

### EU OKs online logo

**THE** European Commission has launched a logo for authorised online pharmacies in order to protect patients from falsified medicines.



The new logo (pictured above) is intended to give assurance to potential online pharmacy consumers that the website they are on is a genuine pharmacy with authentic medicinal products which are approved for sale in the European Union.

To be fully implemented by the end of July 2015, it will link through to the websites of authorities in each country, where all legally operating online pharmacies are registered.

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## Guild to roll out support

**THE** Pharmacy Guild says it will offer a range of "practical business support and advice" to help pharmacies cope with the challenges of price disclosure, with an analysis of the Oct cuts (**PD** 20 Jun) confirming that the average impact on pharmacies in 2014-15 is likely to be close to \$90,000.

Guild executive director David Quilty said that with two of pharmacies' most frequently dispensed PBS medicines, Lipitor and Crestor subject to price reductions of 37% and 46% respectively on 01 Oct, the govt will see PBS savings of about \$1 billion over four years.

Writing in this week's *Forefront*, Quilty said the Guild is not opposed to price disclosure and recognises the need for taxpayers to get value for money from the PBS.

"However this should not occur at the expense of hard-working pharmacists and the viability of local pharmacy businesses," he said. Quilty said he and Guild President

### ASMI on paracetamol

**PARACETAMOL** is still a safe analgesic with a well-known safety profile, particularly at usual doses affirms the Australian Self Medication Industry (ASMI).

ASMI was responding to research published recently in *Emergency Medicine Australasia* which calls for a restriction on pack sizes to reduce the risk of deliberate paracetamol overdose (**PD** 20 Jun).

ASMI argues that there are widely accepted and used paracetamol overdose guidelines for managing slow release paracetamol overdose.

"Last year the size of packs containing paracetamol that are available over-the-counter in supermarkets reduced from 25 to 20 tablets," said ASMI director of Regulatory and Scientific Affairs, Steven Scarff.

"Worldwide, paracetamol has a long history of use and a well-established safety profile.

"It has been available in Australia for many years, but like all medicines it must be taken only as directed," he added.

George Tambassis would be talking to the government to explain that pharmacies are reluctantly cutting staff, opening hours and patient services to cope with the impact.

He said the Guild would also be focusing on 14 areas "where we believe that pharmacies can potentially enhance their business performance," with advice and support delivered at conferences, online and through Guild branches.

**CLICK HERE** for the areas of focus.

### Permitted indications

**THE** Therapeutic Goods Administration (TGA) has published the non-confidential submissions made to its consultation earlier this year on *Permitted (coded) indications for listed medicines*.

Submissions proposed more than 20,000 indications for addition to the permitted list, while others also supported the removal of the 'free text field' to limit the ability for sponsors to include inappropriate indications.

The TGA says it will continue to consult with industry and in the meantime the implementation of the legislation will be delayed.

See [www.tga.gov.au](http://www.tga.gov.au) for details.

## Dutton warns of cost pressures

**FEDERAL** Health Minister, Peter Dutton, says a new report released yesterday highlights the sharply rising costs being faced by Australia's health system.

*Australia's Health 2014*, produced by the Australian Institute of Health & Welfare reported that total health spending in 2011-12 was just over \$140 billion, up 70% in real terms over just ten years.

"The report shows that health expenditure has grown in real terms at an average rate of 5.4% per year in the past decade, far outstripping growth in the broader economy, which has only been growing at 3.1%," he said.

Dutton said health spending per person had risen from \$4,276 in 2001-02 to \$6,230 in 2011-12.

The biennial *Australia's Health* report is the most comprehensive

### Bova financial pact

**NSW-BASED** pharmacy group Bova has formed a joint venture with financial services firm Zedius, which provides "white knight" funding to pharmacies which are struggling financially.

Zedius says that with the "perfect storm" currently facing Australian pharmacy, it offers an alternative to receivership and insolvency.

"Receivers try to pick up the pieces but they rarely have the specialist expertise to run a pharmacy as a going concern," the company said.

The joint venture will see Zedius utilise Bova's expertise in retail and compounding pharmacy, with its "unique model of supplier management, inventory rationalisation, targeted marketing and cost-saving initiatives.

"As a compounding pharmacy, Bova also has access to a niche and lucrative market that is immune from PBS price cuts," according to Bova Compounding md Nick Bova.

Zedius targets "debt acquisitions" mainly through relationships it already has with banks, suppliers, franchisors and other creditors, but can also receive inquiries directly from pharmacists facing difficulties - for more information call Jared Zak on 0449 773 105.

analysis of the health of Australians and their health system, he said.

The report found that chronic diseases accounted for 90% of all deaths in 2011 and were also the leading cause of illness and disability in Australia.

Dutton said that in many cases serious conditions such as cardiovascular disease, diabetes and cancer are "heavily linked to lifestyle decisions."

"Unless we can turn around our disturbingly high rates of overweight and obesity, lack of exercise and poor diet, more and more of us will develop these serious illnesses," he added.

Dutton said the report vindicated the government's move to build sustainability into the health system by introducing the \$7 GP co-payment in the May budget.

## End alcohol-sport link

**ALCOHOL** advertising's close association with sport must end, says chair of the Alcohol Advertising Review Board (AARB), child health researcher Professor Fiona Stanley AC.

She was speaking as AMA federal vice president Stephen Parnis launched the AARB's second annual report in Canberra this week.

"Children are being heavily exposed to alcohol promotion, often in association with their sporting idols," said Parnis.

"The government should act now to introduce strong regulatory controls on the content, placement and volume of alcohol advertising and promotion," he urged.

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.



**This weeks travel specials are brought to you by Travel on Sale.**

In this week's travel specials, **Travel on Sale** has a fantastic offer for readers - book any 5 night holiday to the USA and get a FREE sightseeing tour in Las Vegas, San Francisco, Anaheim or New York\*.

A 5 night stay at the 4.5 star Caesars Palace including a 30% discount on accommodation starts from \$439pp, or see San Francisco for 5 nights from \$529pp. Take the family and experience the wonderful world of Disneyland with a 5 night package including 1 free night, breakfast daily, 3 day Disneyland Resort Park Hopper Pass plus kids stay free from \$699pp.

The famous city of New York is on sale today with 5 nights starting from \$645pp.

For more great value deals visit [travelonsale.com.au](http://travelonsale.com.au) or to book, call 1300 013 729. \*Conditions apply.

## Apotex gets appy with NPS

**AN UPCOMING** new version of NPS Medicinewise's MedicineList+ smartphone app has added the ability to interface with dispensary software and download a patient's medication history, with the update the outcome of a partnership between NPS and Apotex.

The current MedicineList+ allows users to store the medications they are using as well as keep a record of medical test data, as well as scan in barcodes of prescription drugs and set dosing reminders.

The new version uses a piece of dispensing software "middleware" which extracts specific data from the dispensing system and sends it to the app, according to *Pulse IT*.

"Patients can then see a list of everything that has been dispensed, including over the counter and complementary medicines," said Apotex marketing manager Paul Chang.

The updated app will be launched in Aug, with a number of future

enhancements in the works including the ability for patients to order repeats and set a time to pick up their prescriptions.

Chang said pharmacies would be able to put their own branding details on the app.

NPS ceo Lynn Weekes said the app would help reduce errors in transferring medicine information into the app.

"It will also help with patient adherence and medicines safety by encouraging patients to build a trusted relationship with their pharmacist," Weekes said.

## CHC meeting sponsor

**THE** Complementary Healthcare Council (CHC) of Australia has announced Aker BioMarine as the official major sponsor of the 2014 CHC National Conference which will be held in Sydney on 30 Oct.

Themed 'The Wellness Revolution', delegates "will be informed of how we as an industry can help deliver preventative healthcare today for a better, healthier tomorrow," said the CHC.

"With such an impressive track record with regard to sustainability and a shared focus on a healthy future, we believe Aker BioMarine is the ideal partner to make this year's conference the best one yet," said Carl Gibson, ceo of the CHC.

## TGA airs regulation

**THE** Therapeutic Goods Administration has posted a new video on YouTube which outlines its "benefits versus risks approach to regulating therapeutic goods."

The video is now available on the *Pharmacy Daily* website - see [pharmacydaily.com.au/videos](http://pharmacydaily.com.au/videos).

## WIN A CARMEX PACK!

This week *Pharmacy Daily* is giving 5 readers the chance to win a **Carmex®** lip balm prize pack.

Carmex® is one of the world's most loved lip balms with ingredients including Lanolin, Theobroma Cacao Seed Butter, Cera Alba and Menthol.

Best known for the famous Carmex 'tingle', the cult classic Carmex Jar has been reinvented for Winter with a Limited Edition I Heart Carmex Jar. Pop one in your handbag so your lips are prepared for anything.

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

Can you apply Carmex before applying lipstick?

Congratulations to yesterday's lucky winner **Kylie Trew** from **Lakewood Pharmacy**.



## DISPENSARY CORNER

**NEW** pharmacy giftware range?

A somewhat unaware designer working at a company making Soccer World Cup mugs may have created his last.

He apparently mistook Barack Obama for England defender Chris Smalling, creating 2,000 unsellable mugs showing the US President's smiling face (**pictured**) sporting the English team shirt.



**NEED** a quick pick-me up?

A new product has launched in the USA which makes it super easy to add caffeine to just about anything.

Dubbed 'CaffeinAll', the granulated stimulant comes in salt shaker-styled packaging so it can be sprinkled on everything from "salad to curry to ice-cream."

It's been produced by a company called Caffex, which first developed the caffeinated marshmallow three years ago.

Caffex says its new product is odourless, non-bitter and economical, and thus three sprinkles contain more caffeine than a Red Bull energy drink - **CLICK HERE** for a promo video.

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