

Formulary duplication

THE Australian Medical Association (AMA) has called for a national standardised approach to hospital-based drug evaluation.

Research published in the *Medical Journal of Australia* has highlighted that approval processes for formulary applications could be made more resource-efficient by adopting a national approach to share evidence and approval decisions.

The research, from Westmead Children's Hospital Centre for Kidney Research in Sydney, focused especially on children's drugs.

Tea hinders β -blockers

GREEN tea greatly reduces plasma concentrations of the beta-blocker nadolol new research from Japan, Italy and Germany has shown.

"The effects of nadolol on systolic blood pressure were significantly reduced by green tea," said the authors explaining that the mechanism is "possibly in part by inhibition of OATP1A2-mediated uptake of nadolol in the intestine."

The interaction was great enough to interfere significantly with nadolol's ability to reduce blood pressure in the study.

Oz vitamin use growing

MORE than 42% of Australians have bought vitamins in the last six months, with the proportion surging from 36% in 2010, according to a Roy Morgan Research report.

The study surveyed about 20,000 Australians and New Zealanders about their vitamin use, with the figures a contrast to sales of herbal products or natural medicines, which have declined 10% over the last four years.

Interestingly, the report also found that Australians are far more likely to buy vitamins from a pharmacy than people across the Tasman, with New Zealanders preferring to shop for vitamins at the supermarket.

For the year to date 48% of Australian vitamin buyers made their purchase at a chemist - more

than double the rate in NZ.

Roy Morgan research gm Pip Elliott said this showed that NZ offers "genuine growth opportunities for marketers of these products who understand that Kiwi buyers differ from their Australian counterparts".

The study also found that the "vast majority of people who buy vitamins" (80% in Australia and 82% in New Zealand) say they're "feeling well and in good health."

Priceline selfie record

PRICELINE Pharmacy claims to have set a new Guinness world record, with the launch of a new national marketing campaign including a so-called "selfie chain" with 279 participants.

The *You Beauty* campaign celebrates Australia's diversity by "shining a light on women from all backgrounds and all ages".

The promotion launched with an event at the Sydney Botanical Gardens, with about 350 people turning up and enjoying "beauty and health activations" by a number of Priceline's top brands including Revlon, L'Oreal, Nicabate, Pond's and Glam Eye.

#CoPayNoWay

THE Royal Australian College of General Practitioners (RACGP) has launched a social media campaign targeting the \$7 co-payment for GP visits announced in the Federal budget last week (**PD** 13 May).

#CoPayNoWay is on Twitter and Facebook, and is offering letter templates for people wanting to write to the Prime Minister of local MP.

Campaign responses include "How many GP co-payments is @JoeHockey's cigar worth?" from @jodirbird.

Similarly, the AMA has launched their program #StopTheCoP citing the "dire effect on patients, especially the most vulnerable."

EMA and FDA collab

THE European Medicines Agency (EMA) and the US Food and Drug Administration (FDA) have released a draft joint proposal to facilitate clinical investigation of new medicines for the treatment of Gaucher disease in children.

The proposal looked at the extrapolation of efficacy from adults to children, in order to avoid unnecessary studies in children, as well as other measures.

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

UK minor ailments

A NEW "Ask the Pharmacist" campaign has launched in the UK, aiming to save the NHS about €2 billion annually by encouraging people to visit their pharmacist rather than a general practitioner.

According to the backers of the campaign, each year 50m people suffering minor ailments visit the doctor rather than a pharmacist.

Now's the time to stop manually packing!

Sign-up and receive over \$2,000 value

Outsource your DAAs to APHS Packaging before 30 June and receive:

- FREE setup valued at \$1,000
- A \$30 rebate for every new patient you sign up
- FREE point of sale materials and best practice DAA training

Best of all you'll increase your productivity, reduce costs and provide scalability for the ageing population.

Conditions: You must sign-up 50 patients, per pharmacy, before the offer applies. The \$30 rebate will be paid as a credit on the July invoice. Offer only valid for new APHS Packaging customers.

Contact the APHS Packaging Customer Service team for more details and to sign-up on... **1300 306 748**



National Convention & Exhibition '14

20 - 22 June

Australian Technology Park

Inspiring Pharmacy to: **Adapt, Change & Future-Proof**

 for everyone in pharmacy


- Secure 2014 Group 1 & Group 2 CPD Credits
- Cocktail Function Fri 20 June, 5.00 - 7.30pm
- Exhibition New Products & Services

COMPREHENSIVE 3 DAY EDUCATION PROGRAM

REGISTER NOW! www.nswpharmacy-nce.com.au

All enquiries to guildevents@nsw.guild.org.au

NEW



DO YOUR CUSTOMERS GET SICK OFTEN?

Boost their immune system function and reduce the frequency and duration of colds with **Inner Health Immune Booster for Adults**.

1 capsule daily

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

Always read the label. Use only as directed.

GIVE YOUR STAFF THE TOOLS TO LEAD!

The instigo Retail Leadership and Execution Workshop, designed and presented by pharmacy specialists for pharmacy owners and retail managers. Learn best practice retail pharmacy management and practical day-to-day operational guidelines to achieve the results your store needs in challenging times.



For more information:
nicole@instigo.com.au
ph 02 9248 2628
www.instigo.com.au

DATE: WEDNESDAY 25TH JUNE
COST: \$495 (EX GST) PER PERSON
LOCATION: SYDNEY, CBD



PGNZ on NZ budget

THE Pharmacy Guild of New Zealand (PGNZ) said it could see potential for community pharmacy in the funding allocated to the health sector in the New Zealand 2014-15 budget (PD 15 May).

District Health Boards had about \$320m available next year for extra services and to help meet cost pressures, and the Guild said it was hopeful community pharmacy would be considered in these new initiatives and as a provider of new services to help improve the health of NZ communities.

Ceo Lee Hohaia said the Guild welcomed the additional funding to rural general practices and trusted there would be funding for rural community pharmacy to allow the benefit to be fully realised.

The \$20m allocated for the rheumatic fever prevention program was a potential highlight for community pharmacy, she said.

"Community pharmacy is ideally placed to support the identification and management of at-risk groups and the Guild would strongly advocate for community pharmacy to receive additional funding to provide accessible services to high risk communities.

"Pharmacists are also ideally placed to provide medicines adherence support to the elderly with dementia and we hope with increased funding we will be able to work with the funder to provide this support.

"The value of pharmacy has also been acknowledged, with pharmacy being one of four science-based subjects chosen to receive extra funds from the tertiary education budget."

Poppy trials forge ahead

GLAXOSMITHKLINE (GSK) has said positive results from its 2013-14 poppy growing trials in Victoria were encouraging, with early indications that the results will be strong and growers for next season's trials already chosen.

Trials began last year with the aim of establishing a second Australian site of commercial poppy production in Victoria to supplement operations in Tasmania.

GSK said the Tasmanian grown poppies supplied almost half the world's needs for medicinal alkaloid, and GSK was one player in the Tasmanian industry.

GSK opiates division gm Steve Morris said the results from last season showed the future potential for successful commercial poppy production in the state and that while poppy contract prices in Tasmania had eased this year, overall customer demand remained positive despite a reduced demand for thebaine in the US market in the past year or two.

GSK said it would assess the next trial results before deciding on a commercial operations start date.

The Victorian government allocated \$2.3m in its 2014-15 budget last week to establish

a poppy industry in the state by setting up the regulatory framework and a secure licensing and registration database.

Minister for Agriculture and Food Security Peter Walsh said the investment would provide the poppy industry with security and the ability to meet global demand for therapeutic drugs while providing new opportunities for Victoria's primary producers.

The Tasmanian government has estimated that the value of the poppy industry to the state is about \$250m to \$300m annually.

NHMRC future focus

FOLLOWING the announcement of the \$20b Medical Research Future Fund, the National Health and Medical Research Council (NHMRC) has clarified where some of the funding will be directed.

A new initiative called Boosting Dementia Research will be funded to the tune of \$200m.

Comp med research

THE Complementary Healthcare Council has called on the government to commit 10% of medical funding to complementary medicines research, with ceo Carl Gibson saying it was vital that quality research was undertaken into their safety, efficacy and cost effectiveness.

Testosterone dispute

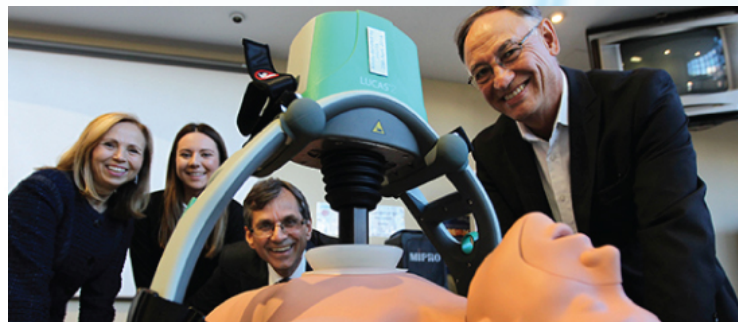
TESTOSTERONE hormone replacement therapy for men is coming under increased scrutiny as some concern has emerged around an association between the therapy and the potential for increased cardiovascular (CV) risk, reports *Medscape Medical News*.

The US Androgen Study Group, who published an editorial in the *Journal of Men's Health*, has urged the US Food and Drug Administration (FDA) not to add a CV boxed warning on testosterone arguing that there are limitations in the studies influencing its direction.

The FDA is evaluating the data.

Meal plans shape body

RECENT research published in *Diabetologia* suggests that two large meals (breakfast and lunch), rather than six small meals with the same total calories are better for controlling weight and blood sugar in people with type 2 diabetes.



**HIVITA
VITAMINS**

Proudly donated two Lucas 2 CPR machines to St George Hospital earlier this month.

COMMUNITY PHARMACISTS/PHARMACIST MANAGERS

**Do you spend too much time dispensing and too little time counselling?
Want to make a real difference?**

If you love being a pharmacist and are looking to make a change working in a more professionally satisfying role contact us at **LiveLife!** We promise it will be the best career move you ever made!

To see our fantastic locations – including Port Douglas, Airlie Beach, Noosa Heads and Byron Bay, go to www.livelifepharmacy.com
Contact - Monica Staal, ph: (07) 5474 2166, email: monica.staal@livelifecentral.com

**LiveLife
PHARMACY**

Weekly Comment

Welcome to **PD's**
weekly comment
feature.

This week's
contributor is
Tony Carollo,
Director -
Carollo Horton
& Associates



Personal Accident Insurance: 3 Types of Coverage You Should be Aware Of

WHO would pay your bills if
you were injured or suffered
an illness for which you have
no entitlements?

Whether you're a business,
association, small business
owner, contractor, employee
or volunteer, personal
accident insurance can
provide protection against
illness and injury.

Here are 3 types of coverage
that you should be aware of:

1. Individual Personal

Accident: Provides cover for
an individual worker, whether
you're self-employed, a
small business owner or an
employee.

2. Group Personal

Accident: Provides protection
for accidental death and loss
of income, plus an extensive
range of additional benefits
for individuals employed
by businesses, or members
of associations or common
interest groups.

3. Voluntary Workers:

Accident protection for
individuals and groups while
performing voluntary work.

Personal accident insurance
protects your most important
asset. Allowing you to
maintain your current lifestyle
if you're injured or suffer an
illness, for which you have no
entitlements.

MA ceo joins Sleep-out

MEDICINES Australia ceo Dr
Brendan Shaw (**pictured**) will again
join ceos, senior government and
corporate representatives around
Australia to sleep on the streets
of Canberra for a night in the St
Vincent de Paul Ceo Sleep-out on
19 Jun.

The event is designed to raise
awareness and funds to provide
food, shelter and find jobs for
homeless people, said St Vincent de
Paul charity.

The annual Sleep-out has so far
raised more than \$13m since its
inception in 2006.

Among those participating in the
event from the pharmacy industry
will be Novartis' Jason Smith,
Alcon's Marcos Zamorano, Janssen's
Chris Hourigan and MS Research's
Matthew Miles.

Shaw said there were more than
100,000 people currently homeless
in Australia and almost two
thousand in Canberra, with around
300 children under the age of 12.

"Having participated in the CEO
Sleep-out before, I know sleeping
rough can be an extremely cold,
wet and miserable experience.

"I still flinch when I see the
underground carpark at the
National Gallery of Australia after a



particularly wet and cold Sleep-out
a few years ago.

"Hopefully as a nation we can raise
even more money this year to help
make a difference and break the
cycle of homelessness."

To donate, **CLICK HERE**.

Microbe battle report

THE US-EU Transatlantic Taskforce
on Antimicrobial Resistance has
released its report outlining the
progress and outcomes to date of
the 17 recommendations to fight
antimicrobial resistance that are
being implemented.

The World Health Organisation
recently warned that antibiotic
resistance was now a global threat
and actuality (**PD** 05 May).

CLICK HERE to access the report.

WIN A PRESS & GO PACK

Every day this week **Pharmacy Daily** is giving
one lucky reader the chance to win a **Press
& Go** Pack valued at \$30.98.

Press & Go is the revolutionary way to
apply polish. The flexible nail covers deliver
an instant salon-perfect manicure with
rich gel-shine. No UV lamp needed to apply
them, simply peel off the self-adhesive
tab and press down firmly. No acetone
needed also, as the self-adhesive tab
can simply be removed by peeling it off
gently. When applied properly, Press & Go lasts up to a week while
protecting your natural nail.

For more info go to www.keysun.com.au

For your chance to win this great prize pack, simply be the first
person to send in the correct answer to the question below.

Will you need glue to apply Press & Go?

Email your answer to: comp@pharmacydaily.com.au



DISPENSARY CORNER

LUMPY couch 'bank'.

If you're considering purchasing
furniture for your pharmacy, you
may be unwittingly taking part in
the lottery - three cash-strapped
New York students who invested
\$20 in a second hand couch found
nearly US\$41k in the arms of the
couch.

According to *Yahoo! News*, the
students also found a deposit slip
with a woman's name on it and
promptly drove to her house and
presented the teary elderly lady
with her couch-banked cash.

Apparently her well-meaning
family had donated the couch to
the Salvation Army while she was
unwell.

VEIN withdrawal.

Could people start paying for
their medicines using the veins in
their hands?

New technology exploiting the
unique vein structure in fingers is
being used to create cash ETM's
that don't require either a credit
or debit card, nor a pin.

According to the *Telegraph*, the
Japanese electronics firm Hitachi
developed the technology which
enables the infra-red sensors
to read the pattern of the veins
immediately below the skin on
fingers.

Becoming more widely accepted
now than just in Japan, the
technology is in use in Turkish
Banks and similar technology
reading veins in the palm has
been developed by Fujitsu for
some American stores.

So heads up - vein readers could
be headed to your pharmacy in
the distant future!

I THINK it says 'once daily'...

From the internet, we bring you
a joke which made us smile: A
doctor is to give a speech at the
local AMA dinner. He jots down
notes for his speech.

When he stands in front of his
colleagues later that night, he
finds that he can't read his notes.

So he asks, "Is there a
pharmacist in the house?"