

\$2,000 INCENTIVE

for using eRx

30% of original scripts during September 2014

eRx.com.au/ScanRate

WHAT'S YOUR SCAN RATE?
eRx script exchange



Grow your OTC profit

APOTEX is reminding pharmacists to grow their anti-fungal nail category and OTC profit with Aporyl.

See details of the bonus stock offer with free point of sale materials and product training on **page four**.

API profit upgrade

AUSTRALIAN Pharmaceutical Industries Ltd (API) today upgraded underlying net profit after tax on the back of continued strong results from its Priceline and Priceline Pharmacy stores and its Pharmacy Distribution business (**PD** breaking news this morning).

Sales for the year ending 31 Aug across Priceline and Priceline Pharmacy stores have increased 6.0%, the company said.

API says the growth has resulted from a core focus on the customer despite a challenging retail sector in which the company has been able to maintain margins as well as a net growth of store numbers by 27, bringing the Priceline network total to 390 stores.

The Pharmacy Distribution business grew sales by 11.9% after adjusting for the effect of PBS Reforms.

While still subject to finalisation and audit, it is expected that the company will be reporting an underlying net profit after tax of \$31m-\$31.5m, up from the previous guidance of \$28m-\$30m.

Accurate PBS advice

THE Department of Human Services' latest Bulletin Board message has reminded pharmacists to provide clear and accurate Pharmaceutical Benefits Scheme (PBS) refund advice to customers.

The Department advised that when a customer purchased medication without proof of eligibility, the pharmacist should provide a customer with a PBS Refund Receipt, listing the medication purchased and price paid, advice that refunds were based on the PBS listed amount and that customers might not receive a full refund in certain cases.

To read more, **CLICK HERE**.

'No major' OxyContin probs

MUNDIPHARMA has sent a letter to pharmacists saying there have been "no major problems" reported with the changeover from the original OxyContin tablets (oxycodone) with the manufacturer's tamper-proof formulation (**PD** 03 Jun).

Managing director Jane Orr wrote on 20 Aug that reports from press of continued abuse of OxyContin could be "misleading" if they referenced supply of medicines before the change over to the tamper-proof product on 01 Apr, which was now the only formula available on the Pharmaceutical Benefits Scheme (PBS).

Orr said pharmacy staff had reported that demands from "a small cohort of difficult customers with questionable clinical need for the product have diminished" and that reports that there were ways to overcome the abuse-resistant properties did not mean the technology had been "cracked".

Sales of the OxyContin tablets most commonly sought for diversion had decreased by 28% since the reformulation was introduced, Orr said.

She also referenced figures from

the Medically Supervised Injection Centre (**PD** 16 Jul) which showed a preliminary reduction in onsite Oxycontin injection from about 800 visits per week to 50.

The National Drug and Alcohol Research Centre has said it is in the process of evaluating the tamper-proof formulation.

The patent for OxyContin expired in July and the Generic Medicines Industry has previously said generics played a crucial role in containing expenditure, and sponsors were required to adhere to the same high standards as the original brand (**PD** 04 Jun).

Opsumit PBS for PAH

ACTELION Pharmaceuticals Australia Pty Ltd has announced that Opsumit (macitentan), a new endothelin receptor antagonist (ERA) for the treatment of pulmonary arterial hypertension (PAH) is available on the Pharmaceutical Benefits Scheme (PBS) effective 01 Sep.

Opsumit is indicated for PAH under specific conditions as either monotherapy or in combinations with other approved therapies.

Farewell APHS

AUSTRALIAN Pharmaceutical Healthcare Systems (APHS) is set for a new name and logo.

Partner Cathie Reid wrote on her website that there was a proliferation of similar acronyms in the industry and thus it was time for a new name and logo the latter of which was crowdsourced, "costing a fraction of what a traditional agency would charge".

The group would also move into digital healthcare, providing improved patient access to information and allowing the patient to become a participant in their own health outcomes, among other things, Reid said.

"In line with this we will be introducing a raft of new solutions, not only to our own business, but the broader health arena."

The launch of the new name and logo is set for 09 Sep.

Your link to a sustainable future

Build alternative revenue streams & patient loyalty with

Limited! Subscription Offer
click here

\$50 Cash Back

REVITIVE^{LV}
CIRCULATION BOOSTER[®]

Available 8th September-19th October 2014
Conditions apply.
See www.revitive.com.au/LVcash for details



**LASTING, NON-DROWSY
ALLERGY CONTROL**

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

Sigma, Pharmacy Alliance 10 year pact

SIGMA Pharmaceuticals this morning announced a 10-year extension of its wholesale supply and services agreement with Pharmacy Alliance (PA).

With PA providing buying and support services to more than 460 pharmacies across Australia, the deal represents in excess of \$400m in annual revenue for Sigma.

Sigma ceo Mark Hooper said the deal provides Sigma with greater revenue security and enhances the firm's growth potential.

"For PA to commit long term demonstrates their confidence in Sigma as a partner of choice to help drive their business.

"As the industry continues to evolve, choosing the right business partner will become increasingly important," he said.

Pharmacy Alliance chairman, Simon Reynolds said the group aims to provide its members with the best tools, resources and supply chain available so they will continue to be profitable.

"This extension on the agreement between Pharmacy Alliance and Sigma allows both organisations to work collaboratively to provide innovative solutions and services to members so that they are able to have successful businesses today and into the future," he said.

Methotrexate NZ errors

A NUMBER of recommendations have been suggested to ensure methotrexate dispensing errors in NZ do not occur, following the death of Kenneth Douglas.

Coroner Christopher Devonport said the patient's GP had written 'daily' instead of 'weekly' on the prescription and a report prepared by NZ College of Pharmacists executive board member Bernard McKone reviewing the practices at the dispensing pharmacy, Unichem South City, Pharmacy, found a total of eight opportunities for the error to be picked up.

These included not confirming Douglas' details and checking medical history, disregarding a computer alert, failing to pick up on the error when explaining the medication to the patient and when the patient was asked to come back to fill the balance of the prescription as the pharmacy did not have enough tablets in store.

The coroner said even with the prescription error, there were critical points where the clinical mistake "could and should" have been picked up by pharmacy staff.

Recommendations included that queries from pharmacists should be communicated directly to the prescriber while McKone recommended that dispensing SOPs across companies and

pharmacies be reviewed "urgently" through an accredited process such as a Ministry of Health audit, it said.

The Pharmacy Council of NZ did not think a full review was necessary but appointed a mentor to the pharmacist who had made the errors, and who was declared competent in 2013, the report said.

It said the Council agreed that pharmacists should activate medication alerts on pharmacy software where available, and the Coroner said a reminder of this could be made in the Council's communications to the profession.

The Council referred **PD** to the Health and Disability Commissioner regarding the number of methotrexate incidents and a spokesperson said they were unsure whether a warning would be sent out in its next newsletter.

A Health and Disability Commissioner spokesperson said an Official Information Act would be required to collate information about methotrexate complaints.

The Pharmaceutical Society of NZ said it was unable to respond to queries about whether it was aware of other incidents or whether it would advise pharmacists to be extra vigilant.

Methotrexate QUM

NPS MedicineWise Phone Line Services manager and pharmacist Sarah Spagnardi said methotrexate was an unusual drug in that it was dispensed once weekly.

It was a potent medication where quality use of medicines needed to be implemented in terms of checking processes and understanding its safety profile.

She said it had been "quite devastating" to read of the NZ case where there had been a number of errors in processes.

Chief executive of the Pharmacy Guild of New Zealand, Lee Hohaia told **PD**, "The Guild consistently advises members to ensure they are following up-to-date standard operating procedures to prevent dispensing errors and ensure patient safety.

"In addition, the Guild provides access to a series of standard operating procedure templates for community pharmacies to customise to their business environment.

"This helps ensure that pharmacies are following best practice in their dispensaries.

"The Guild will be reminding members about safety issues surrounding methotrexate in our e-newsletter, *Guild InTouch*, next week," she concluded.

LiveLife PHARMACY

Pharmacist Vacancies Qld Coastal and Regional tourist areas

- ✓ In house rewards
- ✓ Flexible working arrangements
- ✓ Great training opportunities
- ✓ Attractive hourly rates

Click below to see vacancies:

<http://www.livelifepharmacy.com/careers/>

or email queries or resume to:

recruit@livelifecentral.com

WIN AN iWHITE PACK

This week **Pharmacy Daily** is giving five readers the chance to win an **iWhite** pack.

iWhite Instant is a professional teeth whitening kit for instant results. This product contains a new, revolutionary whitening gel, which has been clinically proven safe and instantly effective.

This innovative, one-step system will actively remove stains and strengthen teeth while providing an instant whitening effect. Just wear the pre-filled tray for 20 mins a day for instant results up to eight shades whiter. It is 100% safe and hydrogen peroxide free.

See [HERE](#) for more details.

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



Up to how many shades whiter will your teeth be after using iWhite?

Congratulations to yesterday's winner
Emma Kelly from **Fresenius Kabi**



- 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



DISPENSARY CORNER

IMAGINE a city with no pharmacists.

And now imagine a city with no people, full stop, because a South Korean government agency has conducted research showing Busan, which is presently the second largest city in the country, would be the first to have zero inhabitants by 2413.

Reported in the *Sydney Morning Herald*, the study showed that by 2136, South Korea is predicted to lose 40m of its 50m inhabitants, caused by reduced fertility rates.

According to the publication, South Korea has introduced some corrective measures such as more accessible maternity leave and support for childbearing.

LET them buy cake.

The staff fridge at your pharmacy may be a gold mine, if recent news is anything to go by.

The Scotsman reported that a slice of 33 year old cake has been sold for US\$1,375 at a Los Angeles auction, bringing new meaning to the phrase 'stale news'.

Admittedly, it was a slice of the wedding cake from Prince Charles and Princess Diana's 1981 television extravaganza, and it was sold to what the publication described as a "dedicated group of royal cake collectors", complete with a presentation box and card, but if you kept any old sandwiches, discarded apple cores or even the remains of the egg launched at the Queen in NZ in 1986, you could be rich.

CareDent launches Australia's only wire free interdental brush

CareDent has launched **InterBrush**, Australia's only wire free dental brush designed to thoroughly clean interproximal spaces, the hard to reach places between teeth. The soft rubber bristles are gentle and flexible, ideal for hard to reach spaces, around bridges, implants, crowns and orthodontic appliances. CareDent InterBrush is available in small, medium and large from pharmacies nationwide.

Stockist: 1800 369 273

RRP: \$9.90

Website: www.doward.com.au



Innox Lush Lashes Mascara

Innox Lush Lashes Mascara is a mascara that has been formulated to create volume, length, curl and definition whilst conditioning lashes. The mascara features a curvy brush to help ensure all lashes are coated evenly with that exciting upward curl we all love. Lengthen, strengthen and beautify those lashes into a stunningly vibrant can't-look-away impact. The mascara is available in two full colours, Innova jet black and Innova navy. Presented in its own distinctive ice-white compact bottle, Innova Lush Lashes Mascara can travel easily with you anywhere and everywhere.

Stockist: 1300 650 981

RRP: \$519.95

Website: www.innox.com.au

L'OCCITANE Roses et Reines EDT and Pearlescent Body Gel

L'OCCITANE Roses et Reines EDT is a light fragrance that opens with citrus, bergamot and blackcurrent. The heart reveals the floral rosy notes, while the base wraps up the fragrance with a woody white cedar, heliotrope and musk. The EDT fragrance comes in a feminine pink and gold curved glass bottle, making it look sophisticated and chic. **L'OCCITANE Roses et Reines Pearlescent Body Gel** is a refreshing body gel that moisturises the skin and leaves the body with a subtle shimmer and glow.

Stockist: 02 8912 3000

RRP: \$62

Website: www.au.loccitane.com



Pelactiv Purifying Skin Treatment Pack

Created by Australian Skincare Therapists in conjunction with leading Biochemists, Pelactiv incorporates the purest Australian native plant extracts in combination with the prime active ingredient, Lactic Acid. **Pelactiv Skin Treatment Packs** are specifically tailored to target three of the most commonly occurring skin concerns: dehydration, dryness and problematic/congested skins. Each pack contains the Pelactiv Facial Refiner Deep Cleansing Scrub 150ml, and a specialised Pelactiv Treatment Mask 75ml. Now available in three varieties - as well as **Purifying**, look for Hydrate and Nourish.

Stockists: 1800 655 745

RRP: \$60

Website: www.pelactiv.com

DOWNLOAD the FREE *Pharmacy Daily* iOS App, **CLICK BELOW**.



Grow your anti-fungal nail treatment category and OTC profit with

APORYL[®]

amorolfine 5% w/v as the hydrochloride

Works in the same way as Loceryl¹
with fewer applications than Rejuvenail^{2,3}

BONUS STOCK OFFER*
FREE POINT OF SALE MATERIALS & PRODUCT TRAINING**

ONCE OR TWICE A WEEK²



ORDER NOW

Call your Apotex Territory Manager
or Sales Support
P: 02 8877 8343
E: aus.salesupport@apotex.com

APOTEX | CONSUMER PRODUCTS

* Turnover orders only – bonus stock offer not available via PDE. ** Contact your Apotex Territory Manager for Point of Sale Materials and Product Training.

1. Apotex Pty Ltd, Data on file. 2. Apotex Pty Ltd, Aporyl Consumer Medicine Information, December 2012. 3. A. Menarini Australia Pty Ltd, Rejuvenail Instructions for use, Rejuvenail website. <http://www.rejuvenail.com.au/about-rejuvenail>; Accessed May 01 2014.

ALWAYS READ THE LABEL. USE ONLY AS DIRECTED. IF SYMPTOMS PERSIST SEE YOUR HEALTHCARE PROFESSIONAL.

Apotex Pty Ltd, Macquarie Park NSW 2113, ABN 52 096 916 148. Apotex Pty Ltd is the licensee of the registered trade mark APOTEX from the registered proprietor, Apotex Inc. APORYL[®] is a trade mark of Apotex Technologies, Inc. Copyright © 2014. All rights reserved. www.apotex.com.au PM-AU-0674 August 2014