



## BPH market to \$5b

**THE** global market for treatment of benign prostatic hyperplasia (BPH) is estimated to reach US\$5b by 2024 according to the latest data from research and consulting firm GlobalData.

Valued at just over US\$2b in 2014 the data anticipates a compound annual growth rate of 8.23%.

The latest data is based on the seven major markets of the US, France, Germany, Italy, Spain, the UK and Japan with the US accounting for 65% of the global arena by 2024.

GlobalData's director of Cardiovascular & Metabolic Disorders Valentina Gburcik states that three novel therapies will contribute to the growth of the BPH therapeutics market, including the launch of Nymox's novel first-in-class therapy, NX-1207 expected in 2017-19.

## Guild pro-business focus

**PHARMACY** Guild executive director David Quilty has defended the organisation's unashamed focus on "furthering the commercial interests of community pharmacy businesses".

Writing in this week's *Forefront* newsletter to Guild members, Quilty said this pro-business stance was a clear differentiation from the plethora of other acronymic pharmacy organisations such as the PSA, SHPA, PPA, AACP, NAPSA and the APLF.

"Because community pharmacies are health businesses, the Guild is in the business of health, which means we have an abiding interest in health policy and pharmacy practice," Quilty wrote.

"However, unlike other organisations we unashamedly approach these and other issues through the prism of ensuring that pharmacies continue to be strong, financially viable businesses".

As well as activities in the

headlines, he highlighted behind-the-scenes lobbying such as supporting the introduction of an 'effects' test in the Competition and Consumer Act, the pro-active drafting of the Pharmacy Industry Award into plain English, and a submission to the government's Tax White Paper urging that pharmacy medicine purchases be GST-free like other health services.

## Advocacy team busy

**STAFF** from the Pharmacy Guild's Advocacy team have been representing members' interests at several Senate inquiries over the last month, including a submission and appearance before a committee looking into the *Fairer Paid Parental Leave Amendment Bill 2015*.

Executive director David Quilty said the current arrangements for paid parental leave places an unnecessary burden on community pharmacy, with the Guild supporting the Bill's provisions allowing small businesses to opt out of being the paymasters for the government-funded benefits.

Guild Pharmacy Academy head Sue Bond also addressed the Senate Standing Committee on Education and Employment, which is looking at the regulation of private vocational education and training (VET) providers.

She said compliance bodies currently struggled with the number of providers in the market and were "unable to ensure quality outcomes".

## Sun Pharma acquires InSite Vision

**MUMBAI-BASED** Sun Pharmaceutical Industries has announced a US\$48 million agreement under which a Sun Pharma subsidiary has offered to acquire InSite Vision.

InSite Vision focuses on developing new specialty ophthalmic products, including three late stage programs, while Sun Pharma is in the process of establishing a branded ophthalmic business in the US.

This proposed acquisition of InSite Vision, coupled with the recent in-licensing of Xelpros (latanoprost BAK-free eye drops) in June this year, are steps in this direction, the company said.

These deals also give Sun Pharma access to four late stage branded ophthalmic products in the US.

## 16<sup>TH</sup> ANNUAL INDUSTRY AWARDS DINNER CELEBRATING SUCCESS

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## ASCOV vax meeting

**THE** Advisory Committee on the Safety of Vaccines (ASCOV), an advisory committee to the Therapeutic Goods Administration, has met to give a preliminary assessment of the safety of aluminium adjuvants given at birth to premature or low birth weight neonates, and provide other advice relating to vaccines, immune system disorders, risk management plans and other immunisation program advice.

See [tga.gov.au](http://tga.gov.au) for the minutes.

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## Slimming gel alert

**THE** Therapeutic Goods Administration has issued an alert relating to a product labelled New Queen Slimming soft gel capsules which it says have been found to contain the undeclared prescription only substance sibutramine.

Sibutramine was withdrawn from world markets in 2010 due to increased risk of cardiac events and stroke and supply of this product is illegal in Australia, the TGA said, adding it believed some people had purchased it on the internet.

## Qld Guild supports Bravehearts



**THE** Queensland Branch of the Pharmacy Guild of Australia was recognised for its ongoing support of the Bravehearts child protection charity at a recent awards ceremony.

The branch donates inner-city office space in the Guild building in Brisbane to the organisation, complementing the Bravehearts Gold Coast headquarters.

Guild Queensland branch president, Kos Sclavos, who's **pictured** accepting the award from Bravehearts founder and executive director, Hetty Johnston AM, said the branch had also supported Bravehearts over many years through fundraising efforts, education programs and member

communications.

"Pharmacists are at the frontline of community health care, and we recognise the importance for our sector to stay informed and appropriately trained, to provide support and triage to those affected by sexual assault," he said.

## 400 CSIRO recipes

**CELEBRATING** 10 years since the Total Wellbeing Diet was first introduced, a collection of over 400 accessible CSIRO recipes for breakfast, lunch and dinner is now available in one volume.

Co-author and research program director Professor Manny Noakes said, "The Total Wellbeing Diet has proven itself as one CSIRO's great success stories, an excellent example of translating scientific evidence into a program with real impact in the community."

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## Oz smoking patterns

**A NEW** report from the Australian Institute of Health and Welfare (AIHW) presents baseline data for indicators established under the National Tobacco Strategy 2012-2018.

'By looking at baseline data, we can establish a starting point from which progress can be monitored over time,' said AIHW spokesperson Geoff Neideck.

Smoking prevalence varies across population groups in Australia, with smoking rates and deaths higher among those who are most disadvantaged, the report said.

The report examines indicators related to different "themes" such as exposure, uptake, transition, established and cessation.

"Over time, we hope a stronger picture will emerge of smoking patterns in Australia, providing better insight into the factors that influence people to start smoking, change their smoking habits, and quit," Neideck said.

**CLICK HERE** to access the report.

## Still no opt out - PCEHR

**DESPITE** promises of legislation to enable an opt-out version of the Personally Controlled eHealth Record (PCEHR) System, the federal government has given no sign of a decision of trial sites, reports *PULSE+IT*.

Released statistics show uploads of electronic hospital discharge summaries to the PCEHR have swollen since January but uploads of the shared health summary are still minuscule by comparison.

Around 10% of Australians, or 2.4 million, have registered for a PCEHR as of 28 Aug, while there are only 55,000 shared health summaries in the system, said the report.

## GUILD



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## Central Cosmo Two-night special

**Brisbane's Central Cosmo Apartment Hotel** is offering a weekend special of \$120 per night in a studio apartment right in the heart of trendy Milton, in the Queensland capital.

Stay Friday & Saturday or Saturday & Sunday nights (two night minimum) to access the offer for the property in walking distance from Suncorp Stadium and a five minute ferry ride to South Bank Parklands via the new Milton Ferry Terminal. See [centralapartmenthotels.com.au](http://centralapartmenthotels.com.au).

## Spring blooms at Floriade 2015

Your choice of **Accor Hotels** in Canberra could see you celebrating the spring blooms of Floriade 2015 and catching the Floriade NightFest light display, this year with Accor Hotels' *Spring Festival Package*.

The offers includes two nights accommodation with breakfasts for two, as well as a picnic basket lunch to enjoy the blooms.

Rates start from \$145 at ibis Styles Canberra Eaglehawk, from \$170 at ibis Styles Canberra, from \$175 at Mercure Canberra and from \$191 at Novotel Canberra.

Valid for stays to 31 Oct.

Go to [www.accorhotels.com](http://www.accorhotels.com).

## MedAdvisor partners Apotex

**AUSTRALIAN** adherence software systems company MedAdvisor has partnered with Australia's largest generic pharmaceutical company Apotex to enhance its exposure to the community pharmacy sector.

The marketing and distribution agreement will give MedAdvisor, which is in the process of raising capital in an Initial Public Offering (PD 02 Sep), access to Apotex's wide reaching pharmacy channels throughout the country.

Apotex Asia-Pacific md Roger Millichamp said the partnership leverages the capabilities and strengths of each organisation "to deliver a relevant and important program to community pharmacy."

MedAdvisor ceo Robert Read highlighted that the company has more than 88,000 users and more than 1,250 pharmacies already on the platform and that

the relationship with Apotex will increase the company's community pharmacy reach even further.

"Users of the MedAdvisor platform are 97% loyal to their favourite pharmacy and adherence is lifted by ~20%," he said.

"In the face of PBS reform, improving loyalty and adherence is critical for pharmacy."

**MEANWHILE** MedAdvisor also announced it has entered a new services agreement with Guildlink which will see the GuildCare console continuing to host the MedAdvisor platform.

Guildlink will also continue to provide MedAdvisor with support and maintenance services.

MedAdvisor has been the most downloaded medical app in Australian Apple and Android stores since 2013, the company said.

Earlier this month MedAdvisor invited pharmacist subscribers to the service to consider investing in the float via a Priority Investment Offer, with participants qualifying for a three-month subscription free period for one pharmacy for every \$3,000 worth of shares.

As well as the Apotex and Guildlink pacts the company has also established a sales and marketing partnership with Bupa.

## NZ funds icatibant

**AFTER** investigation and consultation, New Zealand's Pharmaceutical Management Agency (PHARMAC) has listed Shire Australia's icatibant (Firazyf) in the Pharmaceutical Schedule for use in both the community and District Health Board hospitals.

## Give your feet some love!

This week Pharmacy Daily and Plunketts are giving away a prize pack each day of NS-8 Heel Balm, NS-8 Foot & Leg Moisturiser and NS-8 Foot & Shoe Deodoriser.

Spring is here and it's time to make sure your feet are ready - soft, smooth and odour-free. NS-8 Natural Footcare formulations are based on carefully selected naturally active ingredients to deliver superior results. NS-8 Heel Balm is not greasy, so you don't need socks, and natural exfoliants gradually remove dry, thickened skin, so you don't need foot files. NS-8 Foot & Leg Moisturiser refreshes and moisturises hot, tired legs, softening and smoothing dry skin. NS-8 Foot & Shoe Deodoriser is a non-aerosol spray that kills odour causing bacteria on shoes and feet. Australian owned and made. Website: [www.NS8.com.au](http://www.NS8.com.au)

To win, be the first person from SA or NT to answer the following question and send it to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What vitamins does NS-8 Foot & Leg Moisturiser contain?

*Congratulations to yesterday's winner, Jelena Ilic.*



## DISPENSARY CORNER

**SHORTCUT** to a sweet feed - who knew bumblebees are thieves?

The buzzy insects have now been found guilty of stealing pollen and nectar from hives in close vicinity to their own, according to researchers at the University of Sussex.

Tracking devices affixed to bees at three different hive nests revealed that around 14% of tracked bees took a shortcut to filling their pollen bags by stealing as opposed to hunting for flowers in the wild, researchers said in a report in the British *Telegraph*.

The find has implications for the location of beehives by apiarists and raises a host of questions for further research, the authors said.

PS: Hide your honey jars.

**AND** while we're on the subject, there was a particularly sticky situation in Turkey's eastern province of Mugla last weekend, when a truck carrying several dozen beehives crashed and overturned, according to the state news agency Anadolu.

Eighteen people were stung and two Finnish tourists were taken to a nearby hospital with their injuries, while emergency services attended the scene and sprayed suppression foam on the hives and in the air to kill the insects.

**THE** global obesity crisis has hit Belgian law enforcement, with officials in Brussels warning that male police officers there are getting too fat to do their jobs.

The average body mass index of policemen in Belgium is 26.52, above the healthy range of 18.5-25, and has been steadily increasing each year, possibly due to an excess of waffles, chocolate and "frites," the delicious local version of hot chips.

Belgian policewomen were OK, with an average BMI of 22.9.

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