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Today's issue of PD

PHARMACY Daily today has two pages of news plus a full page of this month's **MIMS update**.

There's also a new daily giveaway competition from Hydralyte on **p2**.

Symbion recall

SYMBION is undertaking a consumer-level recall of Chemmart & Pharmacy Choice Ibuprofen Children's Suspension 20mg/mL and Chemmart Children's Paracetamol 6-12 years 200mL 48mg/mL oral liquid bottles.

According to the recall details there's a risk of bottle grooves breaking off when opening the bottle, causing a potential choking hazard for young children.

Retail pharmacies are advised to quarantine all units from batch numbers IA45163, IA450030, IA50044, IA45162, IA50026 and IA450131, while affected consumers will be offered a full refund for returned products.

Board distribution

PHARMACISTS should be shortly receiving an information book in the post or by email from the Department of Health, relating to the changes to highly specialised drugs (HSD) community access arrangements which take effect this week (**PD** 29 Jul).

The Pharmacy Board has agreed to a one-off release of the contact details of registrants on the National register of Pharmacists, so that the Department of Health can post out the hard copy resource.

Addresses of pharmacists were provided under a provision of section 219 of the National Law.

Pharmacy analytics key

PHARMACIES wanting to adapt to the headwinds in the rapidly evolving market can gain key insights by analysing proprietary and public data, according to a new paper from Azurium, the management consulting arm of accounting group Ferrier Hodgson.

Hurdles experienced by pharmacy are reflective of the wider retail environment, with challenges such as supermarket category expansion, commoditisation of generics and online competition.

However the retail pharmacy sector has access to a large amount of quality data which under thorough analysis would reveal opportunities for short and longer term gains, said Azurium retail practice leader James Stewart.

With government policy accelerating pharmacy landscape changes, Stewart highlighted indicators that should alert pharmacist owners to key changes.

"The first step involves understanding the nature of a pharmacy's unique relationship with its customers, physician providers (prescriptions) and pharmaceutical suppliers

"Examining the repetitive patterns of purchase behaviour can reveal a great deal about this triangular dynamic," he writes in Azurium's monthly *Retail Postcard*.

Stewart argues for analytics around customer segmentation, traffic flow patterns, pricing parameters for each segment of the business and product range selection based on customer demographics and demand.

He said pharmacy owners often have a large amount of quality information that if analysed and used correctly can deliver "fast gains and added advantage".

Insights can help pharmacies adapt to changing market conditions and leave the "legacy business model" behind, with opportunities to improve performance in both discount and specialty pharmacy models.

To access the full Azurium *Retail Postcard* **CLICK HERE**.

Sleep, snoring & RLS

PHARMACISTS, as highly accessible health care professionals, are well placed to offer sound advice on sleep health, an issue that can affect all areas of life, according to Professor David Hillman, sleep physician and Chair of the Sleep Health Foundation.

With Sleep Awareness Week this week, 06 to 12 Jul, Hillman told **PD** that insomnia, snoring and restless legs syndrome (RLS) are frequently the result of bad sleep habits, shift-work challenges and other sometimes temporary life events such as bereavement or other worries, all of which can be supported with counselling.

The key questions for pharmacists to put to their customers, who may appear to be, or complain of being, tired, irritable, or even depressed, he said is, "How's your sleep?" "Are you finding yourself snoring or does your partner snore?"

Counselling resources are online at www.sleephealthfoundation.org.au.

RGH E-Bulletin

THIS week's RGH Pharmacy E-Bulletin discussed medication safety principles.

When adverse events occur the bulletin emphasises the importance of not attributing blame but locating the source of the problem, medication errors arising from many possible different mistakes.

CLICK HERE to access the bulletin.

blink
PHARMACY BROKERS

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- \$2,106,500 (approx.)

Approximate Rent - \$80,000 p.a.
(excluding GST & Outgoings)

Approximate Area – 330 m2 (approx.)

Pharmacy Reference Number 41655
Estimated Annual Turnover EOFY 2015
- \$2,805,000 (approx.)

Approximate Rent - \$104,000 p.a.
(excluding GST & Outgoings)

Approximate Area – 260 m2 (approx.)

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Kirstie Galbraith, Monash University.**



Advancing Practice: formal recognition of your professional impact

LATE last year, the Australian Pharmacy Council was endorsed as the independent entity responsible and accountable for the credentialing of advanced practitioners in Australia.

A call for expressions of interest resulted in 138 pharmacists declaring their interest in being evaluated as advanced practice pharmacists. This sends a strong message to our profession, and to other healthcare practitioners, that pharmacists are not content to be undifferentiated, and are seeking a way of demonstrating their performance and impact.

The pilot credentialing process involved many hours of work to justify practice at a level of performance above that of an entry-level pharmacist.

The Advanced Pharmacy Practice Framework forms the basis of the credential and offers pharmacists the opportunity to map their performance at three levels across 30 competencies. 43 pharmacists undertook this journey and by the end of 2015 it is expected a number of those will be credentialed as Advanced Practice Pharmacists.

This is truly a step forward in the maturation of our profession and will require many more individuals to engage in a process of understanding what advanced practice means, and that the journey to advancement is one which all pharmacists, regardless of their practice setting, can take.

RUM extended until 2018

THE Return Unwanted Medicines (RUM) Project has received ongoing funding for another three year period, which will see it continue through to 30 Jun 2018.

Under the new agreement govt funding will be provided for the cost of ongoing collection and disposal of returned medicines, along with analysis of the items and research into why consumers are returning them.

RUM chair Warwick Plunkett

acknowledged the project's support from community pharmacists, wholesalers and pharmacy organisations, and urged pharmacists to be efficient in their collection process to make the most of the funding.

"We ask pharmacies to limit the packaging materials placed in RUM containers wherever possible," he said, with the cost associated with transport and incineration of the returned medicines directly related to the weights collected.

He said that since 1998 the highly successful program had seen 7,000 tonnes of returned medicines safely destroyed, that would otherwise pose a risk to the environment.

New online resources

THE Department of Human Services has released five new online guides to help health care professionals support Aboriginal and Torres Strait Islander patients.

Complementing the Department's eLearning program, the new guides include: Telehealth - supporting Indigenous health; Chronic Disease Management services to support Indigenous health; Closing the Gap-PBS Co-payment Measure; Mental health services - supporting Indigenous health; and Aboriginal and Torres Strait Islander health assessments and follow up services.

To access the full range of online resources **CLICK HERE.**

NCPA techno study

ADOPTION of technology-driven "medication synchronization" by community pharmacies resulted in better adherence, increased revenue, and overall business improvement, according to five new pharmacy case studies conducted for the US National Community Pharmacists Association (NCPA).

Automating medication adherence generated "compelling evidence" said the authors - **CLICK HERE.**

eCTD Rx meds format

PRESCRIPTION medicine sponsors can now submit electronic Common Technical Document (eCTD) format dossiers to the Therapeutic Goods Administration (TGA) without the need to send paper dossiers as well, following the success of the pilot program held Jan to Jun this year.

CLICK HERE for details and guidance documents.



DISPENSARY CORNER

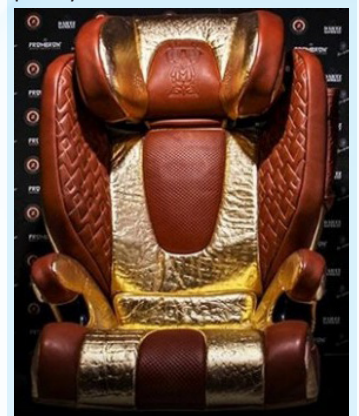
A SPECIAL new bullet-proof safety seat has been released by a European company which makes armoured executive vehicles.

Cars made by Latvia-based Dartz are apparently popular among Eastern European billionaires, and the new product encourages them to keep their kids safe too.

"Dear parents, we encourage you not to save pennies on your precious child, when you splurge 500,000 to a million on your own car," the promotional literature reads.

The child seat (pictured) is made of kevlar with a layer of carbon fibre, all offset by "natural gold stitching" and gold-plated crocodile skin.

It also has a massage function and a connection for an iPod - and apparently if you have to ask the price you can't afford it.



WIN with Hydralyte

This week *Pharmacy Daily* and Hydralyte are giving away a Hydralyte pack each day.

FACT: Dehydration is the biggest health risk associated with vomiting and diarrhoea.

FACT: Vomiting and diarrhoea will often reach its peak in late winter/early spring.

Be prepared this gastro season and always keep Hydralyte on hand with Ice blocks in the freezer, pre-mixed drinks in the fridge or the convenient effervescent tablets and powders in the first-aid cupboard. Visit www.hydralyte.com.au for more information. Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

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

True or false: infants, young children and the elderly are most at risk of dehydration associated with vomiting and diarrhoea.

Check here tomorrow for today's winner.



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NEW PRODUCTS

Adenuric (febuxostat) is a potent, nonpurine, selective inhibitor of xanthine oxidase (XO) that prevents the normal oxidation of purines to uric acid. Adenuric is indicated in the treatment of chronic symptomatic hyperuricaemia in conditions where urate deposition has already occurred (gouty arthritis and/or tophus formation) in adults with gout. Adenuric is available as an 80 mg tablet in packs of 28's.

Harvoni (ledipasvir/sofosbuvir) contains a HCV NS5A inhibitor (ledipasvir) and a nucleotide inhibitor of HCV NS5B RNA-dependent RNA polymerase (sofosbuvir). Harvoni is indicated for the treatment of chronic hepatitis C (CHC) genotype 1 infection in adults. Harvoni should not be administered concurrently with other medicinal products containing any of the same active components. Harvoni is available as a fixed dose combination tablet containing 90 mg of ledipasvir and 400 mg of sofosbuvir. Harvoni is available as a bottle of 28 tablets.

Javlor (vinflunine ditartrate) binds to tubulin at or near to the vinca binding sites inhibiting its polymerisation into microtubules, which results in treadmilling suppression, disruption of microtubule dynamics, mitotic arrest and apoptotic cell death. Javlor is indicated in the treatment of adult patients with advanced or metastatic transitional cell carcinoma of the urothelial tract after failure of a prior platinum containing regimen. It is contraindicated in hypersensitivity to vinca alkaloids, recent (within 2 weeks) or current severe infection, baseline absolute neutrophil count (ANC) $< 1.5 \times 10^9/L$ for

the first administration, baseline ANC $< 1.0 \times 10^9/L$ for subsequent administrations, platelets $< 100 \times 10^9/L$ and also in lactation. 1 mL of Javlor contains 25 mg of vinflunine (as vinflunine ditartrate). Javlor concentrated injection is available as 50 mg/2 mL and 250 mg/10 mL vials in packs of 1's and 10's.

Lucrin Depot Paediatric Prefilled Dual Chamber Syringe (PDS) Injection 3 Month (leuporelin acetate) is a synthetic nonapeptide analogue of naturally occurring gonadotropin releasing hormone (GnRH or LH-RH). Lucrin Depot Paediatric PDS Injection 3 Month is indicated in the treatment of children with central precocious puberty (CPP). Although not expected to be relevant to the approved indication, Lucrin Depot Paediatric PDS Injection 3 Month is contraindicated when the patient is pregnant or may become pregnant due to embryotoxic effects and in nursing mothers. Lucrin Depot Paediatric PDS Injection 3 Month is available as a 30 mg single dose procedure pack of a dual chamber syringe containing sterile lyophilised microspheres of leuporelin acetate in the front chamber and 1.5 mL of diluent in the rear chamber.

SAFETY RELATED CHANGES

Eliquis (apixaban) is now indicated for the treatment of deep vein thrombosis (DVT) and pulmonary embolism (PE) in adult patients.

Eliquis (apixaban) is now indicated for the prevention of recurrent DVT and PE in adult patients.

Exelon Patch (rivastigmine) is now indicated for the treatment of patients with mild, moderate and severe dementia of the Alzheimer's type.

Galvus (vildagliptin) is now indicated as monotherapy in patients inadequately controlled by diet and exercise alone and for whom metformin is inappropriate due to contraindications or intolerance.

Imojev (Japanese encephalitis vaccine (live, attenuated)) is now indicated for prophylaxis of Japanese encephalitis caused by the Japanese encephalitis virus, in individuals from 9 months of age and over.

Suboxone sublingual film (buprenorphine hydrochloride and naloxone hydrochloride) is now contraindicated in severe hepatic insufficiency (Child-Pugh C).

Vivaxim (Salmonella typhi Vi polysaccharide and inactivated hepatitis A virus antigen (inactivated, adsorbed) vaccine) should not be administered to anyone with a history of severe allergic reaction to any component of the vaccine; or after previous administration of the vaccine; or to a vaccine containing the same components or constituents. Vaccination must be postponed in case of febrile or acute disease.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.