



Discover more comp

THE Pharmacy Guild has launched a 'Discover More. Ask Your Pharmacist' competition for the best pharmacy display, with state and territory prizes of at least \$500.

Writing in *forefront*, the Guild is stepping up its efforts to encourage pharmacies to get behind the campaign, with executive director David Quilty saying the strength of grassroots support that pharmacies provided to it was "inextricably linked" to their future viability and breadth of services offered.

CLICK HERE for more.

Prostate app release

A PROSTATE app has been launched by the Prostate Cancer Foundation of Australia.

The iPad app helped patients and families navigate the challenges that came with a prostate cancer diagnosis by providing practical tools, videos, inspirational quotes and daily motivation, the Foundation said.

The app is not yet available for Android tablets or iPhones, a spokesperson told **PD**.

For more information **CLICK HERE**.

Phmcy prevents warfarin ADRs

NEW research conducted by the Australian College of Pharmacy in collaboration with the Pharmacy Guild has found that community pharmacists could prevent potentially serious adverse reactions in patients taking warfarin and requesting OTC analgesics.

Published in the *International Journal of Pharmacy Practice*, the research, part of the QCPP mystery

shopper program, involved 170 community pharmacies faced with a customer requesting an OTC analgesic for a patient with a wrist injury who was taking warfarin, following a heart valve replacement.

The analgesic requested was assessed for the potential to cause an adverse bleeding event and quality of advice was assessed also, the research said.

Mystery shoppers had access to the pharmacist in 97% of cases.

"All 170 pharmacies

recommended OTC analgesics that were less likely to cause adverse events when taken with warfarin.

"The advice given and the communication between pharmacy staff and mystery shoppers were of high quality."

The research concluded that protocols used by pharmacy staff helped prevent potentially serious ADRs.

Co-author Dr Brett MacFarlane said the study demonstrated the value pharmacies added to primary care and quality use of medicines.

CLICK HERE for the link.

SA is allergy central

ADELAIDE residents are the most allergic in the country, according to the latest Roy Morgan Research.

More than a third (35.3%) suffered from hay fever in the past year, and 32% of regional South Australians.

A close second were ACT residents at 31.5%, then Melbourne 30.9% and WA at 30.7%.

Telfast and Zyrtec are mentioned in the report as more commonly used in Vic rather than SA.

Rhinocort Hayfever sells best in SA and ACT, while Claratyne has the market in WA.

CLICK HERE to download the data.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

NEW HILL RESORT & SPA

Sihanoukville, Cambodia's leading beachside tourist destination, now features the recently opened 122 room **The New Hill Resort & Spa**, a four star luxury resort-style hotel catering for families, couples and independent travellers as well as providing international standard facilities for memorable functions and conferences.

The resort opened last month and guests booking and staying from now until 07 Jan 2015 can gain a 15% discount on its Xmas holiday season packages.

With the discounts, rates start at US\$65 per room per night for a deluxe room for single/double with king bed and breakfast and property-wide WiFi included.

For the discount, quote code: 01102014-07012015 - ring +855 77 332 168 or **CLICK HERE** to email.

MIMS Updates

NEW PRODUCTS

Misodel (misoprostol) is a synthetic analogue of prostaglandin E₁ (PGE₁), a naturally occurring oxytocic compound. Misodel is indicated for the induction of labour in women with an unfavourable cervix, from 36 weeks gestation in whom induction is clinically indicated and in a hospital where continuous electronic foetal monitoring is available. Misodel is contraindicated in each of the following conditions. When labour has started; in hospitals where it is not possible to institute continuous electronic foetal heart monitoring; when there is suspicion or evidence of foetal compromise before induction (e.g. failed non-stress or stress test, meconium staining or diagnosis or history of non-reassuring foetal status); when the patient is already receiving oxytocic drugs or other labour induction agents; when there is suspicion or evidence of uterine scar resulting from previous uterine or cervical surgery (e.g. Caesarean section); when there is uterine abnormality (e.g. bicornate uterus); when there is placenta

praevia or unexplained vaginal bleeding after 24 weeks gestation with this pregnancy; when there is foetal malpresentation; when there are signs or symptoms of chorioamnionitis, unless adequate prior treatment has been instituted; foetal macrosomia; oligohydramnios; multiple foetuses; in women who have had more than 3 previous vaginal deliveries after 24 weeks gestation (Misodel has not been studied); before 36 completed weeks gestation; and where there is hypersensitivity to the active substance or to any of the excipients. Misodel is available as a 200 microgram pessary in packs of 1's.

Olysio (simeprevir) is an inhibitor of the hepatitis C virus (HCV) NS3/4A protease which is essential for viral replication. Olysio is indicated for the treatment of chronic hepatitis C (CHC) genotype 1 or genotype 4 infection, in combination with other medicinal products for the treatment of CHC infection. Olysio in combination with peginterferon alfa and ribavirin is contraindicated in women who are or may become pregnant.

Ribavirin may cause fetal harm when administered to a pregnant woman. If this drug is used during pregnancy, or if the patient becomes pregnant while taking this drug treatment, the patient should be apprised of the potential hazard to a fetus. It is also contraindicated in men whose female partners are pregnant. Olysio is available in 150 mg capsules in blister strips of 7's.

Ribomustin (bendamustine hydrochloride) is an alkylating antitumour agent active against both quiescent and dividing cells. The antineoplastic and cytotoxic effect of bendamustine hydrochloride is based essentially on a cross-linking of DNA single and double strands by alkylation. As a result, DNA matrix functions and DNA synthesis and repair are impaired. Ribomustin is indicated as first-line treatment of chronic lymphocytic leukaemia (Binet stage B or C); previously untreated indolent CD20-positive, stage III-IV non-Hodgkin's lymphoma, in combination with rituximab; previously untreated CD20-positive, stage III-IV mantle cell lymphoma

in combination with rituximab, in patients ineligible for autologous stem cell transplantation; and also in relapsed/ refractory indolent non-Hodgkin's lymphoma. Ribomustin is contraindicated in severe hepatic impairment (serum bilirubin greater than 3.0 mg/dL); jaundice; severe bone marrow suppression and severe blood count alteration (leukocyte and/or platelet values dropped to $<3 \times 10^9/L$ or $<75 \times 10^9/L$, respectively); major surgery less than 30 days before start of treatment; infections, especially involving leukocytopenia; yellow fever vaccination; Ribomustin is also contraindicated during breastfeeding. Ribomustin is available as a 100 mg powder for infusion vial in packs of 1's.

Sovaldi (sofosbuvir) is a pan-genotypic inhibitor of the HCV NS5B RNA-dependent RNA polymerase, which is essential for viral replication. Sovaldi is indicated for the treatment of adults with chronic hepatitis C (CHC) infection as a component of a combination antiviral treatment regimen. When Sovaldi is used in combination

with peginterferon alfa/ ribavirin or ribavirin, the contraindications applicable to those agents are applicable to combination therapies. Sovaldi is available as 400 mg tablets in packs of 28's.

SAFETY RELATED CHANGES

Do not coadminister **Avapro HCT (irbesartan/ hydrochlorothiazide)** with ACE inhibitors in patients with diabetic nephropathy.

Mersyndol Forte (paracetamol, codeine phosphate, doxylamine succinate) is now contraindicated in children under 18 years undergoing tonsillectomy and/or adenoidectomy to treat obstructive sleep apnoea, and in patients who are ultrarapid CYP2D6 metabolisers.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information

Pharmacy training?
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Chemmart conference

CHEMMART executive director Jonathan Layton used the 2014 Chemmart National Members Conference to announce the launch of the Chemmart Professional Development Forum, a three day conference for Chemmart pharmacists in Australia set for Apr.

This follows a call from pharmacist Patrick Reid for fewer pharmacy conferences, supported by the PSA (*PD* 05 Sep).

At the conference in Auckland, with 300 attendees, the Casey Central Pharmacy in Victoria was awarded the Community Pharmacy of the Year while Health World took out the Supplier of the Year award.

Intern discussion needed

PROFESSIONAL Pharmacists Australia's (PPA) call to action on the internship system would require broad consultation from a range of pharmacy stakeholders, the organisation has said.

Following on from an article in *Auspharm* (*PD* 12 Nov) which received a fair amount of feedback, ceo Chris Walton told *PD* internships were vital, but needed to be an instructive experience.

The PPA welcomed moving toward preceptor accreditation as a practical way to develop industry consistency and move towards establishing fair expectations, Walton said.

It would help both students and preceptors if there were greater clarity and expression of expectations, and the PPA would like to see industry-wide discussion about the activities students needed to perform as part of internships, Walton said.

The National Australian Pharmacy Students' Association president Sam Turner said the organisation would welcome a national discussion to find a solution to

increasing the satisfaction and quality of education for interns.

He said the levels of dissatisfaction of interns had been brought to the organisation's attention recently, with a questionnaire of South Australian graduates last year showing 45% of respondents wanted to do something other than be a practicing pharmacist at the end of their internship year.

Increased business pressures on preceptors or increased numbers of students graduating, unable to find a quality preceptor to employ them, were factors to consider as a cause, he said.

"Finding a way to ensure that this will not impact the risk of graduates not gaining employment will be the ultimate challenge."

A Pharmacy Board of Australia spokeswoman said when it received correspondence from PPA, it would consider the issues raised and respond accordingly.

Accreditation of education providers came under the jurisdiction of the Australian Pharmacy Council, she said.



DISPENSARY CORNER

NEW hosiery market leg-up.

A pharmacy in Bradenton, Florida, has found a growing new market for ladies' pantyhose in men with jobs that demand long hours of standing, such as shop assistants, barbers, restaurants and some factory workers.

One person writing to *The People's Pharmacy* said he wore L'eggs Sheer Energy Active Support Leg Nude queen size and at 177.8 cm and 91 kg, he found they made him look like he had a good tan.

THE more you know.

If you have any young diabetic customers through your pharmacy, you can share this fun fact with them.

Courtesy of the @diabetesqld Twitter account, Elsa from the Disney movie 'Frozen' was based on a child with type 1 diabetes.

Apparently, Elsa was meant to be a villain, due to her ability to turn people into popsicles, but executive producer John Lasseter realised she reminded him a lot of his son, who had type 1 diabetes and had asked Lasseter "why me?".

The team decided that Elsa would not be a villain just because she was born with ice powers, Diabetes QLD said.

For more facts you probably didn't know about diabetes, **CLICK HERE.**

THAT time of year again.

If you're already putting up Christmas decorations in your pharmacy, you're not the only one - apparently, we now start thinking about Xmas on 25 Aug, three months earlier than in 2007, according to a study of Google searches in each of the past six years, the *Telegraph* reported.

Recruitment in pharmacy made more affordable



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WIN with KEY SUN

This week *Pharmacy Daily* and *Key Sun* are giving five readers the chance to win a two pack of 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 SA or NT to send the correct answer to: comp@pharmacydaily.com.au



What colour packaging does
Key Sun Clear Zinke have?

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

Congratulations to yesterday's winner,
Laura Forte from Jardine's Chemmart Pharmacy.

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