

Phenylephrine letter

THE Australian Self Medication Industry (ASMI) said recent information on the pharmacokinetics of phenylephrine was interesting but of "limited value."

'Increased Phenylephrine Plasma Levels with Administration of Acetaminophen' was published in the *New England Journal of Medicine* and said three studies showed unexpected pharmacokinetic interaction between acetaminophen, ibuprofen and phenylephrine, resulting in nearly a quadrupling in maximal plasma concentration.

"Halving the dose of phenylephrine that was combined with acetaminophen to 5 mg produced a plasma concentration-time curve similar to that for 10 mg of phenylephrine administered alone."

ASMI director of scientific and regulatory affairs Steve Scarff said it was important to note that the information was in letter form, not a publication of a full study.

CLICK HERE for more.

EMA access pilot

THE European Medicines Agency (EMA) has launched its adaptive licensing pilot project, and is inviting companies to participate.

This was part of its efforts to improve timely access to new medicines and started with early authorisation in a restricted population followed by evidence gathering and adaptations of marketing authorisation to expand access, the EMA said.

PBS "national treasure"

FOLLOWING on from his APP presentation, Medicines Australia chairman Dr Martin Cross has reiterated that the Pharmaceutical Benefits Scheme (PBS) was a national treasure which was sustainable.

Cross said in his address at the National Press Club that to ensure the viability of the PBS, it was vital to have a stable policy framework between government and the industry, "despite the challenges we have faced in the past."

At APP, Cross said Simplified Price Disclosure had been a "tragic situation" and reforms had been

difficult for the industry.

The only way to be successful now was to bring good new medicines to the market, but a system was needed to support this, he said during his presentation at APP.

At Medicines Australia's annual Parliamentary dinner, Health Minister Peter Dutton said it was a good opportunity for the industry to showcase their work, so the government could get a better understanding of how it could provide support, including growth of a viable sector.

Favourite pharmacist

MONICA Soliman has won the 'Australia's Favourite Pharmacist' award.

Soliman was voted as a finalist by customers and then selected as the overall winner by a panel.

Customers from more than 226 stores voted from September.

Soliman from Priceline Pharmacy North Rocks has been a pharmacist for four years and said interaction and communication with customers had helped build relationships.

"One of the key reasons I became a pharmacist was my desire to have a positive impact on the health of my community - I believe that if you invest time in caring for patients, getting out from behind the dispensary and building a rapport with them, you form a bond of trust."

The competition was run by Priceline Pharmacy.

Online business guide

THE Australian Competition and Consumer Commission has released a publication of best practice tips for online sellers and marketplaces.

'A guide for business: Consumer product safety online' has been published following concern from the ACCC that some online sellers might not be aware that all businesses supplying to Australian consumers had the same obligations under consumer law.

The online environment created unique product safety challenges and requirements that online suppliers needed to be aware of, ACCC deputy chair Dr Michael Schaper said, with an example cited of a consumer being able to check the mandatory cosmetic ingredients list.

Baxter recall

BAXTER Healthcare is recalling its HomeChoice Pro automated peritoneal dialysis system for product correction.

The recall is in consultation with the Therapeutic Goods Administration (TGA) and would add additional precautionary warnings to the Instructions for Use, relating to patients who were more vulnerable to unintended increased intraperitoneal volume (overfill), the TGA said.

While the recall followed overseas reports of overfill using the systems, the TGA had not received any reports in Aus as at 14 Mar.

\$2.2b HPV vax sales

THE global prophylactic human papillomavirus (HPV) vaccine market value has been forecast to increase by 2.6% from 2012 to 2022, from US\$1.7b and US\$2.2b.

This is according to a report from research and consulting firm GlobalData, which was formed using data sourced from proprietary databases, primary and secondary research and in-house analysis.

HPV vaccine sales in Australia and Canada were expected to grow at the largest compound annual growth rate of more than 9%, driven by the launch of Merck's V503 vaccine, and the inclusion of males in HPV vaccine recommendations, the report said.

Obstacles to the market's growth included low coverage rates and vaccine safety fears, it said.

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



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Jobs of the Week

- **Pharmacist in Charge** - Darling Downs Region, QLD (Job# 2010306)
76 hours/fortnight - working with experienced pharmacy team.
- **Pharmacist Manager** - Geelong, VIC (Job# 2010453)
Take on this role with overall responsibility for the store's performance.
- **Pharmacist** - Riverina Region, NSW (Job# 2009912)
Diverse opportunity involving work between community & hospital sector.

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Retail giant elephants

PSA ceo Liesel Wett said in her Message from the CEO that the government not allowing retail giants into pharmacy had long been an "elephant in the room, with Coles and Woolworths working away" for pharmacies in supermarkets - [CLICK HERE](#).

Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

22-23 Mar: The Goodfellow Symposium, Auckland - see www.goodfellowsymposium.org

4-6 Apr: Australian Fitness & Health Expo; Melbourne; see: www.fitnessexpo.com.au

5 Apr: Clinical Trials Seminar; Melbourne; for more info go to: www.shpa.org.au

5-6 Apr: Pharmacy in Focus; Armidale, see: www.psa.org.au

11-12 Apr: 2nd BioCeuticals Research Symposium; Sofitel Sydney Wentworth; see: www.bioceticals.com.au

12-14 Apr: FIP Fifth Pharmaceutical Sciences World Congress, Melbourne - for details [CLICK HERE](#).

3-4 May: 4th International Conference on the Science of Nutrition in Medicine and Healthcare Conference; Gold Coast; for more info see: www.nutritionmedicine.org.au

17-18 May: Early Career Leadership Seminar; Adelaide; for more info go to: www.shpa.org.au

1-3 Jun: ConPharm 2014; Port Douglas; for more info go to: www.conpharm14.com.au

1-3 Jun: 20th International AIDS Conference (AIDS 2014); Melbourne; see more at: www.aids2014.org

20-22 Jun: National Convention & Exhibition; Sydney; details: www.nswpharmacy-nce.com.au

Consumers win from PD

THE Pharmacy Guild of Australia said media reports that the price cuts in the latest round of the Pharmaceutical Benefits Scheme (PBS) were a result of the Government stopping 'overpayments' to pharmacies was an "unfair slur on hard-working pharmacists."

The reports, featured in the likes of the *Daily Telegraph*, say the government has been paying up to 80% above the market price to "chemists" for generic medicines, but that this would change as of April.

The Guild said this was incorrect and misrepresented the role of pharmacists, who continued to provide PBS medicines at the best

possible price within a system in which they had no control over the PBS price, since it was determined by the Government.

The majority of prescriptions dispensed under the PBS were directly subsidised and therefore the co-payment was identical whichever pharmacy supplied the prescription, the Guild said.

"It is blatantly unfair that the reputation of these caring health professionals should be damaged by false assertions that they have somehow been 'overpaid' by Government, when in fact they have been co-operating with the price disclosure price cuts and have no capacity whatsoever to vary PBS prices."

Letter to the editor

The letters published earlier this week (*PD* 18 & 20 Mar) have provoked this reader response:

Whilst I share the concerns that community pharmacists have about the large discounters, it also provides an environment where the consumer can easily distinguish between a "supermarket" type model, and a full health service

model.

It's up to community pharmacists to promote themselves as the ultimate destination for health solutions, and then do it!

Joe Lamhut, Walker Wayland Health

If you would like to weigh in on this or other subjects, email us: info@pharmacydaily.com.au.

WIN A MOOGOO MINI MOO PRIZE PACK

We're looking for Pharmacy Daily's Happiest Baby!

This week *Pharmacy Daily* is giving five lucky readers the chance to win a **MooGoo Mini Moo** prize pack valued at \$50.35.

MooGoo's popular baby range has natural and healthy creams



and therapeutic products that help soothe common baby skin conditions.

The range uses edible oils as babies love to eat everything within arm's reach. It includes a cream for eczema, nappy rash and cradle cap, a gentle moisturiser, breast feeding balm and bubble bath.

For your chance to win, email us a picture of the Happiest Baby you know by COB this Friday to: comp@pharmacydaily.com.au.

DISPENSARY CORNER

THAT'S just your opinion, man.

Almost half of American adults (or 49%) agreed with at least one medical conspiracy theory.

This comes via an online survey of 1351 adults over two months by YouGov, published in *JAMA Internal Medicine*, with 18% of the sample agreeing with three or more medical conspiracy theories.

These included that the FDA was intentionally suppressing natural cures for cancer because of drug company pressure, at 37%, and 20% agreed that either corporations were preventing officials from releasing data linking cell phones to cancer, or that physicians wanted to vaccinate children even though they knew such vaccines were dangerous, the letter said.

I'M not even tired.

Yawning's contagious, we all know that, but a new study has suggested that it might not have anything to do with empathy.

The study, published in *PLOS One*, administered a three minute yawning video stimulus to 328 participants, 222 of whom contagiously yawned at least once with a range of 0 to 15 yawns.

The study said the results revealed variables like empathy and tiredness had "little effect" on contagious yawning susceptibility.

Interestingly, age was the only variable with a significant influence on whether or not someone yawned, the study said, but was only able to explain 8% of the variation, which left "the majority of variation unexplained by any known factors."

TOO healthy.

Planet Fitness gym in California told member Tiffany Austin to put a shirt over her body as her toned body was "intimidating people" *KTVU Channel 2* reported.

It turns out the gym has a policy where members can relax without being subjected to the "look-at-me" attitude that exists in gyms elsewhere, the station reported.