

### DVT and PE therapy

**RGH Pharmacy E Bulletin** this week investigates the role of rivaroxaban (Xarelto by Bayer) in the treatment of venous thromboembolism (VTE), the collective term for two disorders: deep-vein thrombosis (DVT) and pulmonary embolism (PE).

[CLICK HERE](#) to access the Bulletin.

### SUPA Pharmacy meet

**THE** Sydney University Pharmacy Association (SUPA) in conjunction with the Faculty of Pharmacy has announced details of the 2014 Sydney University Pharmacy Annual Convention, held on 26 May.

More than 25 companies and professional bodies will provide practical tips, career advice and opportunities in the industry.

[CLICK HERE](#) for more information.

### Sigma - SmartTrans

**SIGMA** Pharmaceuticals has renewed its existing arrangement with Smart Trans to provide logistic software and support.

The renewal brings the company's total value of contracted revenue to \$1.38m and it said that these contracts provided it with stable and predictable revenues enabling further expansion.

## 10,000 pharm vax by June

**MORE** than 8,500 influenza vaccinations have been performed in the Queensland Pharmacist Immunisation Pilot (QPIP) underway in the state and 10,000 are expected by the end of May.

The trial, which is a joint effort between the Pharmacy Guild of Australia and the Pharmaceutical Society of Australia (PSA) began in April (**PD** 02 Apr) and 80 pharmacies are involved across Queensland, 51 of which are Terry White Chemists.

PSA Queensland branch president Professor Lisa Nissen said the pilot was moving quickly forward and she expected it would have administered 10,000 influenza vaccinations by the end of this month.

Queensland chief health officer Dr Jeannette Young has said that one community pharmacy group's nurse immuniser appointments had been fully booked in 2013, with more than 16,000 people vaccinated in the influenza system.

Young said the trial would help the state determine if pharmacy administered influenza vaccinations to those not covered by the National Immunisation Program were a good option.

The vaccinations had been performed with no reports of adverse events beyond the usual expected side effects of vaccination, Nissen said.

Previously, the Australian Medical Association has said issues with the trial included training and side effects (**PD** 15 Jan).

The price range for the service for the pilot was between \$25 to \$30, with most pharmacies pricing the vaccination at \$25, Nissen said.

Pharmacy Guild Queensland branch president Tim Logan said about a quarter of people immunised in the pilot were 'walk ins', compared with patients recorded as pre-booked.

Logan said feedback forms had recorded that customers found key benefits of the pilot were convenience and the access of pharmacists.

"This access and service will be particularly significant in NQ where a more severe than usual flu season is anticipated."

Nissen said the Guild and PSA were working with the Queensland University of Technology and James Cook University to make sure the pilot's research outcomes were robust and of the highest standard.

### Updated ad guidelines

**THE** National Boards of Australia, including the Pharmacy Board of Australia, have published updated advertising guidelines for regulated health services, following feedback.

The guidelines, published in March, were made clearer, particularly about the ban on using testimonials in advertising a regulated health service, about which much of the feedback was concerned, the Pharmacy Board of Australia said.

The guidelines say the National Law ban on using testimonials means "it is not acceptable to use testimonials in your own advertising, such as on your Facebook page, in a print, radio or television advertisement, or on your website."

To access the update, [CLICK HERE](#).

### Paediatric learning

**THE** Society of Hospital Pharmacists of Australia (SHPA) has announced a new member benefit, the Paediatric Pharmacy Learning package, for interns, newly registered pharmacists or those moving into paediatrics for the first time.

[CLICK HERE](#) for more information or to register.

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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
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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.

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**NEW**



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## 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**.

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## VIC Young Achiever

A **MONASH** pharmaceutical PhD student has scooped the Science and Technology prize at the 2014 Victorian Young Achiever Awards.

Lori Ferrins of the Monash Institute of Pharmaceutical Science was one of seven category winners and told Monash University she was part of a great team.

Her PhD looks at finding a novel and safe drug to treat African sleeping sickness, Monash University said.

Congrats, Lori Ferrins!

## NPS symposium begins

**NPS** MedicineWise's National Medicines Symposium 2014 has begun in Brisbane and as a prelude to the event, NPS hosted a media breakfast where it launched a 'go-to' guide for media for responsible reporting on medicines and medical test issues.

HealthNewsReviews.org publisher Gary Schwitzer, a keynote speaker at the symposium, also talked about responsible medical reporting, including that in HealthNewsReviews' work over seven years and 1,889 stories, 66% were found to have unsatisfactory reporting on how often benefits occurred and 65% on how often harm occurred.

The most common flaws included conveyance of a certainty that didn't exist by exaggerating effect size and using causal language to describe the observational.

The symposium is being held until 23 May at the Brisbane Convention and Exhibition Centre.

For more, **CLICK HERE**.

## Flu vax supply for tender

**THE** Department of Health has advised it is planning an open tender for the supply of Australian antivenoms, Q fever and/or pandemic influenza vaccine.

The Department of Health issued a pre-release notice which said its existing arrangements were due to expire on 30 Jun 2016.

"In anticipation of this, and as part of the 2014-15 Budget Measure Reinforcing Australia's Health Protection, the Department is in the planning stages for an open tender process to secure the continued national supply of these items."

Tenderers could submit for the supply of one or more of the three product categories, it said.

The Department would host an industry briefing before the tender's release and the tender process would open before Christmas this year, it said.

In the 2014-15 budget, released

last week (**PD** 13 May), the Federal Government said it would provide funding over four years for this supply but that expenditure was commercially sensitive.

A spokesperson for the Department of Health said the antivenoms, Q fever and pandemic influenza vaccines were not held in or purchased for the National Medical Stockpile but were considered "critical" to protect the health of all Australians.

To check for updates in order to register interest, **CLICK HERE**.

## 91 GSK clinical studies

**GLAXOSMITHKLINE** (GSK)

Australia and New Zealand said it had delivered 91 clinical studies across Australia and New Zealand in 2013, as part of its corporate responsibility report.

Globally, it said the company had donated its four billionth albendazol tablet for treatment of lymphatic filariasis and intestinal worms in developing countries, as well as becoming the first company to publish formal reports on design, method and results of clinical trials.

## MHRA on statins

**THE** UK's Medicines and Healthcare products Regulatory Agency (MHRA) has published its position on the benefits and risks of statins, following media coverage.

In Australia, coverage around statins includes the recent *ABC* ruling that the second episode of the Catalyst program 'Heart of the Matter' on statins and heart disease breached its standards of impartiality (**PD** 13 May).

The MHRA said people should continue to take their statins as prescribed.

"Large clinical trials have shown that statins can save lives by reducing the risk of heart attacks, strokes and the need for heart surgery.

"The benefits of taking statins strongly outweigh any risks.

"However, like all medicines, statins can cause side effects in some people. Most side effects experienced by people who take statins are mild and product information lists advice on how to use statins and any potential side effects."

The agency said it continually reviewed the information on statin safety.

## Small CV health steps

**THE** World Heart Federation has collaborated with the British Heart Foundation, the American Heart Association and the Australian Heart Foundation to develop an animation on Youtube of a typical patient, George, who has recently experienced a cardiac event.

The video is called *Small Steps to Secondary Prevention of CVD* and encourages people who have had a cardiac event to take small, healthy steps to lessen the risk of another.

**CLICK HERE** to view the video.

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

## 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](http://www.keysun.com.au)

To win, be first to send the correct answer to:  
[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

We recently launched 3 designs in partnership with the National Breast Cancer Foundation. How much money do we donate to them per sold item?

Congratulations to yesterday's winner **Amanda Pippia** from **Leeton Pharmacy**.







- Cost Effective
- Targeted
- Easy

## Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Well Naturally new flavours in the No Added Sugar Milk Chocolate range

Better-for-you food brand **Well Naturally** has released two new, mouth-watering flavours to its range of No Added Sugar Milk Chocolate Bars - **Peppermint Chip** and **Jaffa Orange**. Even though they retain the natural sugar lactose, which is present in the milk that is used to make the chocolate creamier, all excess sugar is eliminated, meaning that the bars have 80% less sugar than regular milk chocolate. The chocolate is sweetened naturally with stevia, a plant-based ingredient, which has zero calories and no impact on blood sugar levels.

Stockist: 03 9861 7000

RRP: \$2.69 for 45gm bars

Website: [www.wellnaturally.com.au](http://www.wellnaturally.com.au)



### Cenovis Mini Bursts Multivitamin, Immunity and Energy

New **Cenovis Mini Bursts** are small capsules that burst in your mouth to release a delicious flavour. You can take up to four a day, so they are perfect for having on the desk at work or in your hand bag when you are out and about. There are three products in the range: **1: Cenovis Mini Bursts Energy** – a CoQ10 formula that assists stamina and endurance and helps you get extra energy in your day and comes in a tasty berry flavour. **2: Cenovis Mini Bursts Immunity** – a tangy eucalyptus flavour that helps support the immune system. **3: Cenovis Mini Bursts Multivitamin** – assists in energy production and maintenance of general well-being.



Stockist: 1800 732 273

RRP: \$14.95

Website: [www.cenovis.com.au](http://www.cenovis.com.au)

### New Fudge Care Range of Shampoos and Conditioners

Professional hair brand **FUDGE** welcomes flair and fresh energy to an innovative and exciting new range of **Shampoos and Conditioners**. Featuring high performance ingredients, edgy packaging and their trademark cool attitude, **FUDGE's new Care Range** delivers fabulous hair to a discerning audience – because the foundation of great style starts with great care. With the exception of the original, best selling **Clean Blonde Shampoo**, all shampoos are now sulfate and paraben free – yet still maintain excellent foam function. Utilising innovative technology and ingredients, the range now delivers a superior experience and premium results.

Stockist: 1300 764 437

RRP: \$19.95 for 300ml

Website: [www.fudge.com](http://www.fudge.com)



### ORLY'S INNOVATIVE NEW COLLECTION – BAKED

Transform your winter blues with **ORLY's bold NEW collection – Baked**. Inspired by the hot days and balmy nights of seasons gone by, Baked will have you embracing exotic, neon hues to warm your fingertips up this winter. A brand new and innovative formula, the Baked colour collection has been infused with baked pigments, specialty micas, vitamins and minerals. The pigment in each Baked shade is milled to a micro fine particle size and then heat treated at high temperatures to ensure pigment easily disperses into the base. Baked shades have no DBP, toluene, formaldehyde or formaldehyde resin.



Stockist: 1300 769 355

RRP: \$18.95

Website: [www.orlybeauty.com.au](http://www.orlybeauty.com.au)

## DISPENSARY CORNER

**THIS** is worrying...

Pharmacists are privy to lots of personal information but apparently so are the friends of lonely people on Facebook.

A study out of Charles Sturt University looked at data from more than 600 female Facebook users with public profiles, with 308 indicating loneliness and 308 who felt connected to others, according to status updates.

Lonely users were more likely to disclose personal information including favourite books and movies, at 79%, compared with those who felt connected at 69%, and 98% of lonely users shared their relationship publicly, the research found.

Worryingly, lonely users were more likely to share address information as well.

**THOR** whizz, what a smell!

If you're looking for new products to stock, Norse Power may be just what you need.

It's a new deodorant that apparently makes you smell like a Viking, which we can only assume means it's a heady scent of old blood and rank sweat (although going with the movie *Thor*, maybe it makes you smell like expensive hair extensions?)

The deodorant was commissioned by the Visit York agency and created by the JORVIK Viking Centre and has been released in a bid to attract more tourists to the UK city.

True to form, Visit York has said the scent is a combination of mead, gore, sweat, animal meat, seawater and smoke - mmmmm.

It's worth noting that Visit York states Viking warriors used to bathe once a week.

**TOWNSVILLE**, Rosswell; similar.

Any pharmacists in Townsville - did you see burning debris falling out of the sky last Thursday?

ABC is reporting that residents saw flaming objects falling to the ground, possibly from space, but police say nothing's been found.