

ALLEVYN Life's fresh look

SMITH & Nephew has introduced ALLEVYN Life to replace ALLEVYN Gentle Border and Thin, with new pharmacy packaging.

See [page three](#) for more.

Glucosamine with chondroitin effective

A **NEW** study evaluating the role of glucosamine and chondroitin in relieving osteoarthritis (OA) joint pain has shown that the combination is as effective as the Cox-2 inhibitor, Celebrex.

The US-based *MOVES* study enrolled 662 patients in a 24 month double-blind, placebo-controlled study of the efficacy and safety of glucosamine and chondroitin sulphate, alone or in combination, as well as celecoxib and placebo on painful knee OA.

[CLICK HERE](#) for the abstract.


Guild know your customer CPD

THE Pharmacy Guild has released an online CPD course called 'Know and love your top 100 customers', with recommendations on programs and services to help increase customer engagement and loyalty.

The Guild said it had partnered with past national president Kos Sclavos in the development of the course, which includes videos.

Free to Guild members and their employee pharmacists, the course costs \$250 for non-members.

[CLICK HERE](#) for more.



Eczema Prone skin

[find out more](#)

Comp criterion 'absurd'

THE Competition Policy Review's criterion for public policy appears to be "absurd", according to two economic academics.

University of Adelaide

Visiting Professor of Economics Jonathan Pincus and University of Wollongong Professor of Infrastructure Economics Henry Ergas, in a letter to Professor Ian Harper, said the published bases for the draft report's recommendations on pharmacy regulation were "deficient and defective".

The Professors contributed to the Pharmacy Guild of Australia submission but said the letter comprised their private, professional opinions.

A fundamental deficiency of the report (**PD** 22 Sep 14) lay in the competition principles claimed to underpin all its recommendations, principles which said restrictions on competition should only be accepted if they were the only way of achieving public policy objectives.

"This formulation leads to the absurd result that restrictions on competition should be rejected even when they are a more efficient means of achieving public policy objectives than the relevant alternatives."

The letter said the correct public policy criterion to be met before scrapping the location and ownership rules was that such a move was feasible and better than the current policy, and that current policy should only be rejected if a "properly...evaluated policy" was superior to it.

At a public meeting on the report in December, Harper appeared to propose a different criterion, that current policy should be rejected unless it could be shown to be the

Akineton recall

LINK Healthcare, in consultation with the TGA, is recalling three batches of Akineton (biperiden hydrochloride) 2 mg tablets, due to the potential for the medication to prematurely degrade during its shelf life.

[CLICK HERE](#) for more information.

back to school

Help ensure your customers' kids head back to school feeling happy and healthy this year with **Inner Health for Kids**.

If a child has been taking a course of antibiotics, **Inner Health for Kids** may assist in maintaining the levels of normal healthy flora that may have been disrupted.

[innerhealth.com.au](#) Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.



"best of all possible policies", the letter said, with an implication that even were current rules shown to work, they should be rejected unless shown to be the optimum of all policies.

"We believe this formulation is no less absurd than that set out in the draft report."

The standard methods for public policy decision making were cost-benefit analysis or cost effectiveness, which the Guild submission had done, it said.

The government needed to properly specify an alternative policy and subject it to transparent, rigorous testing, to ensure a change of policy would be beneficial.

MEANWHILE the NT Department of Treasury and Finance has said it supports the removal of pharmacy ownership and location rules.

The Department did not respond to **PD** queries regarding its reasons.

[CLICK HERE](#) to read more.

Certified Geriatric Pharmacist

THE Society of Hospital Pharmacists of Australia has posted information about the Certified Geriatric Pharmacist credential, which is also a pathway to accreditation for medication management reviews, it said.

[CLICK HERE](#) for more.

Krill oil marketing integrity challenged

CLAIMS around krill oil's ability to relieve arthritic symptoms within a seven to 14 days, as well as its "superior absorption", represent the "extravagant" unproven nature of marketing claims for these products, according to a report out of Monash University under the guidance of Adjunct Associate Professor Ken Harvey.

With two out of three Australians regularly using complementary medicines, this market represented \$3.5b, but authors of an article published in *The Conversation* said the claims of arthritic relief appeared to be based on one study involving 90 people in 2007, and said limited post-market surveillance meant complementary medicines could "contravene" Therapeutic Goods Administration standards "without fear of reprisal".

Complementary Medicines Australia ceo Car I Gibson said Australia had one of the strictest regulatory regimes in the world, with products needing to be entered on the Australian Register of Therapeutic Goods before entering the market.

"The TGA regularly conduct extensive laboratory testing on the quality of products, and consumers can have the utmost confidence in the quality, safety and efficacy of complementary medicines."

[CLICK HERE](#) to read more.

WIN WITH PROPAIRA FOR ACNE PRONE SKIN

This week **Pharmacy Daily** and **Propaira** are giving readers the chance to win one Propaira Purifying Cream 30mL and Propaira Foaming Cleansing Gel 100mL.

Propaira for Acne Prone Skin contains clinically proven key ingredients to help reduce redness, blemishes, black and white heads, the company says. Propaira says that used in combination, the formulation also helps to reduce sebum production and calm the skin. Australian-made, Propaira is also simple to use, without the worry of common side-effects such as irritation, dryness, scarring, or adverse reactions when the skin is exposed to the sun, the company says.



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

What is the percentage of Niacinamide in each Propaira acne purifying cream and foaming cleansing gel?

Need a hint? [Click here](#).

Check here tomorrow for the name of today's winner!

Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is

Amanda Lenny,
Marketing
Manager at Star Pharmacy.



Printed catalogues are still our bread and butter in Pharmacy

MANY Pharmacy Owners question whether they're getting their return on investment with printed catalogues. A recent research by Roy Morgan reveals that 70% of all Australians read catalogues in comparison to 11% read online catalogues. These stats prove that they're still a very strong marketing tool to connect with your customers. In addition, retailers are integrating printed catalogues with digital marketing including SMS/email campaigns, QR coding and social media which are overall delivering greater results.

Printed catalogues are a timely project for the head office marketing team but they offer long term benefits for everyone including:

- More customers walk through your doors during promotional periods
 - Creates more demand for your supplier products and increases sales to reach store targets
 - Increases brand awareness to the local community
 - Provides opportunity to educate customers on the benefits your products - At Star Pharmacy, we have our own qualified Naturopaths discussing topics of the month!
 - Advertisers competitive pricing without devaluing your brand
 - It helps staff to up sell at checkout.
- For example "did you know you can save 30% on this product if you buy two"

As runner up in the 2014 Australian Catalogue awards, my best advice for those that are questioning whether to continue with printed catalogues, they're not dying, they've just changed.

ACCC: no food reporting

THE Australian Competition and Consumer Commission (ACCC) has said it will not impose a condition requiring ongoing food and beverage reporting in its final determination on authorisation of Medicines Australia's 18th Code of Conduct.

In a letter to stakeholders last week, the ACCC said it accepted that food and beverage costs were secondary to larger and more direct transfers of values and that the proposed \$120 cap would go "some way" towards ensuring expenditure on food and beverages was not inappropriate (**PD** 20 Oct 14).

It also said it would not impose a condition regarding reporting of drug names but expected Medicines Australia to prepare

for this in future reauthorisation applications.

With regards to reporting of transfers of value to healthcare professionals (**PD** 18 Oct 14), the ACCC said it proposed to remove the option of obtaining consent from the condition.

However, Medicines Australia would have until 01 Oct 2016 to implement this condition, with the transparency regime contained in edition 18 in operation from 01 Oct 2015 to 01 Oct 2016.

Comments from stakeholders regarding the proposed conditions must be received by 20 Feb.

CLICK HERE for more information.

TGA seeks input on use of EU guidelines

THE Therapeutic Goods Administration (TGA) is seeking comments from interested parties on the proposed adoption of two European Union (EU) guidelines around herbal medicines.

CLICK HERE for details.

Call for standardised antibody procedures

EXPERTS worldwide have united to appeal for a standardised approach to the creation and use of antibodies in research and therapeutics, in an opinion piece published in *Nature*.

Although it may cost up to US\$1b to "generate characterised recombinant binding reagents to target the products of all human genes," lead author and New Mexico Los Alamos National Laboratory researcher Dr Andrew Bradbury said this would "probably be less than what is wasted worldwide on bad reagents in two or three years."

CLICK HERE for the article.

Medical stockpile industry briefing

THE Department of Health will hold an industry briefing in Canberra on 03 Mar regarding its tender for a vendor to manage Australia's national medical stockpile (**PD** 04 Feb).

CLICK HERE for more.

Choosing Wisely procedures floated

A LIST of suggested treatments and tests GPs should be doing less of, or not at all, has been put forward.

Chair of the Royal Australian College of GPs (RACGP) working group for the NPS MedicineWise Choosing Wisely initiative, Dr Justin Coleman, working with other RACGP members, formed a list of 28 suggestions of tests or procedures which should be done less, with a goal of five.

The top 10 included not starting medications for hypertension or hyperlipidaemia without first assessing CV risk, and avoiding wherever possible addictive medications such as opioids for chronic conditions.

CLICK HERE for more.



DISPENSARY CORNER

SO HOW about the Get Out of Jail Card?

If someone attempts to pay for their purchase at your pharmacy using Monopoly Money, it might pay to accept it, given that the French version of Monopoly will contain real cash (and the Euro is sitting at 1:1.47).

Associated Press reports that to celebrate its 80th year, the French Monopoly will put real money into 80 boxes, while one box will have every single note replaced with real dosh, to the tune of about A\$30,154, which would be one heck of a return on the purchase price of \$40.

The promotion runs until 02 Mar, the publication reported.

For those interested, the Parisian version allows players to buy the Champs Elysees, while our readers will know the Australian version features Barossa Valley in Mayfair's coveted space.

FUNERAL directors in New Zealand have come up with a novel way to raise money for charity, with a nationwide "hearse relay" aiming to support worthy causes including local hospices.

The 'Great Hearse Caper' rolls into Taranaki this week, with the baton being held by Cleggs Funeral Services, which will drive its hearse slowly through the main street of Hawera.

At the same time, volunteers will walk the streets with collection buckets, and after the event the hearse will drive onto a new location for the baton to be passed to the next participant.

Cleggs Funeral Services director Glenn Rogers told the *Dominion Post* that the sector was keen to support palliative care.

"When it comes to death, the key is, do it your way".

Pharmacy Daily is Australia's favourite pharmacy industry publication.

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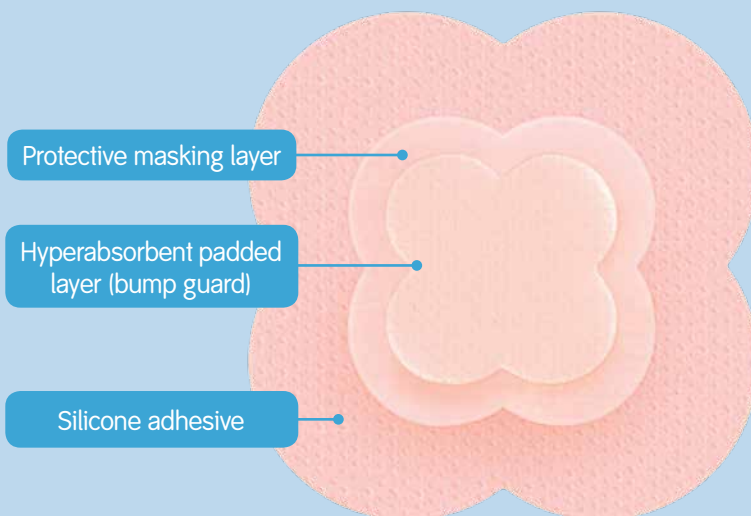
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with strikethrough masked



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consider changing dressing



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change dressing

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Description	Pack	Symbion PDE	Sigma PDE	API PDE	Replaces
ALLEVYN Life small (10.3cm x 10.3cm)	2	155861	170829	911658	ALLEVYN Gentle Border 7.5cm x 7.5cm Pk 2
ALLEVYN Life medium (12.9cm x 12.9cm)	2	156221	170787	911631	ALLEVYN Thin 10cm x 10cm Pk 3

To learn more visit <http://www.smith-nephew.com/anz/producthome/allevynlife/>

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