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## Photo comp winners

**CONGRATULATIONS** to the winners of the MooGoo mum and baby pail hamper competition: **Kelly Dean** from EBOS Group, **Rayan Nahas** from Royal North Shore Hospital, **Tanya Rolls** from Hivita Vitamins, **Cindy Hume** from the Pharmacy Guild of Australia and **Mary Rophael** from Specialised Therapeutics.

## UK pharmacists' trust

**ONLY** 87% of 1,160 people in England interviewed said they trust pharmacists' advice either a great deal or a fair amount, compared with 95% saying they trust GPs' advice, according to a public perceptions survey carried out by Ipsos MORI for the General Pharmaceutical Council (GPhC) late last year.

Opticians (87%), dentists (90%) and nurses (91%) all fared a little better but the degree to which each profession was trusted varied significantly, with pharmacists only scoring 39% on the "a great deal" level of trust.

About three in four people said they would seek information from their GP about flu vaccines and blood pressure, 62% about medicines and 57% for smoking cessation advice.

On the other hand, 40% would ask a pharmacist about medications and 15% about quitting smoking.

More than 80% of respondents said they were treated with respect by pharmacists and 77% said staff were knowledgeable.

However, while 64% said that their privacy was maintained, 8% disagreed, citing the lack of a private area for discussions.

**CLICK HERE** for the survey report.

## ASMI Mgt Committee

**THE** Australian Self Medication Industry (ASMI) has announced its Committee of Management for this year.

ASMI executive director Dr Deon Schoombie said it was a strong committee which would be driving an ambitious advocacy program in 2015.

**CLICK HERE** to see the list of committee members.

## Medicare: phmcy can help

**THE** Pharmacy Guild has reiterated its push for expanded pharmacy services in the wake of the axing of Medicare rebate changes (**PD** 16 Jan), saying these would make the health system more affordable and accessible.

National president George Tambassis said the Guild would be pushing for a number of expanded services including enhanced access to prescription repeats for long term conditions, treatment of minor ailments by community pharmacies, vaccinations, post hospital and transitional care medicine reconciliation support, and basic health checks, screening and preventative health services.

The Medicare reform agenda should aim to ensure the best health outcomes for patients, delivered with maximum efficiency for taxpayers, he said.

Community pharmacists in Australia had proven their ability in medication support, diabetes services and asthma management, as well as the success of the Queensland Pharmacist Immunisation Pilot, Tambassis said.

However, Australia was lagging other countries in making the most effective use of the pharmacy network and skills.

"The Government's Medicare reforms, combined with the upcoming new community pharmacy agreement, aged care

reforms, primary health networks and potential changes to the private health insurance rebate provide the right climate to transform pharmacies into true health destinations."

Reporting on the push, the *AFR* said the government had delayed the release of the audit into the Fifth Community Pharmacy Agreement until mid-2015.

**MEANWHILE** the Consumers Health Forum (CHF) has said a national summit is needed, with representatives from all parts of the health system, to find ways to assure the future of Medicare.

CHF ceo Adam Stankevicius said in the meantime, the government should place a moratorium on implementing changes to Medicare.

"After the notable failures of the Government's unilateral proposals so far to squeeze Medicare costs which have outraged consumers and doctors, the Government is starting to recognise it is time to seek the views of all interested parties before changing Medicare."

## Apotex buys Revive

**APOTEX** has confirmed its acquisition of clinic provider Revive.

The business would be re-branded under the Apo-Wellness brand, complementing existing professional services, Apotex sales director Ben Sullivan said.

## Win six months supply of nappies

**MATER** Mothers' Hospitals is offering pharmacy customers the chance to win a six month supply of Mater Nappies.

See **page three** for more.

## Medicine shortage

**LINK** Pharmaceuticals has advised the Therapeutic Goods Administration (TGA) of a shortage of apresoline hydralazine hydrochloride 20mg powder for injection.

The shortage was due to supply disruption, and was expected to be resolved by March, the TGA said.

It was working with sponsors to arrange alternative supply of hydralazine which health professionals could access through the Special Access Scheme, it said.

**CLICK HERE** for more information.

## Man sprays pharmacy staff with substance

**AN EMERGENCY** situation was declared at Twin Waters Pharmacy on Friday and the bomb squad was called to the scene after a robber in a hazmat suit entered the store and sprayed three staff with an unknown liquid.

The Queensland Police Service Media Unit said the robber had left a suspicious item in the pharmacy before fleeing the scene with a quantity of drugs.

The three staff members sprayed were transported to hospital for observation, the police said.

**CLICK HERE** for more.

## Synthetic cannabis poisoning deaths

**IN THE** wake of two deaths due to suspected cannabis poisoning, the Society of Hospital Pharmacists of Australia has directed members to an article published in the *Journal of Pharmacy Practice and Research* exploring the complexities of the subject of synthetic cannabinomimetic compounds and unanticipated legislative and drug policy issues surrounding them.

**CLICK HERE** for the abstract.

## WIN WITH OMEGA PHARMA AUSTRALIA

This week *Pharmacy Daily* and *Omega Pharma Australia* are giving readers the chance to win a great prize pack including a **BALANCED** Intimate Daily Wash, the latest addition to the Omega Pharma portfolio. Winners will also receive an Audiclean Ear Cleansing Wash and a Silence Anti-snoring Spray.

Verona is a dermatologically & gynaecologically-tested intimate wash range for every day use. Its pH balanced formula is enriched with a blend of natural L-Lactic Acid and replenishing ingredients, helping to protect the natural microflora of a woman's intimate area, all day, every day, Omega Pharma says.

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

1. Why use a special product for my intimate area?

Need a hint? verona.com.au

Check here tomorrow for the first winner's name!



## Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Shelley Wilkinson, Dietitian at Mater Health Services.**



### Australian Dietary Guidelines for pregnancy

Healthy eating during pregnancy is essential for good health in both mother and baby.

Early in pregnancy, quality of diet can influence how a baby's organs develop. Later in pregnancy, diet influences a baby's growth and brain development. The Australian Dietary Guidelines for pregnancy can be found online but a quick overview is as follows.

Achieve and maintain a healthy weight, by being physically active and choosing amounts of nutritious food and drinks to meet your energy needs. Pregnancy weight gain goals are determined by a woman's pre-pregnancy BMI.

Eat a wide variety of food every day – including vegetables; fruit; grain foods; protein foods, and dairy (mostly reduced fat).

Limit your intake of food/drinks that contain added sugar, salt and/or saturated fat (and of course, in pregnancy, avoid alcohol).

Encourage, support and promote breastfeeding.

During pregnancy, the immune system is weaker, so it's even more important to take care with how food is prepared and stored. Not only for the 'listeria' risk (which is very rare, but has serious consequences), but to decrease the chance of other contaminants. There are a number of foods to avoid during pregnancy. For more info visit [wellness.mater.org.au](http://wellness.mater.org.au).

## \$250m cancer meds since 2013

**THE** Department of Health has said the government approved more than \$250m to fund medicines used for treating cancer on the Pharmaceutical Benefits Scheme (PBS) since it came into office in September 2013.

In response to a question from senator Kim Carr about what steps the government was taking to improve access to available cancer medicines, the Department responded that Australia's access to innovative cancer medicines compared "very favourably" to access in other countries.

"Australia has one of the fastest reimbursement processes for Government subsidy of medicines in the world, with the Pharmaceutical Benefits Advisory Committee cycle taking 17 weeks from application to assessment.

"On average one in five of all PBAC applications relates to cancer treatment."

There were about 100 cancer treating medicines available on the PBS, which cost nearly \$1.5b in expenditure in 2013-14.

## MA Code deadline end of this year

**A SUBMISSION** to the Australian Competition and Consumer Commission regarding Medicines Australia's (MA) 18th Code of Conduct has said that a deadline of the end of this year for implementation of the proposed transparency arrangements, including disclosure of transfers of value, should be acceptable.

Professor Philip Morris said while MA argued that the transparency aspects of the Code be delayed until October 2016, it would not take more than six months for member companies and health care practitioners to be made aware of the new arrangements and be compliant.

**CLICK HERE** to read more.

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## FDA pulls IV saline

"That means approximately one in every six dollars of PBS expenditure was spent on a cancer treatment in 2013-14 compared to one in every eight dollars in 2012-13."

The Department said it had announced a review of medicines (**PD 27 Oct**), the outcomes of which it expected would identify opportunities for access to the latest treatments in a timely manner.

"In addition, the TGA is already engaging with international counterparts to obtain completed evaluation reports where they are available, and cancer treatments are a focus of this work."

## Rheumatic fever up

**THE** US Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) are investigating multiple instances of Wallcur's simulated intravenous (IV) saline products being administered.

The simulation product was not sterile and should not be injected into humans or animals, the FDA said.

Wallcur initiated a voluntary recall of Practi-0.9% sodium chloride IV solutions.

**CLICK HERE** for more.

## MA Code deadline end of this year

**RHEUMATIC** fever rates are increasing in New Zealand in spite of NZ\$65m invested in prevention, according to a report by crown research unit Environmental Science and Research and reported first by [stuff.co.nz](http://stuff.co.nz).

Maori and Pasifika children aged five to 14 years were most at risk, the report said, citing 235 notified acute cases, up 75 on the previous 12 months, with an estimated 140 adult deaths attributed to the disease.

**CLICK HERE** for the article.

## DISPENSARY CORNER

**QUEEN** of Pharmacy?

Ever considered taking to crime fiction?

Because if so, you'd be following in the footsteps of Agatha Christie, who used her knowledge of working in the pharmacy at University College Hospital, London during World War II to inform her novels.

That trusted institution of reliability, Wikipedia, says that apparently, the Chief Pharmacist Harold Davis suggested the use of thallium as a poison to Christie, who employed it in the plot of *The Pale Horse* in 1961.

Apparently, her description was so accurate that it helped solve a case in the real world.

So if you've ever thought about turning your pestle into a pen, you've got great precedent!

**MAKEOVER** for shopfront.

If you think the front of your pharmacy or surrounding businesses need a facelift, you might like to invite a strip club into your business area.

Not the sort of business normally associated with strong neighbourly ties, the Chicago strip club named the Admiral Theatre, in the north west side of town, has earned itself a 'Block Star Business Award' granted to businesses that work to keep the neighbourhood clean and presentable, *Yahoo! News* reports.

The club recently upgraded its facade, keeping the place and the whole block tidy, earning it the award, the publication said.

The Admiral told *Yahoo! News* it planned to display the certificate in its dimly lit main lobby, inevitably distracting patrons from the club's business, we are sure.

Facebook votes determine the winners, the organisers explained.



# BUY + WIN

## Mater Mothers' Hospitals nappies

Mater Mothers' Hospitals is offering your customers the chance to **WIN** a six-month supply of Mater Nappies. There are four prizes to be won!

**Entry is simple**—customers just need to purchase one product from the Mater range and complete the online entry form at [www.matermothers.org.au](http://www.matermothers.org.au).



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To stock Mater products in your store order from Symbion or API or call **1300 162 837**



## Leaders in maternity and baby care

- Safe, trustworthy and affordable maternity and baby care products from Australia's largest maternity service, Mater Mothers' Hospitals.
- Strong marketing and advertising support and sampling directing new mums into pharmacy.
- Developed by Mater Midwives + Mums specifically for newborn babies and mothers.



Proceeds support Mater Little Miracles to help fund specialist life-saving care and research for babies Australia-wide.

PDE no.	Product
A – 584339 S – 081582	Mater Body Balm for pregnancy
A – 584118 S – 119881	Mater Baby Wash
A – 584215 S – 119865	Mater Baby Moisturiser
M – MBC005	Mater Nappies – Newborn First Weeks
M – MBC006	Mater Nappies – Newborn
M – MBC007	Mater Nappies – Infant
M – MBC008	Mater Nappies – Crawler
M – MBC009	Mater Nappies – Toddler

A – API, S – Symbion, M – direct from Mater