

PRO PAIRA		API PDE
ITEM	Skin Care for Problematic Skin	
PROPAIRA	Purifying Cream 30ml	932140
PROPAIRA	Foaming Cleansing Gel 100ml	932167
PROPAIRA	Ultra-Calm Lotion 100ml	932183
PROPAIRA	Ultra-Calm Cleansing Gel 100ml	932221
PROPAIRA	SPF50+ Sunscreen 80ml	932256

FDA Feraheme alert

THE US Food and Drug Administration (FDA) has issued an alert strengthening previous warnings that serious, potentially fatal allergic reactions can occur with the anaemia drug Feraheme (ferumoxytol).

CLICK HERE for more.

Comp review: rules should go

THE final report of the Competition Policy Review has echoed its draft report recommendations, saying pharmacy ownership and location rules should be removed "in the long term interests of consumers" (*PD* Breaking News yesterday).

With ownership and location rules flagged as an area for immediate reform action, the Review panel said negotiations for the Sixth Community Pharmacy Agreement (6CPA) gave an opportunity for further targeted relaxation of the location rules, as occurred in 2011 with regard to pharmacies in shopping centres and large medical centres, with a goal of eventual removal.

While some ongoing regulation of pharmacy was justified, the ownership and location rules did not service the objectives of the National Medicines Policy and imposed costs on consumers, the report said.

Alternative options to ensuring pharmacies met standards of care and access included imposing obligations as part of licensing or remuneration of pharmacies, tendering for provision of services in rural or remote areas and a community service obligation (CSO) for retailing pharmaceuticals as per wholesaling, the report said.

The latter two should be considered to secure access to medicines for all Australians, it said, with a trial period or staged approach for the CSO.

No such ownership rules applied to GP practices and this did not

compromise standards of care, the Panel said.

Minister for Small Business Bruce Billson said there would be an eight week consultation on the recommendations made, with a government response in the second half of the year.

When asked about ruling out pharmacy changes, Billson said the government was consulting on the 6CPA.

One of the issues highlighted was the need to be mindful of what might appear to be anti-competitive but had some other public policy justification, he said.

CLICK HERE to read the report.

Amneal to acquire Actavis generics

AMNEAL Pharmaceuticals is set to acquire "substantially all" of Actavis Australia's generic business for an undisclosed amount, with a letter of intent signed and an expected closing date of 30 Apr (*PD* Breaking News yesterday).

Amneal would purchase the business through an asset sale structure including marketing authorisations, inventory and commercial agreements, a spokesperson for Actavis said.

Both companies said they would work to finalise the deal quickly so there was no disruption of supply to existing purchasers.

Actavis would continue to supply medicines on the PBS and to hospital tenders until complete.

It would continue to distribute branded medicines, with a dedicated GP sales team, it said.

Amneal national sales manager Justin Rolls said with an anticipated increase in customer base, it was "highly likely" the company would look at expanding its pharmacy-based field force in Australia.

Following its launch in the Australian market last year, Amneal said it was taking an "aggressive approach" to meet the challenges the pharmacy industry was facing, with 163 pharmacies signed for its Amneal 500 program in December (*PD* 05 Dec 14).

Rolls said the Australian market still had a relatively low level of competition when compared with markets such as the United States, and Amneal was "well placed" to capitalise on the bio-similar market.

Pharmacy licensing review?

IN ITS final report, the Competition Policy Review panel said while it made no recommendation as to state and territory regulations about the licensing of pharmacists and premises, and the advertising of medicines and poisons, these should not be exempt from consideration as part of a new round of regulation reviews proposed in the report.

This included that all Australian governments should review regulations in their regions and subject them to a public interest test to ensure unnecessary restrictions on competition did not exist, overseen by an Australian Council for Competition Policy.

CLICK HERE to read more.

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Pharma care services necessary for elderly

THE implementation of pharmaceutical care services for elderly patients is necessary to improve medicines efficacy and safety, better clinical outcomes and cost reduction, according to research published in the *International Journal of Clinical Pharmacy*.

Pharmacists carried out structured interviews with 31 elderly residents in six Portuguese nursing homes at the end of last year, finding 484 drug related problems, half of which were adverse drug reactions.

Treatments which were not cost-effective or optimal comprised 34% of these problems while unnecessary treatments accounted for 6%.

CLICK HERE for the abstract.

Price cuts to take \$71k from revenue

THE Pharmacy Guild has said it estimates about \$71,000 will be lost from the average pharmacy's annual revenue under the second cycle of Simplified Price Disclosure, which takes effect today.

This estimate was based on flow on impact from the reduction of medicines included in the 01 Apr round, with mark up reduced in dollar value, a spokesperson said.

The Guild reiterated its call for a re-investment of savings made from Pharmaceutical Benefits Scheme reforms into community pharmacy (PD 02 Oct 14).

CLICK HERE to read more.

PSA, Guild reject comp recs

THE Pharmacy Guild has said it rejects the Competition Policy Review's final report recommendations, while the Pharmaceutical Society of Australia (PSA) has said the system is not broken and so does not need fixing.

Both organisations said the current ownership model served Australia well.

The Guild said the Federal government had made its position clear, supporting the ownership and location regulations.

Then Minister for Health Peter Dutton said at APP 2014 the government would not allow supermarkets into pharmacy (PD 14 Mar 14).

The Guild said the location rules ensured timely and equitable access to medicines while the ownership rules made sure pharmacies were owned by registered pharmacists.

"It is disappointing the competition panel did not recognise the very strong evidence the Guild has provided to demonstrate the benefits of the tried, tested and trusted pharmacy model."

The Guild said there was no evidence a deregulated model would deliver better outcomes to consumers.

PSA national president Grant Kardachi said he had yet to see evidence that a different system would produce better results for the Australian community.

Non-pharmacist ownership would put profitability above health outcomes and consumer needs, he

said.

"We should build on the existing system in the next Community Pharmacy Agreement by developing and implementing a wider range of professional services which consumers can access through their pharmacy."

MEANWHILE Professional Pharmacists Australia (PPA) has welcomed the recommendation to reconsider the location rules.

Ceo Chris Walton said such a review would be a "decision that puts patients first."

"We are calling on the Minister for Health not to rush into the next Community Pharmacy Agreement, but to consider all the policy options on the table."

Walton said while PPA supports ownership rules remaining in place, "opposition to reconsidering location rules and the traditional dispensing model is holding back employee and specialist pharmacists."

"It means taxpayers are not getting best value for money, patients are not getting the best healthcare and employee pharmacists are entangled in retail sales, rather than using their professional knowledge and skills."

CLICK HERE to view the Guild response, **HERE** for the PSA response and **HERE** for the PPA's.

RB mediation set

A MEDIATION date has been set for 27 Apr in the Australian Competition and Consumer Commission (ACCC) versus Reckitt Benckiser (RB) case.

The ACCC alleges RB made false or misleading claims that Nurofen Specific Pain products were made to treat specific kinds of pain when the products were "identical" (PD 05 Mar).

Representatives for the ACCC agreed to provide clarification by today as to what "specific efficacy" in the allegations of misrepresentation meant.

Representatives for RB said a marketing expert might be called as to consumer interpretation of packaging and the website concerned, but that there would be no scientific expert evidence as the products "can't be in dispute".

Justice Annabelle Bennett said a mediation could "crystallise" the issues, speeding the proceedings up.

A mediation date was set for 27 Apr and the case management hearing adjourned to 08 May.

New HIV Rx funded

EFFECTIVE today, HIV antiviral medication Triumeq (dolutegravir 50mg / abacavir 600mg / lamivudine 300mg) is funded on the PBS for specific patient groups.

WIN A BIO-OIL PACK

This week **PD** and **Bio-Oil** are giving away five 'Love Yourself Fit' mini prize packs to the value of \$110, including Bio-Oil 200mL, Bio-Oil 60mL, a Bio-Oil sports drink bottle and a Bio-Oil Watch In tin.

Bio-Oil is a specialist skincare oil that helps to improve the appearance of scars, stretchmarks and uneven skin tone. It has also been proven effective on ageing skin and dehydrated skin, the company says. With a plethora of skincare awards under its belt, Bio-Oil has become the No.1 selling scar and stretchmark product in 18 countries since its global launch in 2002.

To win, be the first from **WA** to send the correct answer to:

comp@pharmacydaily.com.au

What two vitamins are used in Bio-Oil's formulation?

Need a hint? Click here.

Congratulations to yesterday's winner, Deborah Scholz from the Pharmacy Guild of Australia.



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Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au



Crampeze Magnesium Max

Crampeze Magnesium Max is a new formulation that provides supplemental magnesium and includes homeopathic copper, traditionally used to help relieve muscular cramps. Crampeze Magnesium Max may assist peripheral circulation and contains magnesium to support muscle function, the company says. A measuring scoop is included to help easily measure the correct dosage. The 210g pack is 30 days' supply with 356mg of elemental magnesium per dose and sugar free, the company says.

Stockist: 1300 555 597

RRP: \$32.95

Website: www.crampeze.com.au

Glucogel Mint - a fresh new flavour from Gold Cross

Glucogel has launched a new mint flavour to its range, making it the first mint jelly bean available in Australia. **Glucogel Mint** is made with all natural colours and is now available from all wholesalers. Glucogel Mint is being promoted through Lightning Brokers who also have a range of display material as well as give away promotional items. Over the next six months, Gold Cross will be transitioning the current range to all natural colours in order to maintain a consistent level of quality across the range, it says.

Stockist: 07 3808 9268

RRP: No recommendation

Website: www.goldx.com.au



New ultra3 AW15 Collection

The new **ultra3 AW15 Collection** has tips and lids covered this season, with five **Matte Glitter Nail Polishes**, and four **Metallic Cream Eyeliners** to create endless colour combinations. Choose the right metallic tone to suit your complexion. For fair skin, silver and golden-pink metallic looks best, while medium skin tones are enhanced with light gold and soft coppery metallic. Olive skin tones lift with gold and bronze metallic, while rich copper and pewter is stunning against darker skin. On counter 01 Apr.



Stockist: 03 8545 7156

RRP: \$3.00 each nail polish and \$5.95 for cream eyeliner

Website: www.heatgroup.com.au

Clean Blonde Shampoo and new Clean Blonde Conditioner

Fudge's best-selling **Clean Blonde Shampoo** now has a brand new look and partner in haircare. Fudge now offers the new **Clean Blonde Conditioner** to compliment its well established shampoo. Containing hydrating guarana and violet pigment, these Fudge products neutralise the unwanted yellow and brassy tones that beset blonde coloured hair. The natural proteins protect against UV and environmental damage and thermal protectants prevent yellowing. On counter 01 May.

Stockist: 03 8545 2718

RRP: \$19.95 300ml, \$39.95 1L

Website: www.fudge.com



DISPENSARY CORNER

AN APPLE a day keeps the doctor away?

Not so, according to a major study published in the *Journal of the American Medical Association - Internal Medicine* earlier this week.

Epidemiologists examined the correlation between health and apple consumption, comparing about 750 regular apple-eaters with over 7,000 other participants.

The result was that there was no statistically significant difference in the number of visits to the doctor by the two groups.

However, the apple eaters were found to be "somewhat" less likely to use prescription medications.

"If anything, apple eating may help keep the pharmacist away," was the authors' conclusion.

They calculated that if every American adult ate apples daily this would save the nation almost US\$50b in prescription medication costs annually.

However more than US\$35b of the savings would be eaten up by buying extra apples.

DEJARGONISE drug talk.

Healthcare professionals are being called upon to cut the jargon in their communications with patients, in research from the Irish National Adult Literacy Agency, which found patients taking the wrong dosage of their medications at least once, the *Irish Examiner* reports.

The study demonstrated that 39% of patients want their doctor, nurse or pharmacist to use less technical language and 22% would appreciate less formal communication.

Pharmacies and general practices in Ireland can join a new medical literacy program called 'Crystal Clear'.