



Union to march

PROFESSIONAL Pharmacists Australia (PPA) will march to parliament houses in several states on 04 Mar as part of a national rally for the Australian Council of Trade Unions.

The PPA calls for pharmacists to join the rally to “stand up” for penalty rates and a living wage, citing the Productivity Commission inquiry (**PD** 19 Jun 14).

CLICK HERE to read more.

Zovirax alternative available

THE Therapeutic Goods Administration (TGA) has advised that an alternative ophthalmic treatment to Zovirax ointment (3% aciclovir) is available.

To address the shortage, expected by GSK to last at least until September (**PD** 20 Feb), the TGA said it had granted authorisation for temporary supply to Acivision 30 mg/g aciclovir ointment for the treatment of keratitis of the eye, caused by herpes simplex virus.

Consumers can take their prescription for aciclovir ophthalmic ointment to their pharmacy as normal, it said.

CLICK HERE for more information.

ACCC v Pfizer dismissed

THE Federal Court has dismissed the Australian Competition and Consumer Commission’s (ACCC) anti-competitive conduct case against Pfizer (**PD** Breaking News yesterday).

The ACCC’s allegations referred to offers made to pharmacies in early 2012 for the supply of Lipitor and Pfizer’s generic atorvastatin product, the organisation said

The ACCC alleged that Pfizer had a substantial degree of market power and was proscribed from using that power to prevent competitive conduct in the atorvastatin market, referring to sections 46 and 47 of the Competition and Consumer Act (**PD** 26 Feb).

However, Justice Flick dismissed the case, finding that while the company had taken advantage of its market power with the alleged conduct, this market power was no longer “substantial” at the time of the offers, the ACCC said.

Further, the Justice also found the organisation had not established that Pfizer had engaged in this conduct to deter or prevent competitors from engaging in competitive conduct, the ACCC said.

Pfizer’s defence had denied that an atorvastatin market existed and that if it did, the company did not have a “substantial degree” of

market power in this market (**PD** 10 Oct 14).

The ACCC had previously said it would pursue in excess of \$10m for each alleged contravention.

ACCC chairman Rod Sims said the organisation would carefully consider the judgement.

A spokesperson for Pfizer said the company had always maintained its behaviour was appropriate.

“During the Court’s considerations we have continued our work with clinicians and pharmacists, who prescribe and dispense Pfizer medicines to patients every day.”

CLICK HERE to read more.

Alliance seeking staff

PHARMACY Alliance has today launched a major recruitment campaign, seeking people for its business development, operations and merchandise teams.

For details, see **page three**.

Rural intern incentive

THE Pharmacy Guild has reminded rural and remote pharmacies of the Intern Incentive Allowance, which provides eligible pharmacies with up to \$10,000 for every intern employed for 12 months under 5CPA funding.

CLICK HERE to read more.

AusPARs added

AUSTRALIAN Public Assessment Reports (AusPARs) have been added for bendamustine hydrochloride (Ribomustin), febuxostat (FBX) (Adenuric) and tocilizumab (rch) (Actemra).

CLICK HERE for more information.

Cancer drug status quo ‘unacceptable’

THE government must not be allowed to think that the status quo of access to the best cancer drugs is acceptable, Monash University Cancer Research Program head Professor John Zalberg has said.

In a submission to the Senate Community Affairs Reference Committee inquiry into the availability of new, innovative and specialist cancer drugs (**PD** 05 Dec 14), Zalberg wrote that the new generation of cancer drugs had led to significant advances that could help patients, but that many could not access them due to costs.

“All Australians must have timely and equitable access to the very best cancer drugs.

“Together we can find solutions but we must acknowledge that we have a very serious problem that needs to be urgently addressed.

“The government must not be allowed to continue to think the status quo is acceptable; it’s totally unacceptable.”

CLICK HERE to read the full submission.

Mayne, Pfizer settle

MAYNE Pharma Group Limited has reached an agreement with Pfizer to end litigation over its generic version of Tikosyn (dofetilide capsules, 0.125mg, 0.25mg and 0.5mg), used to prevent irregular heartbeats such as atrial fibrillation and atrial flutter.

Mayne said Pfizer had withdrawn its action against Mayne, meaning it could enter the US market with a generic, following US Food and Drug Administration approval once a priority review was completed, and prior to the 2018 expiry of Pfizer’s patent.

Mayne ceo Scott Richards said the company expected to receive a 180 day exclusivity period on approval, which the company has slated for next year.

CLICK HERE for more information.

Interpreting lab tests

THE Society of Hospital Pharmacists of Australia (SHPA) is conducting a two day interactive course to improve pharmacists’ understanding of common laboratory tests used in clinical pharmacy practice.

The course has been accredited for 12 hours of Group-2 or 24 CPD credits.

CLICK HERE for more.

The advertisement features the 'PROPAIRA' logo in a red box with the tagline 'Skin Care for Problematic Skin'. Below the logo, it says 'Eczema Prone skin' and includes a blue button that says 'find out more'.

The advertisement shows a bottle of 'Inner Health Immune Booster for Kids' and a cartoon character. The text says 'for kids immunity' and 'Inner Health Immune Booster for kids may help reduce the frequency and severity of cold symptoms, such as runny noses and coughs, and reduce the days away from childcare and school.' It includes the website 'innerhealth.com.au'.

The advertisement features the 'INNER HEALTH' logo and a cartoon character holding a bottle. The text says 'ETHICAL NUTRIENTS PROFESSIONAL NATURAL MEDICINES' and 'Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.' It includes the website 'innerhealth.com.au'.



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Puffit confusion

THE Therapeutic Goods Administration has issued a safety advisory for healthcare professionals and consumers that products being sold in Australia by the name of Puffit are actually smoking devices which burn vegetable material such as tobacco or herbs.

The devices look very similar to metered dose inhalers approved for respiratory disease such as asthma.

For more information, **CLICK HERE**.

Travel Specials

Qantas fares

Qantas has a special service for the ANZAC centenary flying from Sydney to Istanbul on QF100.

Prices start from \$1,584 economy return and \$3,106 premium economy return.

The airline is also offering economy fares to selected onward cities in Europe via Istanbul, such as Sydney to Berlin from \$1,874 via Sabiha Gokcen Airport.

For more information, visit www.qantas.com.

Nanuku Auberge Resort Fiji

The Nanuku Auberge Resort Fiji has a special deal for five nights for the price of four in one of its luxury Vunikau suites.

The package comes with two complimentary half hour massage treatments, all meals and a personal butler service for US\$3,360 per person twin share.

The offer can also be extended to 10 days at an eight-day price.

For more information, visit www.nanukufiji.com.

Virtual pharmacy tool live

GRIFFITH School of Pharmacy has launched a virtual pharmacy tool, giving students interactive experience in hospital and community pharmacy from the classroom.

The University invested about \$50,000 and two years in the technology, which included a three wall display, 3D panoramic views of the workplace and virtual patient encounters, School of Pharmacy Learning and Teaching deputy head Dr Gary Grant said.

The tool, available on portable



and wearable devices and computers, allowed students to work through exercises and assessments at their own pace.

The technology would allow students to better prepare for placements and give both student and supervisor a better on-site experience, the University said.

The tool was generally available through specific courses but would be available for out of course revision or training, with an intention to adapt it for use in other health disciplines at Griffith, Grant said.

The University intended to collaborate with others, including other institutions, on the project.

"This would broaden the experiences available to students."

Pictured from left is Grant and Kylie Mueller.

Ad complaints down

THE number of complaints received relating to medicines advertising in the UK has dropped from 283 in 2013 to 193 in 2014, according to the Medicines and Healthcare Products Regulatory Agency (MHRA) in its latest medicine advertising report.

Nevertheless, serious breaches of regulations were identified by the agency such as a TV advertisement which claimed efficacy of an herbal product without evidence.

For more details, **CLICK HERE**.

WIN WITH FAB IRON

This week *Pharmacy Daily* and **FAB IRON** are giving readers the chance to win a prize pack of FAB IRON+ Liquid Iron 250mL and FAB IRON sachets.



FAB IRON Liquid Iron is a low dose iron supplement that gives you all the benefits of iron with a natural fruity taste, the company says. Containing an organic form of iron that is gentle on the digestive system, FAB IRON is suitable for the whole family including children and pregnant women, it says.

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

True or false: iron deficiency is the most common nutrient deficiency in the world.

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

Congratulations to yesterday's winner Simon Harper from Wizard Pharmacy Services!



DISPENSARY CORNER

EAT more chocolate and grow younger.

Not an anti-age pill, but chocolate - research scientists at Cambridge University claim to have developed a new low calorie chocolate which reverses some skin effects of ageing.

Containing high levels of antioxidants, 'Estechoc' has demonstrated visible skin benefits in volunteers aged 50 to 60 years of age, within three weeks, with just one 7.5g piece taken per day, the inventor told *Orange News*.

Cambridge's Dr Ivan Petyaev, who led the work, said it would also contain only 38 calories and be sold online and through a reputable retailer, the publication reported.

There goes another new year resolution.

WE'VE all had bad hair days, but this is ridiculous.

We're hoping pharmacy customers don't act the same way to an outcome they're not happy with as a 47-year-old US man who has been arrested over allegations that he smashed up a hairdressing salon in Stamford, Connecticut because he was unhappy with the way his hair had been cut.

Alan Becker apparently lost his temper after complaining about the hairdo and then being asked to pay US\$50 for the trim.

According to *WFSB*, he started throwing items around the store, with a police spokesperson confirming he then "kicked a hole in the wall and went off on a swearing tirade to employees and customers".

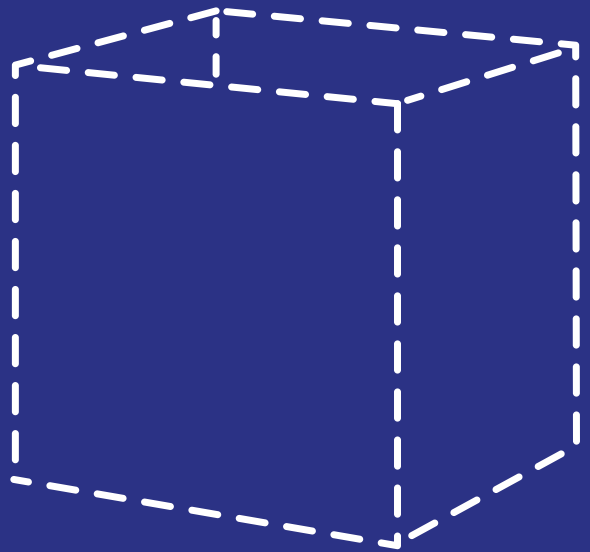
He returned a short time later demanding that the hairdresser fix his hair.

The stylist refused to touch him, instead calling officers who arrested the man at his home.

We're looking for people who...

don't just think
outside the box...

BUT
think the box
doesn't exist.



With almost 500 independent pharmacy members, our membership is growing faster than any other group or banner in Australia.

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If you think the box doesn't exist and can:

- Find opportunities where others haven't—we want you to join our Business Development team.
- Find ways to solve problems that others haven't—we want you to join our Operations team.
- Find new product or service trends that others haven't—we want you to join our Merchandise team.

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For a confidential discussion regarding a career with Pharmacy Alliance
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