

Conference employee law update

AUSTRALIAN lawyer Sharad Loomba has been confirmed as one of the speakers at the Canyons/Park City Utah Pharmacy Ski Conference next Jan.

Loomba, whose presentations at the Whistler Ski Conference were enthusiastically received, will speak on employment related issues including termination, entitlements, performance management, unfair dismissal and more.

For details on attending see www.cpdconferencing.com.au.

Tiger Balm on TV

TIGER Balm Neck & Shoulder Rub is set to feature in an upcoming TV campaign, with pharmacies urged to check stock levels in order to take advantage of the expected demand.

To air from this Sunday 26 July in the "What's New?" format, the Key Pharmaceuticals product will be highlighted as having been specially developed to provide temporary relief for tense, aching neck and shoulder muscles - which have been shown to be a significant issue for office workers in Australia, particularly females.

Selling your pharmacy

TODAY'S issue of *Pharmacy Daily* has two pages of news plus a **full page** from Pharmacy Solutions Australia promoting its pharmacy sale brokerage services.

AMA team approach call

THE Australian Medical Association (AMA) is taking the opportunity of 'Family Doctor Week' to renew its call to the government to support its proposal to enhance patient care by integrating non-dispensing pharmacists into GP-led primary health care teams (**PD** 28 May).

With non-dispensing pharmacists on the patient care team, the proposed Pharmacist in General Practice Incentive Program (PGPIP) would deliver greater efficiencies for practices, better care for patients, new career opportunities for pharmacists, and significant Budget savings across the whole health system, said AMA president Professor Brian Owler.

"This is a great opportunity for the Federal Government to realise

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Mater product awards

MATERNITY and baby care products developed by Mater Mothers' Hospitals have been awarded gold and silver in the 2015 My Child Excellence Awards.

Mater Body Balm for pregnancy was awarded gold, as was Mater Baby Moisturiser and Mater Baby Wash - while Mater Nappies took out a silver award in the Favourite Disposable Nappy category.

The Mater range is set to expand to include baby wipes in the near future, said Mater Mothers' Hospitals Director of Women's Health Services, Maree Reynolds.

its quest for savings and value without harming the health sector or compromising patient care.

"Under the AMA plan, pharmacists within general practice can assist with things such as medication management, providing patient education on their medications, and supporting GP prescribing with advice on medication interactions and newly available medications," he said.

An analysis by Deloitte Access Economics showed that the PGPIP could return \$1.56 in savings for every dollar invested in it.

Developed with and fully backed by the Pharmaceutical Society of Australia, the study showed that if 3,100 general practices participated significant savings would accrue - including \$1.27b due to fewer hospital admissions related to the use of medications, \$180.6m in PBS savings from more accurate use of drugs and better compliance, \$49.8m patient savings through reduced co-payments plus \$18.1m in MBS savings from fewer GP visits due to adverse drug reactions.

Elderberry travel

THE common elderberry may prove to be the answer for some international travellers who frequently have post travel cold and flu-like symptoms according to new work out of Griffith's Menzies Health Institute Queensland (MHIQ).

Associate Professor Evelin Tiralongo and Dr Shirley Wee from MHIQ completed a clinical trial showing the positive effect of taking an elderberry supplement.

The trial used capsules containing 300mg of a standardised, proprietary membrane-filtered elderberry extract.

The Griffith study follows recent European research published in the open access journal *Current Therapeutic Research* which suggests that a combination of echinacea herb and root extract supplemented with elderberry can be as effective as the conventional antiviral medicine Tamiflu for the early treatment of influenza, the authors said.

Choosing Wisely participation grows

CHOOSING Wisely Australia has announced the next wave of colleges and societies to join the initiative that is addressing unnecessary practices and questioning tests, treatments and procedures of proven low value.

The Society of Hospital Pharmacists was the first pharmacist member organisation to join (**PD** 17 Jul).

SHPA is now followed by The Royal Australian and New Zealand College of Ophthalmologists, Australian College of Nursing, College of Intensive Care Medicine of Australia and NZ, Australian and NZ Intensive Care Society and the Australian Physiotherapy Association.

Each group will submit a list of tests, treatments and procedures which could be eliminated or adjusted where evidence shows they provide limited or no benefit and in some cases can lead to harm said the organisation.

\$40m funding round

QUEENSLAND-BASED biotech startup Protagonist Therapeutics has raised \$40 million to begin human clinical testing of its PTG-100 as a potential "oral targeted therapy" for inflammatory bowel diseases (IBD).

PTG-100 is a peptide therapeutic which works by blocking alpha-4-beta-7 integrin, which is a clinically validated target for IBD.

Protagonist, which is a spin-off from the University of Queensland's Institute of Molecular Biosciences, has attracted new investors to help fund the trials, along with existing backers such as Johnson & Johnson Innovation and Lilly Ventures.

The company plans to initiate Phase 1 human clinical testing of PTG-100 by the end of the year, progressing to Phase 1/2 clinical studies in IBD patients next year.

"IBD and other chronic gastrointestinal diseases and disorders represent areas of growing and unmet medical need," according to Julie Papanek from investor Canaan Partners who has joined the Protagonist board.

Win with MOR

This week **Pharmacy Daily** and **MOR** are giving away an Essentials Reed Diffuser each day, valued at \$34.95.

Subtle packaging, bright pastel highlights and ingredient-rich formulations. The Essentials collection presents five memorable fragrances in an assortment of quality products to embrace everyday self-indulgence. Housed in a tinted glass vessel, this aromatic Reed Diffuser will enliven the senses and add a pop of colour to any room.



To win, be the first from **WA** to answer the following question. Send your answer to comp@pharmacydaily.com.au

What are the key ingredients in the Hand & Body Lotion?

Need a hint? [CLICK HERE.](#)

Congratulations to yesterday's winner, Karis Bouher from the 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

Chloé Eau de Parfum

Chloé Eau de Parfum is a vibrant, feminine fragrance with starting notes of peony, lychee and freesia. It features base notes blending rose, magnolia and lily of the valley, as well as amber and cedarwood. The crispy floral rose scent is available in the Chloé Perfumed Body Lotion, Perfumed Bath Cream, Perfumed Body Cream Scrub, Perfumed Body Cream, Perfumed Shower Gel and Intense Eau de Parfum.

Stockist: 1800 812 663

RRP: Starting at \$65.00 for 200mL Perfumed Body Lotion

Website: www.chloe.com



Dove Colour Radiance Conditioner with Colour Revitaliser

Dove Colour Radiance Conditioner with Colour Revitaliser nourishes colour-damaged hair and keeps colour looking vibrant. Contains Colour Revitaliser and UV filters that gently cleanse and condition hair, leaving hair nourished and protected with colour looking vibrant.

Stockist: 1800 061 027

RRP: \$6.89

Website: www.mydove.com.au



Avocado Olive & Basil Skin Revitalising Body Lotion

Crabtree & Evelyn **Avocado Olive & Basil Skin Revitalising Body Lotion** is formulated with avocado fruit extract, shea butter, basil extract and avocado butter. The body lotion conditions dry skin leaving it nourished and soft. The olive oil pervades the skin layers with its natural moisturising action while the butters help maintain the moisture content and basil adds that softness leaving a gentle silky feel.

Stockist: 03 8551 1000

RRP: \$32.00

Website: www.crabtree-evelyn.com.au



Pearl Drops 2 Day White

Pearl Drops 2 Day White is a teeth whitening system that promotes visibly whiter teeth in as little as two days, the company says. The two-step system starts with the Accelerator Mouth Rinse, which moderates the mouth's pH balance to prepare teeth for the whitening process. The second step is applying the Premium Whitening Gel to each tooth to allow the active peroxide to whiten the surface and lighten deep stains.

Stockist: 1800 222 099

RRP: \$24.99

Website: www.pearldrops.com.au

01 Oct PBS prices

THE Department of Health has published indicative 01 Oct 2015 prices which are a result of the 2015 October Cycle of Price Disclosure.

The changes are being made available in advance of the effective date in order to assist companies and other stakeholders.

The figures at www.pbs.gov.au do not include flow-on price disclosure reductions for combination drugs or new brands after July 2015.



DISPENSARY CORNER

GETTING a healthy amount of sleep is a serious business in the Spanish town of Ador - particularly during the summer months.

Every day in the small farming community a policeman reads out a town hall proclamation insisting that citizens observe the traditional "siesta" period and have a nap from 2pm-5pm.

People are warned to keep children indoors and turn down the volume of speakers and TVs.

While locals are not legally required to observe the siesta period, Mayor Joan Faus said it's a strong recommendation because "at that time of day it is dangerous to be outside" because of high temperatures.

AND while we're on the subject of sleep, a study reported in the *Current Biology* journal has shown that irregular sleeping patterns are "unequivocally" linked to cancer in tests on mice.

The study also found that the animals which didn't sleep properly were 20% heavier, despite eating the same amount of food as their better-rested brethren.

The researchers said the findings suggested that women with a familial risk of breast cancer should never do shift work.

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