

## Today's issue of PD

*Pharmacy Daily* today has three pages of news, plus a full page from **Mediband**.

## 8 London spots left

**ARROW** Pharmaceuticals has announced that as of yesterday, there were only eight places left in its CPD accredited event titled *Pharmacy Innovators International Conference 2016*, a seven-day program aiming to showcase 'best practice in pharmacy' to be held in London from 15 to 26 Apr 2016.

Sixteen UK pharmacy and primary healthcare experts as well as an array of Australian speakers covering the major pharmacy categories will give delegates valuable insights and cutting-edge ideas to implement in their own businesses, Arrow said.

To register, contact your Arrow Pharmaceuticals representative.

## McGorry @ PSA event

**AUSTRALIAN** mental health advocate and former Australian of the Year, Professor Patrick McGorry AO, will be the keynote speaker at the Pharmaceutical Society of Australia's (PSA) 2016 NSW Annual Therapeutic Update Conference being held at Terrigal 04 to 06 Mar 2016.

"Advancing therapeutic knowledge and medication management" will be the focus of the event, with McGorry renowned as a world-leading researcher playing a critical role in the development of safe, effective treatments.

Areas to be covered include mental health, diabetes, dermatology, respiratory, ophthalmology, gastroenterology and nutrition, the PSA said.

Earlybird price ends 26 Jan 2016 - see [www.psa.org.au](http://www.psa.org.au) for details.

## MedAdvisor's ASX debut

**MEDICATION** adherence platform MedAdvisor has successfully listed on the Australian Stock Exchange, with the company trading under ticker code MDR.

The listing follows a "reverse takeover" of Exalt Resources Limited, with the \$5 million initial public offering oversubscribed.

Confirming the successful float, MedAdvisor ceo Robert Read also announced a new medication training relationship with Amgen, which currently markets eight products in Australia for the treatment of illnesses including cancer, kidney and bone disease.

"As a company we've achieved a lot in a short space of time, including establishing important marketing partnerships with pharmaceutical companies GSK, AstraZeneca, UCB and Apotex and most recently Amgen," Read said.

"We are very pleased to be working with Amgen and view this as yet another industry validation of our technology and its efficacy."

MedAdvisor's software platform aims to assist individuals to monitor their medication use, connecting to their pharmacy of choice, automatically receiving

## Infliximab update

**THE** Health Department has issued new information on infliximab, which was formally listed on the PBS effective from yesterday as a biosimilar for the same indications as Remicade.

Fact sheets for patients as well as healthcare professionals are featured, detailing applicable conditions including Crohn's disease, rheumatoid arthritis and ankylosing spondylitis.

Infliximab is a highly specialised (\$100) drug which must be prescribed by specialists - [pbs.gov.au](http://pbs.gov.au).



Your one stop pharmacy shop

## New TGA OTC guide

**THE** Therapeutic Goods Administration (TGA) has announced the creation of a new landing page for OTC medicines guidance, replacing the existing Australian Regulatory Guidelines for over the counter medicines (ARGOM), with the superseded guidance to be progressively archived.

The changes to the guidance are spelled out on **THIS PAGE**, clarifying the new and updated guidance as well as guidance to be archived.

medication records and activating an "intelligent training, information and reminder system to ensure correct and reliable medication use," Read said.

About 25% of Australian pharmacies are subscribers to the MedAdvisor platform, with strong support from pharmacists who participated in the capital raising.

Read said there are also now more than 100,000 users managing their medications via the MedAdvisor app.

The funds from the float will be deployed to attract consumers to the platform, while MedAdvisor will also aim to increase its presence within NSW and boost its support and endorsement by large pharmacy groups.

Read said a number of hospitals had also indicated interest in activating patients on MedAdvisor.

## PBS website update

**THE** Schedule of Pharmaceutical Benefits was updated on 01 Dec and the Summary of Changes can be found by **CLICKING HERE**.

Additionally, ex-manufacturer pricing, formulary allocations, drugs subject to price disclosure, therapeutic relativity information, pharmacy remuneration and regulation, the eculizumab reference group, PBAC summary documents July 2015 and review, DUSC outcomes and OTC products for de-listing or amendment are included - [www.pbs.gov.au](http://www.pbs.gov.au).

## Swisse Oprah offer

**SWISSE** Wellness members are being offered a special price for an evening with American high profile success story (and WeightWatchers major shareholder) Oprah Winfrey. **CLICK HERE** for details.

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## IF YOUR CUSTOMERS ARE TAKING A COURSE OF ANTIBIOTICS

a probiotic such as Inner Health Plus may assist in maintaining the balance of good bacteria.

**INNER HEALTH PLUS**

Always read the label. Use only as directed.

## iNova slammed \$100K

**THE** latest round of Medicines Australia (MA) fines for breaches of the Code of Conduct Edition 17 for pharmaceutical companies has seen iNova Pharmaceuticals hit with a \$100,000 fine for providing inappropriate information relating to Duromine at an educational event, and the need to write a corrective letter to participants.

Other major fines include a \$90,000 bill for Novartis who ran an inappropriate educational event around Lucentis, a \$45,000 fine for BMS for misleading promotional material relating to Sprycol and \$40,000 for "fictitious patient quotes" relating to Seretide.

Other companies named included Bayer and Shire for misleading or unbalanced material.

**CLICK HERE** for the MA Annual Report and see pp 22-23 for a tabled summary of breaches.

## New Pharmacy Council fee structure

**THE** Australian Pharmacy Council has changed the fees charged for Skills Assessments.

Effective immediately paper-based applications will cost \$1,490, while online applications, where all required details are submitted via the APC web portal, will cost \$990.

See [pharmacycouncil.org.au](http://pharmacycouncil.org.au).

## Guild urges disaster plan

**THE** Pharmacy Guild of Australia has reinforced the need for residents in areas susceptible to natural disasters such as bushfires, floods and storms to visit their community pharmacy to develop a "disaster emergency medication plan".

Acting Guild president Tim Logan said the prospect of a hot dry summer and recent bushfires in WA and SA have highlighted the problem, with disaster situations often seeing medications and prescriptions lost leaving patients without essential treatments and no record of what medicines they should be taking.

He said pharmacists play a critical role in ensuring continuity

of medicine supply to consumers in emergencies, and may be able to assist people who have lost relevant identification or may be attending an unfamiliar pharmacy.

In preparation for a natural disaster an emergency kit should be assembled containing at least three days' supply of medication, said Qld health's disaster management unit senior director, Dr Peter Aitken, with ideally seven to ten days' supply available along with a copy of the prescription.

## New rego standards

**THE** Pharmacy Board of Australia has highlighted revised registration standards and CPD guidelines which took effect yesterday, 01 Dec 2015.

The Board says a revised Frequently Asked Questions document on CPD for pharmacists and pharmacy interns will be published later this month, to help pharmacists comply with the changes which include the requirement for every pharmacist to develop a CPD plan.

Obligations under the new guidelines must be satisfied by the next registration renewal period on 30 Nov 2016, and do not apply to the current cycle of renewals.

Supervised practice, recency of practice and examinations for general registration are also the subject of new standards.

## Hep C Rx changing

**THE** latest issue of NPS MedicineWise's *Australian Prescriber* sees a summary of new treatments for hepatitis C from gastroenterologists Alex Thompson and Jacinta Holmes.

Thompson and Holmes say, "Hepatitis C treatment has moved along at a dramatic pace with a number of direct-acting drugs recently developed such as sofosbuvir.

"These drugs target multiple steps in the viral life cycle and are used in combination with other medicines.

"Shorter courses are effective, with minimal toxicity."

It is estimated that more than 230,000 Australians are chronically infected with the hepatitis C virus and while hepatitis C is presently managed mainly by specialists, with the advent of these new drugs, it may be possible for some patients to be managed in primary care, the authors said.

The article includes a continuing professional development activity for pharmacists, available by **CLICKING HERE**.

Other articles in the current issue include Online pharmacies: buyer beware, Opioid prescribing pitfalls: medicolegal and regulatory issues, Depression in dementia, Medicinal cannabis (**PD** yesterday), Updating the management of sexually transmitted infections, and a list of new drugs.

## Reduce bladder leakage & incontinence with...

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## Win with NS-8

This week Pharmacy Daily and NS-8 are giving 2 readers the chance each day to win NS-8 Leg Care Cream and Heel Balm.

Your legs deserve some extra love – NS-8 Leg Care Cream restores dry legs, refreshes hot, tired legs and relieves heavy legs. The natural formula absorbs quickly and penetrates deeply to intensively moisturise your skin. Enriched with Vitamins C, E and F to nourish your skin and Shea and Cocoa Butter to soften dry skin. Menthol cools and refreshes. Suitable for everyone and all skin types, perfect for those with diabetes. Proudly Australian made and owned.



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

Name one of the emollients in NS-8 Leg Care Cream.

Congratulations to yesterday's winner, Julie Amos from Pharmacy Guild of Australia.



## Health, Beauty and New Products

Welcome to our weekly promoted 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)

### Children's Dry Night Trainer Bed-Wetting Alarm

The **Children's Dry Night Trainer Bed-Wetting Alarm** from TensCare is an effective method of training a child out of bed-wetting. The bedwetting alarm uses behavioural techniques to train children out of bed-wetting. Resembling a child's watch, the alarm has two sensors which loop through the sleeve of the pyjamas, to the underwear in order to detect any droplets of urine. When the sensor detects moisture, an alarm will sound, waking the child to use the toilet. Dry Night Trainer helps children to recognise and respond to a full bladder while sleeping.

Stockist: 1800 010 891

RRP: \$49.95

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



### New Designer Brands Everlasting Longwear

Designer Brands is delighted to introduce exciting new options for Christmas gifting or self pampering: brand new **Longwear Infinite Nail Gloss**, a five-day wear nail polish with no base or top coat required, together with two recent Designer Brands launches, **Longwear Matte Lip Colour** and **Longwear Lipstick**. Longwear Infinite Nail Polish locks in colour and is fade-proof with just one coat providing ultimate shine while two coats will give you deep colour resulting in chip-proof nails, in six hot, limited edition shades.

Stockist: 1300 765 332

RRP: \$7.99 Nail Gloss, \$9.99 Lip Colour, \$9.99 Lipstick

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



### TabTimer's new large easy-to-read VISO10 Alzheimer's Clock

The clear, easy to read VISO10 clock, is a useful tool for people living with memory impairment, caused by Alzheimer's, dementia, stroke, or other memory related impairments - as well as a welcome relief for their family and care givers. The uniquely designed large figure clock uses full words, in bold letters, with no confusing abbreviations. The battery operated VISO10 also has a choice of eight different languages and can be desk-stand or wall-mounted.

Stockist: 1300 822 846

RRP: \$189.00

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



### New Rosewater Balancing Mist Intense Deluxe Edition

This lightweight mist provides a fresh boost of precious rose flower extracts and potent botanicals to help hydrate the skin's surface. Skin feels softer, smoother and looks refreshed and dewy. The **Rosewater Balancing Mist Intense** Limited Edition Rose Blend contains a blend of 5 precious rose extracts, including *rosa gallica*, *rosa centifolia*, *hibiscus rosa sinensis*, *rosa canina* and *rosa multiflora* to help condition, hydrate, soothe and balance the skin.

Stockist: 1800 805 286

RRP: \$79.00 for 200mL

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



### DISPENSARY CORNER

**PARAMEDICS** in the US state of Pennsylvania had a nasty shock when they were attending an emergency call last weekend.

They wheeled their patient out of his home to their ambulance - only to find that the vehicle had disappeared.

According to the *York Dispatch*, 21-year-old Leonard Smith has been arrested on charges of taking the ambulance for a joyride.

A police spokesman said an in-vehicle dash cam had captured his actions, while a tracking device in the ambulance led them to the abandoned emergency vehicle.

White Rose Ambulance CEO Jim Arvin said the video shows that Smith was "having a good time" behind the wheel.

As well as felony theft the young man has been charged with reckless endangerment.

The patient, who was having difficulty breathing, was admitted to hospital without too much delay after another ambulance was called to the scene.

**A LONG-DISTANCE** rescue operation has been undertaken by Britain's Royal Air Force, which scrambled two aircraft and a ship to collect a passenger from an Antarctic cruise ship after he was bitten by a seal while on a shore excursion.

The emergency activity in the South Atlantic Ocean involved the *Akademik Sergey Vavilov* which was cruising with about 100 passengers on board near remote South Georgia Island.

A rescue helicopter undertook the journey of several hundred miles supported by a Hercules tactical transport plane and offshore patrol vessel *HMS Clyde* which was required for refueling.

The RAF said the fur seal had caused a major arm injury requiring urgent medical attention.



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