

### Promote your brand

**STAND** out from the crowd with Total Promotions Australia quality branded merchandise, from pens to backpacks, apparel, lanyards, water bottles and more.

Find contact details for Total Promotions Australia on **page four** of today's issue.

### WIN with KEY SUN

This week *Pharmacy Daily* and *Key Sun* are giving five readers the chance to win a two pack Clear Zinke.

Key Sun Clear Zinke SPF 50+ is Australian owned and made, and offers all the benefits of extra Zinke protection in an invisible clear formula. Key Sun Clear Zinke offers broad spectrum protection, is four hours water resistant, fast absorbing, sweat resistant and non-greasy.



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

Fill in the blank: Key Sun Clear Zinke is \_\_\_ hours water resistant.

Hint: <http://www.clearzinke.com.au/>

Congratulations to yesterday's winner, **Debbie Rigby** from DR Pharmacy Consulting.

## Nearly 30m more GP scripts

A 10 year look at general practice in Australia has found that in 2013/14 an estimated 29.5m more prescriptions were handed out nationally compared with 2004/5.

Released by the University of Sydney Family Medicine Research Centre, the BEACH report looked at Australian GP activity from 2004/5 to 2013/14 with about 1,000 participants per year and 9,731 total.

It found that the rate at which medications were prescribed per 100 problems managed had decreased "significantly" during the period, from 57.3 per 100 to 52.8.

However, given the 35.2m more GP and patient encounters claimed through Medicare during this period, it could be extrapolated that there were nearly 30m more scripts given nationally, it said.

As there was no significant change as a rate per 100 encounters, GPs appeared to be prescribing fewer medications while managing more

problems per patient encounter, the report said.

There were increases in the prescription rate per 100 problems of psychoanaleptics, extrapolated to 2.7m more scripts in 2013/14, while lipid modifying agents were up about 2.3m scripts.

Oxycodone increased from 0.4 to 1.1 per 100 problems managed, extrapolated to about 1.8m more prescriptions nationally than 10 years earlier, the report said.

Rates for the supply of the influenza virus vaccine rose from 0.9 to 2.13, with an extrapolated effect of the vaccine being supplied 3.2m more times in 2013/14 than in 2004/05.

**CLICK HERE** to read more.

### PPA: Fix intern system

**PROFESSIONAL** Pharmacists Australia (PPA) has written to the Pharmacy Board to urge action on key issues with the current pharmacy internship system.

First published in *AusPharm*, ceo Chris Walton said in the past 12 months, PPA had noted a "dramatic increase" in reported internship issues including interns not getting paid or being asked to perform duties without training.

Walton said there was significant variability in the quality of preceptor supervision, and the PPA supported training requirements for preceptors.

PPA would welcome working with the Board to develop an action plan, Walton said.

**CLICK HERE** to read more.

### p2p Recruitment offer

**ONLINE** pharmacy recruitment agency p2p Recruitment uses online recruitment tools to connect pharmacy owners with suitable staff, with a money back and replacement guarantee.

**CLICK HERE** to view a video and find out more.

### GSK moves to online CMIs

**GLAXOSMITHKLINE** (GSK) has said it will no longer provide consumer medicine information (CMI) to patients in medicine packs, including samples.

A GSK spokeswoman said this was already in practise for some products and applied to pharmaceutical and prescription-only products.

The information would instead be available online, on GSK's and the TGA's websites.

"In addition, pharmacists are able to provide a print out copy of the most up-to-date CMI upon collection of medicines."

The company said the decision was made to ensure consistency, and that information was the most up to date available.

NPS MedicineWise phone line services manager Sarah Spagnardi said NPS would encourage pharmacists to continue to provide CMIs whenever a new medication was started, best delivered with a conversation between consumer and healthcare professional.

"Paper-based copies will remain important for those without access to any electronic means of downloading this information."

### Cannabis care

**PHARMACEUTICAL** Society of Australia president Grant Kardachi has said any medicinal cannabis products available in Australia must be assessed for safety and efficacy, a key challenge for pharmaceutical cannabinoids and products.

Writing in *Australian Pharmacist*, Kardachi said available research was confusing with conflicting studies of the benefits of medical cannabis, so careful assessment was needed.

**CLICK HERE** to read more.



Whether you need branding, loyalty, LAM, retail assistance or HR mentoring & guidance, instigo's team of specialist pharmacy consultants can help!

Contact: Leanne Bauckham on 02 9248 2614 or [leanne@instigo.com.au](mailto:leanne@instigo.com.au)



Are your customers **ITCHING** to find an effective head lice treatment?

Recommend Licener. This easy treatment kills lice and nits (eggs) in one go, with no combing required.

**FOR MORE DETAILS VISIT LICENER.COM.AU**

To order, call 0422 822 832.

Always read the label. Use only as directed.  
Mayne Pharma International Pty Ltd ABN 88 007 870 984



# Pharmacy DAILY

Wednesday 12 Nov 2014

PHARMACYDAILY.COM.AU

## EU guidelines adopted

**THE** Therapeutic Goods Administration has said following consultation, various European Union guidelines have been adopted in the areas of quality, biological medicines, clinical efficacy and safety, and pharmacovigilance, as well as miscellaneous guidelines.

The guideline on good pharmacovigilance practices, as well as those on quality of oral modified release products and the use of porcine trypsin used in the manufacture of human biological medicinal products, have been adopted.

[CLICK HERE](#) for more.

## 19 immediate action in NSW

**THE** Pharmacy Board of Australia said immediate action was initiated for 30 practitioners in NSW, compared with 19 in total for all other states and territories.

[CLICK HERE](#) for more.

## Pharmacist prospects stable

**PROSPECTS** are stable for the supply of pharmacists in New Zealand according to the first 'Health of the Health Workforce' report commissioned by The Health Workforce New Zealand Board.

Dental workers', MRI technicians' and medical physicists' prospects were described as good while dietitians' prospects were limited.

There are presently 3,351 pharmacists in NZ compared with 3,076 in March 2009, up 8.9% or an average of 1.78% per year.

[CLICK HERE](#) for the report.

## PRAC on ivabradine

**THE** European Medicines Agency's Pharmacovigilance Risk Assessment Committee (PRAC) concluded a review of Corlentor/Procoralan (ivabradine) and made recommendations around reducing the risk of heart problems, including the resting heart rate of patients starting treatment.

[CLICK HERE](#) for more.

## Medicare resources

**A FREE** interpreting service, news for healthcare professionals and online education resources are among the latest updates from the Medicare website.

The interpreting service, which is available to GPs and pharmacies, now covers temporary protection visa holders.

Information about ultrasound claims has been summarised on the Medicare website along with a fact sheet on billing MBS Health Assessment items 701-707 and 715.

The online education resources cover off PBS and MBS learnings while additional online resources include online eligibility checks available in ECLIPSE and an email news notification system.

[CLICK HERE](#) to find links.

## EMA info tool

**THE** European Medicines Agency (EMA) has released a tool to allow marketing authorisation holders to edit data fields for medicines.

[CLICK HERE](#) for more.

## New RA approach

**A COMBINATION** of methotrexate with a "moderate step-down dose of glucocorticoids" has been shown to have similar efficacy to other standard regimens using methotrexate combinations but with a more favourable short term side effect profile, according to a study published in the *Annals of Rheumatic Disease*.

[CLICK HERE](#) to read the study.

## Otitis media common

**THE** Closing the Gap Clearinghouse has released a new report on 'Ear disease in Aboriginal and Torres Strait Islander children'.

The report reviews past and current programs, research and strategies (both government and non-government) for the prevention and treatment of ear disease and hearing loss in Indigenous children.

Otitis media was the main presentation and could occur within weeks of birth, the report said.

[CLICK HERE](#) to see the report.

Pharmacy training?  
We have you covered.



pharmacyClub  
pharmacyclub.com.au

pharmacistClub  
pharmacistclub.com.au

# THE ULURU MEETING PLACE



**EVENTS SPECIAL OFFER**  
FROM \$599\* PER PERSON TWIN SHARE  
**EVENTS until 15 May 2015\***

- 2 nights' accommodation and full buffet breakfast daily
- Full day Conference Delegate Package
- Sounds of Silence dinner under the stars
- Welcome Poolside BBQ dinner and a 3 hour beverage package
- Indigenous activities, return airport transfers and portage

ulurumeetingplace.com.au  
61 2 8296 8067  
conferences@voyages.com.au  
\*conditions apply



Just one click away from keeping up to date with all the *Pharmacy Daily* breaking news as it comes to hand



## 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)

### Billie Baby Basics Pack for an Xmas delight

Designed specifically for bubs with sensitive skin, the Billie Baby range of products uses only the highest quality of proudly Australian goats' milk and natural oils in its hand crafted soaps and bath and body products and the products contain no sulfates, mineral oil, parabens, colour or synthetic fragrances and are not tested on animals, the company says. The **Billie Baby Basics Pack** gives top to toe nourishment and includes **Billie Baby Moisturiser** 100mL, **Billie Baby Wash** 240mL, **Billie Baby Cleansing Bar** 100g.

Stockist: 1800 181 040

RRP: \$29.95

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



### DISPENSARY CORNER

**MEN** handball stress to women.

Given that the majority of registered pharmacists are now women, according to the latest Pharmacy Board statistics, we've got some bad news for most pharmacists.

Apparently, Australian men are doing better than women when it comes to stress and wellbeing, with men reporting higher levels of wellbeing and lower levels of stress than their female counterparts, according to a survey conducted by the Australian Psychological Society and released to launch National Psychology Week this week.

More than half of Australian women (53%) cited personal financial issues as a major source of stress, compared with just 44% of men, the report said.

Similarly, 52% of women reported family issues causing stress compared with just 38% of men.

Is it that men simply don't care as much or have they cunningly hand-balled the stress-ball?

**THIS** hospital is bats!

Looking to move into hospital pharmacy with a difference?

You could always apply to the Tolga Bat Hospital in Atherton, Queensland, although chances are you'll be more likely to dispense milk than medication to the patients - tiny bat babies.

With the tag line 'Batting for Australia', the hospital rescues hundreds of fruit bat pups every year, *Yahoo! News* reported.

Apparently, about 300 are orphaned every year and caring for them involves swaddling them in blankets, feeding them milk, bathing them in a sink and combing their fur.

For a really good start to your morning, view pics [HERE](#).

### Instantly plump and polish lips with Naked Kiss Maxi Lip

Give yourself instantly fuller lips with B6 vitamin derivative. Pumping of the lips lasts for hours, says Total Beauty Network (TBN). Feel it tingle, feel it working as you apply whilst also giving a long term benefit of up to 60% more moisture with **Maxi Lip** after 29 days of use and a long term benefit of up to 40% more fullness, with anti-ageing and wrinkle reduction from the flower and plant extracts, says TBN. Now available in both gleaming gold and bold bronze for that special **Naked Kiss** look.

Stockist: 03 9205 1000

RRP: \$60 for three

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



### DB brings a long lasting ultra-clear pressed mineral blusher

Designer Brands (DB) Pressed Mineral Blusher delivers a brilliant lustre and finish in a long-lasting formula that does not flake or cake. It features an ultra-fine sheer texture for a smooth, flawless finish and a high pigment formula to allow for subtle building of colour. The Designer Brands mineral blusher comes in a luxury acrylic case, with a luxury brush applicator.

Stockist: 1300 765 332

RRP: \$8.99

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



### Vitalic Perio-TENS Pain Management Device

Transcutaneous Electrical Nerve Stimulation (TENS) is a non-invasive therapy used to relieve pain. Unlike strong pain medication, TENS therapy does not cause nausea, drowsiness or lead to dependence, says Airssential Healthcare. The **Perio-TENS** device can relieve a variety of painful complaints including sciatica, period pain, migraine, nocturnal leg cramps, muscular pain and stiffness due to sport or daily activities, the company says.

Stockists: 1800 026 426

RRP: \$34.95

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



*Pharmacy Daily* is Australia's favourite pharmacy industry publication.

Sign up free at [www.pharmacydaily.com.au](http://www.pharmacydaily.com.au).

Postal address: PO Box 1010, Epping, NSW 1710 Australia

Street address: 4/41 Rawson St, Epping NSW 2121 Australia

P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper

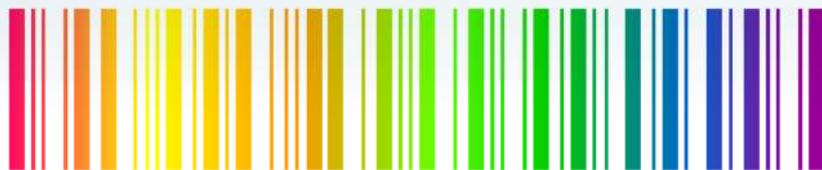
Editor: Alex Walls [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au)

Reporter: Mal Smith

Advertising and Marketing: Katrina Ford [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au)

Business Manager: Jenny Piper [accounts@pharmacydaily.com.au](mailto:accounts@pharmacydaily.com.au)

# WANT TO STAND OUT FROM THE CROWD AT APP?



**TOTAL PROMOTIONS**  
A U S T R A L I A

**Let Total Promotions Australia supply you  
with your quality branded merchandise.**

**Contact [enquiries@totalpromotionsaustralia.com.au](mailto:enquiries@totalpromotionsaustralia.com.au)  
TODAY AND SAVE**

[www.totalpromotionsaustralia.com.au](http://www.totalpromotionsaustralia.com.au)