

## Pharmacy DAILY on location at APP

Today's issue of PD is coming to you from the Gold Coast Convention Centre.

**THOUSANDS** of pharmacists are descending on the Gold Coast today for the annual Australian Pharmacy Professional Conference and Trade Exhibition.

APP2014 kicked off this morning with the State of the Industry Symposium, and later today Federal Health Minister Peter Dutton will announce the winner of the QCPP Pharmacy of the Year award for 2014.

And this afternoon's IT-heavy program explores the e-health world for pharmacy - follow @pharmacydaily on Twitter.

## APP patient-focus future

AT the APP 2014 State of the Industry Symposium, the focus was on the future of patients and opportunities for the industry.

Chaired by Pharmacy Guild of Australia executive director David Quilty, the first part of the symposium included IMS Health ANZ general manager Chris Cochran, who provided a general overview of the pharmacy sector, including that there had been a value contraction in 2013 for the first time ever, with -0.6% growth, and 2015 was the first year where a return to some growth was forecast.

Cochran said there was a real opportunity for pharmacists to increase the value proposition in specialty products, which were seeing growth.

He also challenged pharmacists as to whether they had identified

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opportunities to connect with existing or future patients, to drive a better ongoing patient relationship, quoting an IMS analysis of the apps in the Apple iTunes store in June 2013, which showed 23,682 apps related to healthcare, with two thirds related to consumers.

Australian Self Medication Industry president Mark Sargent spoke about the opportunities that front of shop provided.

Front of shop growth outpaced prescription, he said, with vitamins, minerals or herbals the largest segment of market share at 21%.

S3 was underleveraged due to a lack of advertising, he said, and a recent UTS pharmacy barometer had shown that the majority of pharmacies now supported a new form of communication for S3.

ASMI had been working closely with the Guild and the PSA to build an alliance, and an aligned view, of what that could look like, and this had been achieved, Sargent said.

This involved condition awareness, the importance of pharmacists and thirdly, being all about the brand.

Also speaking was NPSA president Patrick Davies, who emphasised the need to make the supply chain in Australia, which was already one of the best in the world, even smarter, more efficient and more secure.

He spoke of Radio Frequency Identification as a potential solution for security of medicines, and the FDA's introduction in 2013 of a national traceable framework for prescription medicines.

The last speaker of the first part of the symposium was GMiA's Mark Crotty who highlighted the need for policy change to prevent irreversible damage to the generic side of medicine.

## Wett to leave PSA

**PHARMACEUTICAL** Society of Australia ceo Liesel Wett has resigned and will finish up on Fri 11 Apr to take up a role as ceo of Pathology Australia.

Wett has run the PSA since 2010, and her tenure has seen PSA's membership base grow from 11,000 to 18,000 as well as the "true unification" of the Society by bringing WA into the organisation.

PSA president grant Kardachi said a shortlist of candidates to replace Wett was being compiled.

## HealthNotes and TOP

**HEALTHNOTES** and patient engagement platform marketer TOP have today announced an agreement to combine forces to launch their program to a potential 800,000 patients from next month.

BonaDea (PD yesterday) integrates patient prescription reminders with "true personalised direct-to-patient content designed to enhance the pharmacist-patient relationship at the same time as driving compliance," said Saurabh Mishra, director of Healthnotes.

## NSW pharmacists vax

**NSW** PSA president John Bronger has written to state health minister Jillian Skinner, who in response has given qualified support for pharmacists to be able to administer influenza vaccines.

According to today's *Financial Review*, Bronger was pushing for pharmacists in NSW to begin giving vaccines before the trial planned for Qld even begins.

Skinner said NSW Health "supports pharmacists being included in immunisation service delivery models in principle," but any changes are likely to wait until the outcome of the Qld trial.



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### TGA on Viread recall

**THE** Therapeutic Goods Administration (TGA) said it had been advised by the Australian sponsor of Viread that the Australian product was not affected by the recall.

This followed a recall by Gilead Sciences in the UK Viread 245 mg film-coated tablets due to the possible presence of silicone rubber (PD 10 Mar).

The product supplied in Australia was the 300 mg tablets, the TGA said.

### TWC aids coeliac patients

**TERRY** White Chemists (TWC) has announced it will introduce a dedicated Gluten Intolerance category across its network of more than 160 Australian pharmacies.

While many TWC pharmacies have been creating gluten-free medications for many years, this program is intended to cater more comprehensively to those living with coeliac disease.

Anthony White, ceo of TWC said that the introduction of Gluten Free Foods was the first step in a planned expansion into the Health Foods category.

The launch of the Gluten Intolerance category will coincide with Coeliac Awareness week which kicks off today.

"Thankfully, Coeliac Disease is a condition that can be quite easily managed but it does require proper diagnosis," he said.

"Coeliac Disease has a number of potential knock-on health effects including increased risk of some cancers, osteoporosis and infertility.

"Our pharmacists are extremely effective when it comes to improving quality of life for those living with health challenges but unless there is an opportunity to engage in conversation it is impossible to know what people may be facing," added White.

### CHF wants PBAC voice

**WHILE** supporting health minister Peter Dutton's decision to dismantle the Pharmaceutical Benefits Pricing Authority in hope that this speeds up the listing of medicines on the Pharmaceutical Benefits Scheme, the Consumer Health Forum (CHF) has concerns that this removes a consumer representative from the overall PBS pre-listing process.

While the CHF says this decision shouldn't impact negatively on the process, but "strengthening the consumer voice on the PBAC would be achieved by appointing a second consumer representative to the PBAC and enhancing the consumer submission process, by such measures as making provision for the PBAC to hear from patient groups directly," CHF spokesman Mark Metherell said.

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### PBA recruiting panel

**THE** Pharmacy Board of Australia is calling for experienced practising pharmacists to join the Pharmacy Board of Australia's list of approved persons for appointment to panels.

Applicants must have a minimum of three years current and recent practice experience ideally practising in the areas of community or hospital practice.

**CLICK HERE** for details.

### Pfizer reclaims Lyrica

**PHARMACEUTICAL** giant Pfizer has won its battle to retain the validity of its patent on its US\$4.6b neuropathic pain therapy Lyrica (pregabalin) in the US Court of Appeals for the Federal Circuit in Washington this week.

As well as neuropathic pain such as that that from shingles and fibromyalgia, Lyrica is also used to treat epilepsy and hot flashes and according to a *Bloomberg* report, contributes around 9% of Pfizer's total revenue.

Four companies were involved in the patent challenge: Teva, Actavis, Lupin and Sun Pharmaceuticals.

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



**What type of gel is used in the BioMagnetic Sport?**

Congratulations to yesterday's lucky winner **Kaye Hazel** from **Angel Medicine**. The correct answer was **longitudinal arch stabiliser**.



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## 2014 season vaccines

**THE** Therapeutic Goods Administration has identified the 2013 seasonal influenza vaccines for use in children and the timings required.

Abbott's Influvac, Novartis' Agridipal, GlaxoSmithKline's Fluarix and Sanofi-Pasteur's Vaxigrip are named for use from the age of 6 months while bioCSL's Fluvax is only to be used from the age of five years because of an increased risk of fever and febrile convulsions.

From the age of 9 years, no fever or febrile issues apply.

Healthcare professionals are encouraged to report all adverse events associated with vaccination.

## 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.

### Great value specials to the Islands of Hawaii

The famous **Waikiki** starts from \$269pp and includes a 4 night stay, reduced nightly rates, free Waikiki Trolley rides plus free internet access.

The 4.5 star **Modern Honolulu** from \$615pp including 1 free night, free room upgrade and more. Add on a neighbour island experience from \$269pp staying at the 4 star **Outrigger Kiahuna Plantation**, Kauai with reduced nightly rates or see Maui from \$279pp including 3 nights plus kids stay free bonus.

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## Antibiotic research need

**FULBRIGHT** scholarship winner Suzanne Schultz has said the lack of development of new antibiotics is a significant public health problem.

Schultz, of the University of South Australia, won the Fulbright SA State Category Postgraduate scholarship for her research focussing on international and inter-sector collaboration in developing new antibiotics to address resistance.

Schultz said there had been had less than five new antibiotic classes in the last 30 years.

ROI was not sufficient to justify the cost of development as comparative products were cheap and effective, she said.

Only four large pharmaceutical companies were involved in the development space and with resistance levels rising, a real worry was a return to a 'pre-antibiotic' era, she said.

Her proposal included reviewing models proposed by organisations such as reACT and the London School of Economics to tempt businesses back into the antibiotic development space by providing

economic and social incentives.

Schultz said her research would also involve speaking with 18 thought leaders and decision makers in Australia, speaking with stake holders in Europe and, through the Fulbright, the US, and formulating her own model, which she would then test with an online survey of scientists working in drug development, that she hoped would yield 300 to 500 responses.

She was "very very excited", since the US was the biggest market for and greatest investor in pharmaceutical products.

Australia itself had a strong international reputation for high quality research, and unique flora, fauna and soils that had potential for analysis, Schultz said.

The scholarship was an opportunity to represent Australia, and bring back and share information, she said.

## Migraine med device

**THE** US Food and Drug Administration (FDA) has allowed the marketing of the first device used to prevent migraines, as an alternative to medication.

The TENS device is called Cefaly.

## EMA 1st risk summary

**THE** European Medicines Agency (EMA) has published the first risk management plan (RMP) of a newly authorised medicine, for the public.

It deals with Neuraceq (florbetaben), used during brain scans in patients with memory problems, and details what is and is not known about the medicine's safety and describes the measures taken to prevent or minimise risks.

The EMA said it would pilot publishing such summaries during 2014 for all newly authorised medicines, and would start publishing summaries for previously authorised medicines "at a later stage".

This came as part of a drive to improve information about medicines for the general public, the EMA said.

To read the RMP, **CLICK HERE**.

## DISPENSARY CORNER

### HAIR of the dog.

Vets in Melbourne got a dog drunk for 48 hours to save his life.

No, it's not the excuse of transgressing vet students, but is in fact, a way to avoid ethylene glycol poisoning, the Animal Accident & Emergency clinic said.

In a blog, the clinic said the chemical was usually found in radiator and brake fluids and when ingested, caused kidney failure; apparently, the only antidote in Australia was alcohol.

So Charlie the dog was given successive doses of vodka for 48 hours and returned home safe and sound, the clinic said.

"In fact for the whole weekend, Charlie had a huge party with us in the Pet ICU."

### UNTIL the police do us part.

If you're thinking of getting married soon, take note of the couple whose matrimonial bliss lasted up until their honeymoon flight from Atlanta to Costa Rica, when the groom got in a drunken argument with his bride.

The aircraft was forced to make an emergency landing on Grand Cayman island, and the man was escorted from the flight, *Stuff.co.nz* reported.

His bride very sensibly stayed on the plane and the man was fined US\$600 for the incident, *Reuters* reported.

### AH, young love.

An art project with a difference has proved a hit on YouTube, wracking up more than 17.5m views.

'First Kiss' films 20 (somehow all fairly good looking) strangers kiss for the first time.

Amateur filmmaker Tatia Pilieva films the couples in black and white, and shows the awkward, but really rather sweet, interactions of the couples before they kiss.

Comments on YouTube are so far fairly appreciative, for a change. To view, **CLICK HERE**.