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CPEXpo 2014 planner

AN e-handbook for CPEXpo 2014 has been published on the CPEXpo website today, providing delegates with the opportunity to plan their CPEXpo experience.

Pharmaceutical Society of Australia NSW branch president John Bronger said it was the perfect resource to plan an education program to suit individual needs.

"It has full session details, speaker biographies, program information and industry partner contacts; everything you need to know and more about CPEXpo. Great to use alongside the CPEXpo App too."

Delegates also receive a hard copy of the handbook.

DB's \$0.5m roll-out

DESIGNER Brand Cosmetics (DB) has committed to a planogram and stand update worth \$500,000 to be rolled out from June.

The new displays would coincide with a new foundation line and include changed vertical product placement with easy to read shelf strips, DB said.

Fast moving items would be placed at eye level to increase shopability, the company said.

On its stands, DB would also use a more vibrant LED header with a slight tweak of the brand logo and brand colour and the inclusion of a user-friendly video tablet.

DB ceo Tony Rechtman said the company believed it would gain immediate results for pharmacy.

"Investing heavily in areas that will support pharmacy and increase sales is always at the forefront of our sales and marketing plans."

DOB on asthma scripts?

THE draft report of the post market review of PBS medicines used to treat asthma in children included the idea of having the patient date of birth on prescriptions.

The report found that stakeholders considered that fixed dose combinations (FDC) were not suitable for children less than five years old, but that analyses had shown a small proportion of those

Healthy pgrad salaries

THE 'Beyond Graduation' survey by Graduate Careers Australia has found health post graduates were one of the disciplines to see the largest rise in salary following completion of postgraduate studies.

The top earning fields for post graduates were management and commerce with a median yearly salary in 2013 of \$110,000 and engineering and related technologies at \$100,000.

Health came in at \$94,000, which was a 25.3% increase compared with 2010, the year after the graduation of those surveyed.

Postgraduates from health fields were among those most likely to be in full time employment they felt their qualification was important to, three years after completing their studies at 75.6%.

The survey used 12,384 responses from graduates who completed the 2010 Australian Graduate Survey via email and addressed activities as at 30 Apr.

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

under five had received a supply of FDC.

Adding the patient date of birth would enable the dispenser to query the prescriber on the reasons for prescribing medicines if they were outside age recommendations, the report said.

The report said with a broader enhancement of prescribing and dispensing software, this would improve quality of use of medicines in children.

Such an enhancement would include alerts for prescribers when they tried to prescribe outside of the product information age groups.

The report said while stakeholders had noted anecdotal reports of benefits from home visiting programs conducted by pharmacists, no published evidence was available.

The draft contains a range of options for consideration by the Pharmaceutical Benefits Advisory Committee (PBAC), which included the possible reevaluation of the value of fixed dose combinations (FDC) treatments for asthma in children.

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

Assessment panel

THE closing time for the request for tender for the establishment of a Therapeutic Goods Assessment and Advisory Services panel for medical and scientific assessment and advisory services has been extended to 2pm on 29 Jul.

[CLICK HERE](#) to access this.

Budget release

THE Federal Government budget is due for release tonight at 7.30pm, following strong opposition within the industry to the measures proposed by the Commission of Audit review in early May (*PD 01 May*).

Pharmacy Daily will have full coverage in tomorrow's edition - stay tuned!

ARTG cancellations

EFFECTIVE as of the end of April 2014, Milk Thistle 3500 from Jo Jo International and Qianlietong Capsule from Newlite Enterprises have been cancelled from the Australian Register of Therapeutic Goods (ARTG) list of approved complementary medicines.

The sponsors both failed to provide timely information justifying the listing.

For more, [CLICK HERE](#).

Avoidable hosp rates

AUSTRALIA'S avoidable hospital admission rates for asthma and chronic obstructive pulmonary disease were 50% higher than the Organisation for Economic Co-operation and Development (OECD) average in 2011.

In a new Australian Institute of Health and Welfare report, avoidable admission rates for diabetes were similar or better than the OECD average.

Australia performed well across many indicators for health care quality but there was room for improvement, the report said.

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



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Vit K foils CVD/cancer

RECENT research published under the title 'Dietary Intake of Vitamin K Is Inversely Associated with Mortality Risk' in *The Journal of Nutrition*, the official organ of the American Society for Nutrition, found dietary intake of both forms of vitamin K (K1 and K2) were shown to have a potential protective role in cardiovascular mortality, cancer mortality, and all-cause mortality in a specific group of high risk patients.

CLICK HERE to read the paper.

Guild Update

A hard budget looms

When the Treasurer sits down after delivering his Budget speech tonight, we will know how much of the tough rhetoric about the Government's fiscal intentions is real and how much was spin.

Unfortunately, all the portents are that the Budget will indeed be one of the toughest in memory, with significant cuts to programs.

Like all in our sector, the Guild will be watching closely to see if our message of the Pharmaceutical Benefits Scheme has been heeded.

That message is that the PBS is contained and sustainable and delivering higher than expected savings to Government through price disclosure. Indeed, the latest iteration of the price-cutting policy, so-called Simplified Price Disclosure, won't even have an impact until October this year. So further cuts imposed through this Budget would be extremely unwelcome and unfair, given the damaging impact already in store for pharmacy.

As to the wider health system, the Government has indicated that there will be cuts to agencies, and almost certainly a co-payment imposed on bulk-billed GP services.

We'll also know tonight if the Government is going to accept the recommendation of the National Commission of Audit to lift the general patient co-payment for PBS medicines.



The Pharmacy Guild of Australia

Heart disease prog breach

ABC'S decision that the second episode of the Catalyst program 'Heart of the Matter' on statins and heart disease breached its standards of impartiality has been welcomed by NPS MedicineWise and the Heart Foundation.

Heart Foundation ceo Mary Barry said the program had dismissed the body of evidence supporting the link between saturated fat, cholesterol and heart disease and the role of statins, and glossed over the fact that statins were proven to be life saving for people who had heart disease.

NPS MedicineWise said it was important that a note on the Catalyst website would let viewers know they should not make any changes to their prescribed

regimen of medications without seeking medical advice.

Ceo Dr Lynn Weekes said while all medicines had their own risks and benefits, it was "very clear" that people at high risk of a heart attack or stroke benefited from statins in terms of reducing risk.

NPS published an FAQ on statins following the program - **CLICK HERE** to read it.

Priceline and GP2U

ONLINE GP consultation service GP2U has partnered with Priceline Pharmacy to allow patients to book an appointment with a GP or specialist through the Priceline website, with consultations occurring over a computer or mobile device enabled with Skype.

Some stores will have in-store computers for customers to use.

Prescriptions are then sent to a specified Priceline Pharmacy for pick up.

Appointments cost from \$30 to \$60, with Priceline customers referred via the website receiving a one off 15% discount.

RGH E-Bulletin

THE RGH Pharmacy E-Bulletin has a brief review of Infliximab, an immunoglobulin G1 human monoclonal antibody that neutralises the biological activity of TNF- α .

To read more, **CLICK HERE**.

WIN WITH BIOSPORT



This week *Pharmacy Daily* is giving five lucky readers the chance to win a BioSport Moulded Reflex Sole and a hat, valued at \$33.

The Moulded Reflex Soles have the magnetic technology of BioSports Gel Reflex Sole mixed with BioSport's ongoing initiative to provide the body with better support. It's like getting a reflexology treatment all day long! Moulded Reflex Soles have specially designed foot beds to ensure support, comfort, and shock absorption.

For more information, visit www.biosports.com.au

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

How many sizes do the Moulded Reflex Soles come in?

Congratulations to yesterday's winner **Chris Woolnough** from **Redbank Plains Pharmacy**.



DISPENSARY CORNER

PIGS will fly dive?

If your morning bacon tastes better this week, it might be due to some aerial pig displays.

Pig-farmer, Huang Demin, of the Hunan Province claims that since his pigs have discovered diving into water they are less bored, happier and even "tastier", *Orange News* reported.

He has created not only a pig meat that sells for three times the price of normal meat, but a daily spectacle which has attracted hundreds of enthusiastic pool-side cheerers, as the pigs run and jump from their purpose built diving boards at varying heights.

CONGRATULATIONS from space.

If you had to sit through (or indeed, delivered) a less than inspiring pharmacy graduation speech, prepare to burn with jealousy at the luck of University of Connecticut School of Engineering students who graduated on Saturday - their congratulatory speech was delivered by alumnus Rick Mastracchio, who is stationed on the International Space Station and beamed the speech to the 400 graduates while floating and spinning upside down, variously, *Reuters* reported.

This was Mastraccio's fourth trip to space for a job which he described as the best "on or off the planet", the publication said.

FIREFIGHTER, midwife - ladies.

You wouldn't necessarily think 'healthcare professional' when someone says 'firefighter' but Ross McClaren would prove you wrong - he delivered a baby at the scene of a fire using skills he said he learned from watching the TV show *One Born Every Minute*, the *Telegraph* reported.

Antoni Zimnicki was brought into the world when a car broke through the cordon near a fire McClaren was called to and the driver asked for help for his wife.

The baby is healthy, happy and a possible future fire service fan.