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Major GP media push

THE Royal Australian College of General Practitioners has launched a widespread media campaign including mainstream TV and digital advertisements to highlight that 'The good GP never stops learning'.

Commercials started airing on Sun night across the country, stressing that GPs are "the key to preventative health" and often develop life-long relationships with their patients.

The rollout of the campaign follows the release of the AMA's new primary healthcare funding model (PD 28 May) which proposes the inclusion of "non-dispensing pharmacists" in the team at each general practice.

APC to host Colloquium

THE Australian Pharmacy Council yesterday confirmed details of its third annual Colloquium, which will take place in Canberra on Tue 25 Aug 2015.

Themed "The secret ingredient: can we turn up the heat on experiential education," the event will feature keynote speaker UK pharmacist Ravi Sharma who will discuss his experiences of the emerging pharmacy education model in Britain and how pharmacy students are supported there.

A profession debate will be led by local pharmacists Anthony Tassone and Dr Erica Sainsbury, with speakers sharing their experience, current research and innovation in "experiential placements".

A workshop and networking session on developing role models within the profession will round out the proceedings.

"The event brings together academia, the profession and the students to discuss contemporary issues impacting the future of the profession - starting with how we train our next generation

of pharmacists to meet our community's needs," said APC president Debra Rowett.

Registrations for the 2015 APC Colloquium are now open, with students and interns able to attend at no charge for the day and the post-event networking.

There will also be a live webcast and a Twitter stream using the #apcevents hashtag.

For more info or to register see www.pharmacycouncil.org.au.

Boostrix shortage - letter to the editor

JARROD McMaugh from Echuca Amcal pharmacy has written the following letter in response to confirmation by GlaxoSmithKline that there's uninterrupted supply of Boostrix for government-funded immunisation schemes (PD yest).

It's of little consequence that Boostrix is available for immunisation programmes.

There is a shortage for private patients, including people at high risk of exposing young children (but are not on the immunisation schedule) such as new fathers and grandparents.

There is an important need for these people to access the vaccine privately. Arguably as important as the funded programmes.

There is a shortage, and it is putting children at risk.

We welcome any opinions by email to info@pharmacydaily.com.au.

RGH E-Bulletin

BE SURE not to nod off as you catch up on the latest RGH Pharmacy E-Bulletin on the use of sodium oxybate for excessive daytime sleepiness in narcolepsy.

To view the bulletin **CLICK HERE**.

No Catalyst for statins

A SIGNIFICANT reduction of statin use by 60,897 Australian patients has resulted from the now discredited *Catalyst* 2013 program (PD 13 Nov 13) promoting a book called *The Great Cholesterol Myth* by authors with conflicts of interest.

Researchers who examined PBS records to measure changes in weekly dispensing and discontinuation of statins, using the dispensing of proton pump inhibitors (PPIs) as a comparator, found no comparable drop in the use of PPIs, according to a study published in the *MJA* this week.

The authors wrote that if those patients continue to avoid statins over the next five years, this could result in between 1,522 and 2,900 preventable, and potentially fatal, heart attacks and strokes.

One of the researchers, University of Sydney Scientific Director of the Centre of Research Excellence in Medicines and Ageing Associate Professor Sallie Pearson, said: "What is particularly concerning is that this drop in use was seen in people who were at high risk of cardiovascular disease - for example, those who were also taking medications for diabetes" with heart attacks and strokes the main killers of diabetics.

MHRA convicts fake medicines dealer

FOLLOWING accusation by the Medicines and Healthcare Products Regulatory Agency (MHRA), a 29 year old man was sentenced on the weekend by the Southwark Crown Court to 12 months in prison, suspended for 2 years and ordered to pay a £1000 fine in 28 days for his involvement in the sale and supply of counterfeit medicines and the illegal supply of prescription-only medicines, such as sildenafil and misoprostil.

Win with MILKY FOOT

This week **Pharmacy Daily** and **Biorevive** are giving away one Milky Foot Active (RRP\$32.95) each day.

New Milky Foot Active from the Milky Foot range is a new innovative DIY foot treatment than contains tannic acid (tea derivative) to combat foot odour. Standing all day, restrictive shoes, nylon stockings, exercising in sport shoes can all contribute to funky smelling feet. Milky Foot Active has an intense peeling process that starts at about 3-5 days - so by the end of the week, your feet are beautifully soft, fresh and odour-free! Available in one size: up to 11 for men, 13 for women.



To win be the first from **QLD** send the correct answer to the following question to comp@pharmacydaily.com.au

When does Milky Foot Active's peeling process start?

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

Congratulations to yesterday's winner, Graeme Cameron from Wy Medical.



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Guild Update

Continence Week

The Continence Foundation of Australia will launch a national campaign to draw attention to the plight of carers of people with incontinence during World Continence Week (22-28 June).

As part of the 'Tell someone who cares' campaign, supported by Carers Australia, carers of people with incontinences can access new resources including a carers' handbook, dedicated web pages and short videos on the Continence Foundation website.

The resources will outline the available support services, such as the National Continence Helpline, which can assist with information and referrals to health and support services.

The National Continence Helpline (1800 33 00 66) is staffed 8am-8pm Monday to Friday by continence nurse advisors who provide advice, referrals and resources to consumers, carers and health professionals.

There are presently 2.7 million unpaid family and friend carers in Australia looking after the most vulnerable in our society, including approximately 140,000 who need help with bladder or bowel control.

Further information about the campaign, the Continence Foundation and Helpline is available online at www.continence.org.au.

Call for rural pharmacists

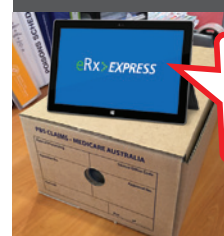
HEALTHCARE professionals in rural Australia have supported the submission of the Pharmaceutical Society of Australia (PSA) calling on the Federal Government to enhance medication management and pharmacy services in rural and remote areas.

One of the 10 priority recommendations delegates to the 13th Rural Health conference in Darwin highlighted was, "The Commonwealth Government to fund clinical pharmacy positions in Aboriginal health services to oversee the delivery of the \$100 Remote Area Aboriginal Health Service Program."

More than 1200 delegates at the conference supported the proposal with the 18 most popular recommendations now forming the advocacy priorities for the National Rural Health Alliance, PSA said.

PSA national president Grant

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DISPENSARY CORNER

GLAXOSMITHKLINE has enlisted the services of "AFL Legend and Footy Show star" Sam Newman in a desperate search for public urinals in Melbourne.

It's part of a Men's Health Week campaign focusing on enlarged prostates (or benign prostatic hyperplasia) which can be characterised by the need for frequent urination during the day and having to wee more than once during the night.

Newman stepped up, trying out a special 'pop up urinal' in the Victorian capital's Federation Square providing some excellent footage for a nearby Channel 9 news crew (below).

There's also a video showing Newman undertaking the "more than once a night man" challenge searching for public toilets by day and being repeatedly woken by night - to view [CLICK HERE](#).



Kardachi said the recommendation was one of the two main recommendations in PSA's budget submission and also was raised in PSA's 6CPA discussion paper. "The reality is that rural and remote areas of Australia still suffer from a disproportionately low number of health services being available to meet the needs of patients," he said.

"Pharmacists are ideally placed to play a more significant role in managing these conditions within the community and to identify those most at risk."

FDA nods deep brain neurostimulation

THE US Food and Drug Administration (FDA) has approved the Brio Neurostimulation System, an implantable deep brain stimulation device to help reduce the symptoms of Parkinson's disease and essential tremor.

The implant consists of a small (4.8cm x 5.3cm x 1cm) battery-powered, rechargeable electrical pulse generator implanted under the skin of the upper chest and wire leads attached to electrodes placed within the brain at specific locations to treat the conditions.

Tas e-cig consultation

THE Tasmanian Department of Public Health Services is calling for public submissions on its discussion paper on the use of e-cigarette devices in the island state.

For more details [CLICK HERE](#).

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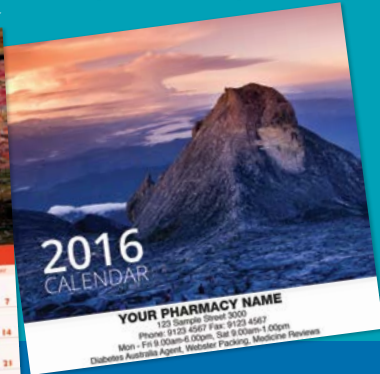
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