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## Priceline ARA gong

**THE** Australian Retailers Association has awarded Priceline Pharmacy Retailer of the Year.

The Priceline network beat out leading retailers SuperCheap Auto and Pandora and was the only pharmacy to be named as a finalist.

API ceo Stephen Roche said the award was testament to the success of Priceline's retail strategy, innovation and leadership.

Retail and marketing programs had delivered overall growth of 11.5%, Roche said.

## Diabetes ed could save \$3.9b

**A REPORT** has found that \$3.9b in savings to Australian healthcare costs could be made this year if education programs were made available to those with diabetes.

Commissioned by the Australian Diabetes Educators Association (ADEA) and conducted by Deloitte Access Economics, the research looked at the benefits of Credentialed Diabetes Educators, who require degrees in relevant disciplines, including pharmacy.

The cost of CDEs was estimated at \$173 per person with diabetes per annum, while the benefits of diabetes education, the minimum benefit of diabetes educators, saved one quality adjusted life year for \$650 or 1% of GDP per capita, the report said.

"If diabetes education was available for the entire population of people with diabetes (1,372,577 people), the total averted burden could be around \$6.1b per annum."

In addition, the reduced health system cost resulting from diabetes education included savings from reduced frequency of hospital admissions, emergency presentations, GP visits and comorbidities, with an average of \$2,827 in annual health system costs saved per recipient of CDE care, the report said.

This equalled \$3.9b if all Australians with diabetes received care, or more than \$16 saved per dollar spent, the report said.

To read the full report, **CLICK HERE**.

## TGA + bromocriptine

**A THERAPEUTIC** Goods

Administration (TGA) spokesperson said the TGA was aware of the Pharmacovigilance Risk Assessment Committee (PRAC) recommendation that bromocriptine not be used routinely for preventing or stopping milk production (**PD** 14 Jul).

In Australia, the current indication was already limited to "prevention of onset of lactation in the puerperium for clearly defined medical reasons. Therapy should be continued for 14 days to prevent rebound lactation" and "should not be used to suppress established lactation" and PI documents also included the adverse events identified by PRAC, they said.

## PSA journal awards

**AUSTRALIAN Pharmacist** has been internationally recognised for excellence with three awards in the worldwide Trade, Association and Business Publications International awards.

Beating out some 500 editorial and design entries from across the globe were Rebecca Jones, taking out the top Gold Award in the Front Cover, Photograph category as well as an Honourable Mention for the Front Cover, Illustration category.

Pharmaceutical Society of Australia public affairs director Peter Waterman won an Honourable Mention for his feature article on at-risk drinking among the ageing population, 'Baby Boomers, Risky Vintage'.

## VTE risk with the pill

**A NEW** study, the International Active Surveillance Study of Women Taking Oral Contraceptives, has confirmed earlier studies that demonstrated no significant difference in the risk of serious adverse events, including venous thromboembolism (VTE).

**CLICK HERE** to access the abstract.

## Price Disclosure table

**THE** Department of Health has released a Price Disclosure cycle table which details the first cycle and relevant dates.

Most drug/MoAs will join price disclosure in April, August and December of each year, starting from October this year (**PD** 20 Jun).

The table lists data collection dates and said outcomes for each cycle were intended to be announced in mid to late December for April reduction days and mid to late June for October reduction days.

Updated Procedural and Operational guidelines have also been released, including an overview of price disclosure.

To view the table, **CLICK HERE** and to view the guidelines, **CLICK HERE**.

## WIN A CAROLINE'S SKINCARE GIFT PACK

This week **PD** is giving five readers the chance to win a **Caroline's Skincare** pack, containing two tubes of the New Caroline's Cream.

The New Caroline's Cream has been reformulated, making it more effective in offering relief for skin conditions. The addition of Aloe Vera, Vitamin A and Colloidal Oatmeal with the existing powerful natural ingredients makes it a formidable formulation. Australian-made, it's an absolute must for every bathroom cabinet.

Visit: [www.carolineskincare.com.au](http://www.carolineskincare.com.au)

To win, be first to send the answer to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Is the New Caroline's Cream suitable to use on babies?

Congratulations to yesterday's winner, **Doug Padman** from **Blooms The Chemist**.

## PHARMACY BUSINESS NETWORK

12-14 Sept 2014  
Crown Conference and Events Centre, Melbourne

Three days focusing on your business at pharmacy's most practical event!



The Pharmacy Guild of Australia



[www.pharmacybusinessnetwork.com](http://www.pharmacybusinessnetwork.com)



## for kids immunity

Inner Health Immune Booster for Kids may help reduce the frequency and severity of cold symptoms, such as runny noses and coughs, and reduce the days away from childcare and school.

[www.innerhealth.com.au](http://www.innerhealth.com.au)



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An independent group with a plan to grow sales and build professional service marketing.



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## PBS simplification

**THE** Pharmaceutical Benefits Scheme has made changes to the Highly Specialised Drugs Programme including changes related to the prescribing and supply of clozapine and HIV antiretroviral therapy (**PD** 08 Jul).

Effective July 2015, community pharmacies, not just hospital pharmacies, will be able to dispense these medicines as a streamlined authority, regardless of where they were prescribed.

For clozapine this change will apply to maintenance therapy only.

The Society for Hospital Pharmacists of Australia has welcomed the change as a "workable and sensible process."

## Boards update

**THE** Australian Health Practitioner Regulation Agency (AHPRA) and all its boards, including the Pharmacy Board of Australia, instituted what the AHPRA called "refreshed regulatory principles" as of 01 Jul.

It said the principles encouraged a responsive, risk-based approach to regulation across all professions.

The Pharmacy Board will be seeking feedback later this year on the principles which will be reviewed after 12 months and based on this feedback.

One such principle was that when the boards took action against a practitioner, minimum regulatory force to manage the risk posed by their practice was taken, to protect the public.

"Our actions are designed to protect the public and not to punish practitioners."

For more, [CLICK HERE](#).

## Wesley Research talk

**ADVANCES** in women's reproductive health will be the subject of the next free Health Talk at the Wesley Research Institute.

It will be held at the Wesley Research Institute, Auchenflower, from 10.30 am on 29 Jul.

Wesley Researcher Dr Elise Pelzer is a basic scientist with research interests in reproductive and women's health from pre-conception to birth.

To register, [CLICK HERE](#).

## More private claims

**PRIVATE** sector medical indemnity claims strongly outnumbered the number of public sector claims in 2012-13, according to a report released by the Australian Institute of Health and Welfare.

Public sector claims were less than a third of the around 3,300 claims per year from 2010-11 to 2012-13.

There had been a shift towards more claims connected with private medical clinics rather than public hospitals, the report said.

[CLICK HERE](#) for more.

## Spoonful of error

**RESEARCH** published in *Pediatrics* has found parents who used teaspoon or tablespoon units had twice the odds of making an error with the intended and prescribed dose of medicines.

These findings supported a millilitre-only standard to reduce medication errors, the paper said, as teaspoon and tablespoon units could inadvertently endorse nonstandard kitchen spoon use.

The study looked at 287 English or Spanish-speaking parents whose children were prescribed liquid medications in two emergency departments.

Medication errors were common overall with 39.4% of parents making an error in measurement, the research said.

[CLICK HERE](#) to read the research.

## FIP mother's policy

**PHARMACY** policy and practice should reflect the United Nations' Global Strategy for Women's and Children's Health and the Every Newborn Action Plan, the International Pharmaceutical Federation (FIP), has said.

FIP's commitment includes advocating for scientific imperatives encouraging policies that allow pharmacists to work within their full scope of practice, and collecting and sharing best practices and evidence on effective pharmacists' interventions, all with the aim of improving maternal, newborn and child health.

## Oxycontin drop

**THE** Sydney Medically Supervised Injecting Centre (Sydney MSIC) has said preliminary data has shown overall there was a "very distinct reduction" in Oxycontin injection onsite and numbers were still trending downwards.

The new tamper-proof formulation of Oxycontin was introduced in April (**PD** 03 Jun) and in a letter published by *ABC*, Sydney MSIC medical director Dr Marianne Jauncey said where the centre used to have around 800 visits or more per week for Oxycontin injection, it now had in the order of 50.

However it was seeing an increase in other drug use, including morphine, heroin and fentanyl.

Average weekly visits for heroin injection rose from 236 in the nine weeks to March to 324 in the 13 weeks from April to June, and morphine numbers rose from 48 to 146.

Heroin and fentanyl carried higher overdose risks than Oxycontin, and the Centre had seen rates of overdose increase onsite, she said.

This data appeared consistent with overseas data but there was no easy answer to the question of the best way forward in relation to the availability or otherwise of generic Oxycodone in Australia, she said.

Only immediate data was available and evidence needed to continue to be collected to determine longer term impacts, and trends needed to stabilise before assumptions could be made about longer term implications, she said, and the National Opioid Medications Abuse Deterrence (NOMAD) study could help.

Mundipharma medical affairs director Christine Smith said the company supported the NOMAD study which would show the situation in Australia.

US data published in *Pharmacoepidemiology and drug safety* said reports of death by Oxycontin tablets decreased by 82% following reformulation.

The National Drug and Alcohol Research Centre said it was in the process of evaluating the tamper proof format.

To read the letter, [CLICK HERE](#).

## Incruse Ellipta nod

**GLAXOSMITHKLINE'S** Incruse Ellipta (umeclidinium) has been approved in Australia as a once-daily, maintenance bronchodilator treatment to relieve symptoms in adults with chronic obstructive pulmonary disease.

## ARTG cancels CM

**SOOTH** and Comfort Dietary Supplement from Newlrite Enterprises has been cancelled from the Australian Register of Therapeutic Goods (ARTG) following a compliance review.

[CLICK HERE](#) for details.

## ACPM member update

**THE** Advisory Committee on Prescription Medicines (ACPM) has updated its membership list with brief bios and posted meeting dates for the remainder of the year.

[CLICK HERE](#) for full details.

## DoseMe raises \$500k

**BRISBANE** personalised medicine startup DoseMe has raised \$500,000 from investors for expansion and overseas launch.

The mobile and web-based dosing platform allows medical practitioners to safely prescribe medicines based on a patient's individual ability to absorb, process and clear a drug, the company said.

## EMA clinical data transparency delay

**DUE** to the need for further clarification on wording and practical arrangements around the details of the European Medicines Agency's (EMA) new clinical trial data policy (**PD** 03 May), the adoption of the new policy will be delayed until Oct 2014.

The policy forces greater transparency by proactive publishing of clinical trial data.

Political, technical, personal data and commercial-in-confidence issues needed to be balanced against proactive data disclosure and would be worked through before October, the EMA said.

To read more, [CLICK HERE](#).



## 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)

### Antipodes Avocado Pear Nourishing Night Cream

Nature's anti-ageing agent by night creates beautiful skin by day. There's no better way to resurrect your skin than with the superior restorative qualities of 100% pure avocado oil, scientifically shown to stimulate synthesis of collagen production in human cells by up to 92%, says Antipodes. **Avocado Pear** facial night cream also features calendula oil from marigold petals. Active manuka honey is said to soothe and moisten your skin, while potent antioxidant Vinanza Grape helps neutralise free radical damage, the company says.

Stockist: + 64 4 934 7930

RRP: \$49

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



### Pharmacy-only Hydralyte: balanced rehydration product in new presentations

After the successful launch of the new **Lemonade Colour Free Ice Blocks** last year, Hydralyte has recently launched the 1 litre and 4x 250 mL (minis) ready to use solutions in the same flavour. The solutions are highly convenient with no mixing required.

The 1 Litre bottles can last for one month in the fridge after opening and the mini bottles are perfect for those on the go. Scientifically formulated, Hydralyte contains the correct balance of electrolytes and glucose required for rapid rehydration and is available only through pharmacies. Hydralyte ready to use liquids are manufactured by Hydralyte, a division of Care Pharmaceuticals.

Stockist: 1800 788 870

RRP: \$13.99 for 1 litre, \$15.99 for 4 x 250ml

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



### Para'Kito - the number one mosquito deterrent in France and Spain, now in Oz

**Para'Kito** is 100% natural and diffuses a blend of seven essential oils extracted from plants to mask the presence of humans from mosquitos for 15 days, making it the perfect protection accessory for anybody in heavily affected areas. As a natural and safe alternative to other products on the market, Para'Kito is ideal for adults, children, babies, pregnant women and allergy sufferers alike, as it has no direct contact with the skin, leaves no unpleasant odour and offers 24 hour protection from mosquitoes and insects.

Stockist: 1800 199 860

RRP: \$24.95 (includes two pellets)

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



### CareDent launches Rapids Mouth Ulcer Strips

CareDent, a leading manufacturer of consumer oral health products in Australia, has announced the launch of **Rapids Mouth Ulcer Strips**, a unique and innovative product designed to offer fast, effective relief of pain from mouth ulcers. Rapids uses the latest dissolvable technology and provides instant relief once placed on the affected area.

Treatment of mouth ulcers begins with prevention, including regular dental check-ups and good oral hygiene. For those who suffer from regular ulcers, Rapid Mouth Ulcer Strips will provide immediate reprieve from pain and discomfort.

Stockists: 1800 369 273

RRP: \$7 for a pack of 12 strips

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



### DISPENSARY CORNER

**FREE** medical pot dispensed.

Berkeley City Council in the US has established an ordinance that stipulates that at least two percent of all pot carried by medical marijuana dispensaries must be provided free of charge to "very low-income" individuals and families.

*Yahoo! News* reports that the council defines "very low income" as individuals making \$32,000 a year or less, or families of four collectively earning \$46,000.

The compassionate program is hailed by locals, "It's sort of a cruel thing that when you are really ill and you do have a serious illness... it can be hard to work, it can be hard to maintain a job and when that happens, your finances suffer and then you can't buy the medicine you need," said Berkeley Patients Group spokesman Sean Luce to *NBC News*.

### DAGNABBIT!

Ah man - excess coffee and alcohol have long been understood to be risk factors for atrial fibrillation (AF) but a new Swedish study with meta-analysis has now found that even moderate alcohol intake is a risk factor - is nothing safe?!

The paper, published in the *Journal of the American College of Cardiology*, followed 79,019 men and women finding no gender difference in the effect of alcohol on cardiovascular function.

**CLICK HERE** to read the study abstract.

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