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Friday's Comp winner

FRIDAY'S winner of the Plunketts NS-8 Natural Footcare pack was **Barbara Verhagen** from Aspen.

This week, **Pharmacy Daily** and MOR are giving five readers the chance to win a MOR Essentials Hand & Body Wash and Lotion, starting today with NSW/ACT readers on **page two**.

\$555m Soliris sales

ALEXION Pharmaceuticals has reported its global third quarter results, posting net product sales for Soliris (eculizumab) of US\$555.1m (AUD\$635m), up 39% year on year.

This reflected steady additions of new patients with atypical haemolytic uraemic syndrome (aHUS) and paroxysmal nocturnal hemoglobinuria starting Soliris treatment, the company said.

In Australia, the Department of Health said that it would fund the treatment for aHUS to the tune of \$63m over four years, and Alexion agreed to supply the medication after a brief stalemate regarding cessation of treatment after 12 months (**PD** 22, 23, 30 Sep).

The average cost of Soliris treatment for aHUS was more than \$500,000 per patient per year, according to the Department.

Alexion revised its revenue guidance for 2014 up, from US\$2.18b to US\$2.20b, to US\$2.22b to US\$2.225b.

An Alexion spokesperson said the manufacturer did not break out revenue on a country basis.

CLICK HERE for more.

Pharm prof leads regs review

THE government has announced an independent review of medicines and medical devices, headed by Emeritus Professor Lloyd Sansom (**PD** Breaking News 24 Oct).

The review of how the Therapeutic Goods Administration (TGA) regulates medicines and medical devices was announced by the Minister of Health Peter Dutton and the Assistant Minister of Health Fiona Nash, who also confirmed a review of the complementary medicines sector framework would occur in the 2015 second quarter.

Former Medicines Australia (MA) chairman Will Delaat and former chief medical officer Professor John Horvath would assist Sansom in the review, which would look to find areas of unnecessary, duplicative or ineffective regulation that could be removed or streamlined, and opportunities to enhance regulation so the country continued to be able to respond effectively to global trends in therapeutic goods' manufacture, marketing and

regulation, the Ministers said.

The Review's terms of reference said it would benchmark TGA regulatory arrangements against trusted international authorities, and would not make recommendations in reference to the Pharmaceutical Benefits Scheme or reimbursement or subsidy of medicine.

The Review Panel would release a discussion paper soon, and recommendations for prescription and OTC medicines and medical devices by 31 Mar next year, the government said.

MA said it welcomed the review, with ceo Tim James saying three distinguished experts would head the review panel.

MA was encouraged by the government's actions to date in committing to reduce red tape around the manufacture of drugs and medical devices, he said.

CLICK HERE for more.

Kalydeco PBS list

THE Minister for Health Peter Dutton has confirmed Kalydeco (ivacaftor) will be listed on the Pharmaceutical Benefits Scheme (PBS) from 01 Dec.

The listing of the treatment for cystic fibrosis in patients with a specific gene mutation has been lobbied for this year by Cystic Fibrosis Australia (**PD** 28 May).

Sponsor Vertex welcomed the news, saying it had been recommended twice for PBS listing.

PDE-5 inhibitors prove heart friendly

LONG-TERM use of phosphodiesterase type-5 (PDE-5) inhibitors (erectile-dysfunction drugs such as sildenafil) can prevent cardiac remodeling and can also improve cardiac performance, according to new research published in *BMC Medicine*.

The research involved a meta-analysis of randomised placebo-controlled trials on various databases.

CLICK HERE for the abstract.

Mozziegear special

MCGLOINS have a special Mozziegear deal coming into the summer months, with ordering a mosquito counter display unit before 30 Nov nabbing you 90 days credit.

See **page three** for details.

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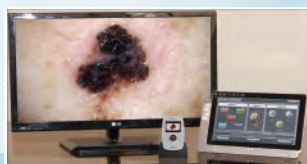
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By completing the questionnaire you will have the option to **go into the draw to win an Apple iPad**.



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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **John Koot, Managing Director - Willach Australia**



The proof's in the pharmacy processes

INDEPENDENT research by Glenn Guilfoyle and the team at The Next Level has shown that delegating logistics to the back of house and getting pharmacists out the front engaging with customers can add significant value to your business.

They observed dispensary processes in more than 80 community pharmacies in Australia – some with Willach-designed dispensary solutions and some without.

It was found that traditional dispensaries needed eight people to process 100,000 prescription items while those with a Willach solution needed only six.

This meant that, for the same cost, two extra pharmacists could be on the floor adding value by interacting with customers and growing pharmacy category sales.

The research team also looked at script processing time and the effect it had on customer retention in store.

Pharmacies with conventional dispensaries took 8.44 minutes on average to process a script and retained 53% of customers in store. With a redesigned dispensary, it took 5.34 minutes to process a script and resulted in 96% of customers staying in store – results largely attributed to improved efficiencies and increased customer engagement.

This is evidence that cannot be ignored and evidence that proves, with the right tools and processes, pharmacies can prosper.

For pharmacy in Australia the time is now, the opportunity is there and the ball is in your court – what will you do?

3 diseases cause 1/3 deaths

CARDIOVASCULAR disease (CVD), diabetes and chronic kidney disease (CKD) were the underlying causes of 36% of all deaths in 2011, according to new research from the Australian Institute of Health and Welfare (AIHW).

The report found the three diseases were the underlying cause of 52,899 deaths in 2011, of which 45,622 were due to CVD, 4,209

were due to diabetes and 3,068 were due to CKD.

However, the report said the contribution of the three diseases to all deaths had lessened in recent decades, down from being the underlying causes of 57% of total deaths in 1981.

"Much of the decline between 1981 and 2011 was due to the reduction in deaths from CHD and stroke."

The National Heart Foundation ceo Mary Barry said the report highlighted the need for Federal Government to implement, with a "modest" investment, a nationally consistent, integrated health check to detect those at risk of developing heart disease, stroke, CKD or type 2 diabetes.

CLICK HERE for more.

PCEHR record gaps

GENIE Solutions and Medical Director software companies have been alerted by the Department of Health to a "potential risk identified within the PCEHR system" which impacts the way some documents can be viewed in an eHealth record.

Some Medicare, prescription and dispense documents may fail to appear in the Medicare Overview or the Prescription and Dispense View, making for an incomplete medical record.

A permanent solution would be implemented in December, the Department said.

Advanced practice deadline extended

THE deadline for submissions regarding the draft evidence guide for advanced pharmacy practice has been extended to 28 Nov.



DISPENSARY CORNER

JUST don't paint the town red.

If you ever have the urge to paint your own speed limit signs on the road outside your pharmacy to slow traffic, take note of what happened to one out of the box thinker.

Fifty five year old John Cherok II from Pennsylvania has lived on the same street for 15 years where he owns a bookstore and recently claimed that cars were frequently travelling at 50mph (80 km/h) down the road, the *Observer-Reporter* reported.

As a fix, he took his paintbrushes and went to work painting "Slow, 25 mph" on the road only to find himself painted into a corner on the wrong side of the law.

Police charged him with disorderly conduct and criminal mischief.

KEEP an eye on those kids!

For heaven's sake, keep a wary eye out for any customers' children in your pharmacy - who knows where they could end up, going by the story of young Colin Lambert, an 18 month old who became trapped in a toy-grabber game at a laundrette in Tennessee.

Lambert was apparently irresistibly drawn by the shiny, shiny toys encased in the game, the *Telegraph* reported - and as some readers will remember not-so-fondly, crawling inside is about the only way you can get a toy from those machines.

It turns out it wasn't such a bad move on Lambert's part, as he got to excitedly meet the Maryville Fire Department when they answered his grandma's call and came to rescue him.

Plus, the toddler got to keep a toy from the game into the bargain (which is more than some of us), the publication reported.

WIN with MOR

This week *Pharmacy Daily* and MOR are giving five readers the chance to win a MOR Essentials Hand & Body Wash and Lotion.

Win a MOR Essentials Hand & Body Wash and Lotion Set, valued at \$39.90 each. Start every day with skin that is cleansed and refreshed through a formula designed to help maintain essential moisture for soft, radiant skin. This wash and lotion duo is an every day essential for well hydrated skin. Extracts of peppermint and honey cleanse and invigorate, while a sheer blend of coconut oil and glycerin creates a weightless lotion that moisturises and soothes, leaving the skin refreshingly fragrant.



To win, be the first from NSW or ACT to send the correct answer to: comp@pharmacydaily.com.au

What are the key ingredients in the MOR Essentials Hand & Body Wash?

Hint: www.morboutique.com

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