

Pharmacy DAILY

Monday 10 Mar 2014

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Research suggests the correct dose of fish oil needed to help the joint inflammation associated with arthritis is 2.7 grams of omega-3 daily.

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Doribax label change

THE US Food and Drug Administration (FDA) has revised the label of the antibacterial drug Doribax (doripenem) to include a warning about using it to treat pneumonia.

The FDA said it had been used to treat patients who develop pneumonia while on ventilators and it had found an increased risk of death and lower cure rates compared with other drugs.

The FDA said Doribax was still safe and effective for its approved indications including treatment of adults with complicated intra-abdominal infections.

Viread recall

GILEAD Sciences Ltd has recalled Viread 245gm film-coated tablets (tenofovir disoproxil fumarate) due to the possible presence of silicone rubber, as a failure of manufacturing equipment may have resulted in silicone fragments entering the product.

For batch numbers, [CLICK HERE](#).

PBPA to go in new PBS

THE Pharmaceutical Benefits Pricing Authority (PBPA) will cease to be as of 01 Apr in a streamlined Pharmaceutical Benefits Scheme (PBS) pricing process (**PD** breaking news 07 Mar).

The Department of Health said the new process would reduce time taken to list medicines on the PBS and improve access, cutting four weeks off the listing time for medicines and giving sponsors additional time to finalise submissions.

This shorter timeframe would be due to pricing agreements being reached faster, once approved by the Pharmaceutical Benefits Advisory Committee (PBAC), the Department said.

The final decision on price would still be made by the minister or delegate.

Once the PBPA ceased to be, sponsors would need to provide cost of goods information when submitting, but there would be a transition period to assist industry.

There would be no change for price increase for currently subsidised medicines.

The Department said it would be in contact with member organisations to ensure a smooth transition.

Medicines Australia ceo Dr Brendan Shaw said the group had not been consulted on the change prior to the decision being made.

"We recognise that the streamlining of the pricing process should mean a quicker listing time for companies.

"We will be seeking dialogue with the Government on how we can ensure industry views and advice are incorporated into the PBS listing process in the future.

"Industry involvement in the PBS process is important to ensure decisions are informed by how the market works in the real world, the practical aspects of how the industry operates, and the potential for unintended consequences of decisions."

New contraceptive

A NEW contraceptive has been developed which could protect women from unwanted pregnancies and HIV at the same time.

The as yet unnamed ring, inserted into the vagina, lasts for up to 90 days and delivers the anti-HIV drug tenofovir and the contraceptive levonorgestrel at differing doses.

The ring could be of particular help to women in low-income countries, should a partner refuse to wear a condom, and had been tested on sheep, with the team awaiting approval for a trial in the US, the *New Scientist* reported.

The ring costs about US\$10, the publication said, and the team behind the device hoped to have it available in other countries within the next five years.

Published in *PLOS One*, the study of the ring said the device could "easily" be configured to deliver other drugs and a wide range of doses or combinations for other women's health challenges.

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

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Lipitor OTC research

PHARMACEUTICAL giant Pfizer is conducting a 1,200-strong patient clinical trial in the United States to test if consumers taking a nonprescription Lipitor (atorvastatin) will make the right decisions around the results of their own blood tests measuring their cholesterol.

The trial, recruiting patients through more than 35 US pharmacies, is planned for completion by the end of 2014.

Doctor groups have expressed concerns that patients may be underdosed given that only the 10mg dose will be trialled and that side effects such as muscle pain may not be recognised as associated with the therapy.

Pfizer told the *Wall Street Journal* that an over-the-counter Lipitor would help close a "treatment gap" for people at risk of heart attacks and strokes who don't currently take a statin, potentially generating savings for the healthcare system by preventing more costly problems later in life.

PSA heralds QUM award

THE Pharmaceutical Society of Australia (PSA) has announced a jointly sponsored award in association with Mundipharma championing quality use of medicines.

The award will recognise a pharmacist who has made an outstanding contribution to the quality use of medicines through direct clinical care of consumers with persistent pain, building on the pharmacists' role in pain management development and practice support programs.

Liesel Wett, PSA ceo, said pharmacists had a key role in pain management and the award would further encourage development of this role.

"Pharmacists, like doctors, have among their professional responsibilities an important role in monitoring and questioning the use of prescription opioids, and advising patients on the most effective and safe way to take their medications, the Royal Australasian

College of Physicians noted in its Prescription Opioid Policy published last year.

"It said pharmacists should be recognised as key stakeholders in a multidisciplinary group to implement and evaluate policy.

"To support this role, PSA has developed a wide range of resources to support pharmacists in improving the health outcomes of people with pain during 2013, and to address the varied learning styles of pharmacists.

"These resources include PSA's Essential CPE on Neuropathic Pain, online presentations and podcasts from PAC13 by last year's QUM award winner Alex Page, as well as Joyce McSwann's pain management webinar."

The PSA said that it recognises that managing customers' pains can be challenging, and has therefore provided communication education support - **CLICK HERE** to access.

For details about the award and application forms, **CLICK HERE**.

Pfizer recalls Effexor

PFIZER has initiated a US only recall of one lot of 30-count Effexor XR (venlafaxine HCl) 150 mg extended-release capsules, one lot of 90-count Effexor XR (venlafaxine HCl) 150 mg extended-release capsules and one lot of 90-count Greenstone LLC-branded Venlafaxine HCl 150 mg extended-release capsules.

According to *Business Wire*, the recall was undertaken because of a pharmacist report that one bottle of Pfizer's Effexor XR contained one capsule of Tikosyn (dofetilide) 0.25mg in addition to the Effexor XR capsules, each batch of which was assembled on the same line.

TGA upgrades system

THE Therapeutic Goods Administration (TGA) has announced an upgrade of its OTC medicine applications system to an online system.

Access to the upgraded system will continue to be through the eBusiness Services website.

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Drawn 16/03/14. *Minimum trade order required. One prize only. Winner contacted by email.

Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Roma Cecere, General Manager - Strategic Business Performance for GuildLink.**



BIG DATA – what does it mean?

BIG DATA is just data and the size of it really does not matter, it's the insights you gain from it and what actions you take that will make the difference.

The term "BIG DATA" has been used extensively in the media but don't let it scare you. We all have access to 'data', be it a list of customers from your 'loyalty club', dispensary, point of sale - they all contain data and you could analyse it in whichever direction. What will give you a competitive edge will be how you will interpret the data and what actions you will take.

Another aspect of data will be its timeliness. Into the future insights which are a week old are no longer insights, they are history and all you can do is learn from them.

Organisations worldwide are investing into people, technologies and intuitive tools providing them with information to gain a better understanding of their business, their client base and potential opportunities. GuildCare's core focus is to enhance sustainability of pharmacy by providing tools which enhance the reporting intelligence, highlighting the untapped opportunities. It will be up to you to take action! Visit our stand 144 at APP2014 for more information.

IMS Health FAN for ANZ

FLU/COLD/RESPIRATORY Activity Notification (FAN) is a global tracking and projection system focusing on respiratory illness allowing the identification of significant national and regional changes in patient severity.

IMS Health Australia is now coming online with the system.

The report is delivered in syndicated weekly reports that track the number of people affected by current and future cough/cold/flu and general respiratory illness at the national level and across eight defined Australian regions and three defined New Zealand regions representing the major cities.

FAN has been available in the USA, Canada and Europe for more than 30 years and has recently become available in Latin America.

Commercially, FAN's reports have been used to predict changes in demand for both over-the-counter products and selected prescriptions, such as antibiotics, throughout the year.

The report can track symptom presentation, specifically cough, sore throat, fever, nasal congestion,

and flu-like symptoms at a national level.

It also provides a visual representation of four severity levels expressed as a FAN status level, or market demand indicator, for each of the markets tracked in Australia and New Zealand.

MoH opens new facility

FEDERAL health minister Peter Dutton will officially open one of the largest and most sophisticated medication packaging facilities of its kind in the world on Wednesday in Brisbane.

The APHS Packaging medication packaging facility at Mansfield in south-east Brisbane has the capacity to deliver up to 100 million medication compliance packs every year through community pharmacies across Australia.

APHS said that the purpose-built TGA-licensed facility with cleanroom packaging has given community pharmacies access to a world-class medication solution that helps their customers confidently manage medications.



DISPENSARY CORNER

SHORT fuse - short life.

Recent research has demonstrated that having a short temper fuse can increase your risk of heart attacks.

According to the *BBC News*, The Harvard School of Public Health researchers say, at a population level, the risk with a single outburst of anger is relatively low - one extra heart attack per 10,000 people per year could be expected among people with low cardiovascular risk who were angry only once a month, increasing to an extra four per 10,000 people with a high cardiovascular risk.

Worse, the episodes of anger are cumulative in their increase of risk, and in the two hours immediately after an angry outburst, there is a five fold risk of heart attack.

Feel that serenity.

DIVINE Chemistry.

A creation more suited to biblical days than the present is the latest from a British inventor and his partner who claim to have devised a way of turning water into wine.

Dubbed the Miracle Machine, the 750ml oversized bottle-shaped container promises to make 750ml of 'quality' wine such as cabernet sauvignon or chardonnay within three days.

According to *Orange News* the device works in a "vaguely-similar style to a Soda Stream" with the winemaker adding water and some ingredients leaving the Miracle Machine to do its thing.

The plan is to sell the device for around £300 claiming that it can make a bottle of wine rivaling a £12 bottle for around £1.20.

CUTE assassin.

Following the widely publicised snake swallowing a crocodile, an otter in Florida has made a meal of an intruding alligator.

Normally noted for its cuteness, the otter revealed its survival side.

WIN WITH BIOSPORT

This week *Pharmacy Daily* is giving five lucky readers the chance to win the BioSport's Reflex Soles.

BioSport has recently over-hauled their Reflex Soles, the new design includes Polymer Gel technology that is embedded with six therapeutic magnets. This allows the individual wearing the insoles to get the benefits of a Reflexology treatment without even being aware of the magnets that are formed into the polymer gel.

The polymer gel technology also offers optimum cushioning and absorption of damaging foot shock. The flexible gel gives a longer lasting durability allowing you more value for your money. And with the 28-Day-Money-Back-Policy you really have nothing to lose but your pain.

To win, be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.



How many therapeutic magnets are in each BioMagnetic Sport Gel Reflex Sole?