program.

Win a derma e® pack

This week *Pharmacy Daily* is giving five readers the chance to win a derma e® Pack.

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DISPENSARY CORNER



FORGET the fries - would you like a gun permit with that?

A restaurant in the US state of Colorado not only encourages patrons to wear their guns, but runs training that qualifies guests for concealed weapon permits.

Although the aptly named Shooters Grill wisely doesn't serve alcohol, its waitresses also visibly "pack heat" (wear loaded guns) and are trained in their use.

A special deal on offer includes the approved gun course plus dinner for just \$75.

A sign outside the restaurant reads "Guns are welcome on premises. Please keep all weapons holstered unless need arises. In such case, judicious marksmanship is appreciated."

WIMBLEDON panics pigeon-poo.

As well as bomb-sniffing English Springer Spaniels, Wimbledon administration maintains the air of perfection and serenity by warding off pigeon droppings using a 625 gram flying weapon called Rufus.

Rufus is a 6-year-old Harris Hawk whose very presence soaring above the stadium panics pigeons away from the area where they would otherwise leave prodigious droppings, not at all to the amusement of the royal box or commoners, including players.

Unfortunately Rufus is not usually thrilled about the presence of the sniffer spaniels so their shifts have to be staggered for peace and tranquillity.

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