



## UTS Pharmacy ranks

**THE** University of Technology Sydney (UTS) Faculty of Pharmacy has ranked "above world standard" at position four in the independent review "Excellence in Research for Australia" listings which informs government decisions about investing in strategic research.

Associate Professor Mary Bewaw, director of research at UTS Graduate School of Health said, "we are delivering world class leading research into cancer drug resistance, airway diseases, inflammatory lung diseases and respiratory diseases such as tuberculosis, asthma and chronic obstructive pulmonary disease".

## Antibiotic greed slammed

**EMINENT** South Australian pharmacist Dr Chris Alderman says pharmaceutical manufacturers should focus more of their attention on antibiotics rather than continuing to research blockbuster drugs for chronic diseases.

In an editorial in the new edition of the Society of Hospital Pharmacists of Australia's *Journal of Pharmacy Practice and Research*, Alderman says he believes the underlying cause of antimicrobial resistance is greed.

"Antibiotics provide a relatively poor return on investment compared to other drugs," Alderman wrote.

But it's not just big business causing the problem, he added.

"People pressure their doctors to prescribe antibiotics for conditions that won't respond, like the common cold.

"They want to be back at work as fast as possible - to make money". Alderman said pressures in the

hospital system also contribute to the problem, by indiscriminately prescribing broad spectrum antibiotics to quickly ship patients out of hospital.

Hospitals also "balk at the cost of hiring antimicrobial stewardship pharmacists - all in the name of saving money," he said.

The new issue of the *JPPR* is dedicated to antibiotic resistance, with other editorials discussing prescribing antimicrobials from the aged care perspective, and how pharmacists can turn the tide on antimicrobial resistance.

There's also a report on original research which shows that prescriber education does not appear to be enough to improve antibiotic prescribing.

**CLICK HERE** to access the edition.

## Call for abstracts

**THE** SHPA's Medicines Management 2016 (MM2016) Scientific Program Committee is calling for contributions for their *Our future in 3D - Discovery, Disruption and Differentiation* themed scientific program.

Abstracts should help transform pharmacists from being reflective and risk averse to decisive disruptors leading change in healthcare, the committee said.

Other objectives could be to share skills needed to promote the role of the pharmacist as an invaluable asset in the healthcare team or to improve the patient healthcare experience through better communication, innovation and engagement.

Abstract categories are described as case studies, clinical research, pharmacy practice focus or 'other'. Visit [www.shpa.org.au](http://www.shpa.org.au).



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## PBS funds Viekira Pak

**ABBVIE** Australia has announced that Viekira Pak (ombitasvir, paritaprevir, ritonavir tablets; dasabuvir tablets) and Viekira Pak-RBV (ombitasvir/paritaprevir/ritonavir tablets; dasabuvir tablets with ribavirin) will be listed on the Pharmaceutical Benefits Scheme (PBS) from 01 May for chronic hepatitis C patients under certain circumstances.

The listing fills a gap for some patients who are not suitable to receive existing treatment regimens, said Associate Professor Amany Zekry, Gastroenterological Society of Australia.

## FDA ticks Gilotrif

**THE** US Food and Drug Administration has approved Boehringer Ingelheim's Gilotrif (afatinib) as a new oral treatment option for patients with squamous cell carcinoma of the lung.

Gilotrif is indicated for the first line treatment of patients with metastatic non-small cell lung cancer whose tumours have a particular genetic profile.

## Antivaxers static

**FAMILIES** opposed to vaccination, or antivaxers, have not risen in number since 2001 according to Australian research referred to in the *Medical Journal of Australia*.

Antivax objectors are more common in affluent areas, and there are high numbers in northern New South Wales and south-east Queensland, the study showed.

## Cycling for charity

**ASMI** chairperson, Lindsay Forrest, ASMI Board members Mark Sargent (Bayer) and Phil Lynch (Johnson & Johnson) and teams from Bayer and Johnson & Johnson, recently raised several thousand dollars for charity in Sydney's Bobbin Head Cycle Classic.

The tour, gold-sponsored by Bayer Australia, raised approximately \$200,000 with 2,400 riders pedalling from between 27 to 102 km supported by a further 400 people.

Lindsay Forrest said: "I am honoured to be part of the Classic each year and was delighted by the huge turnout of riders".

The fundraising ride is organised annually by four Rotary Clubs from the Upper North Shore with proceeds going to Lifeline and Rotary sponsored charities.

## HOW ARE YOUR CREDITS CLOCKING UP?



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## DDS vax campaign

**DISCOUNT** Drug Stores (DDS), in partnership with charity organisation FreeToBe, is running a 'Get a Shot, Give a Chance' campaign which means that \$2 from each shot will contribute to the vaccination and education of impoverished children in India.

The campaign aims to see children in Kolkata and within the community vaccinated against serious conditions such as Hepatitis B, Typhoid and Tetanus.

By supporting this worthwhile charity, DDS professional services manager Stephenie Shea said the program aims to improve the health and welfare of both Australians and the Kolkata community in India.

"Last year, thanks to community participation in the program, we raised \$15,000 that went on to provide a number of life-saving vaccines to children in India, and we hope to reach many more children with the program this year," she said.

DDS has worked on projects with FreeToBe since 2010.

## NZ Guild urges sharps disposal funding

**THE** Pharmacy Guild of New Zealand says it's continuing to advocate for a nationally funded pharmaceutical waste management system which includes the safe disposal of sharps.

The push follows the expansion of free sharps disposal services by a number of NZ's District Health Boards, with community pharmacies in some areas supplied with containers to give to patients for the safe containment, collection and disposal of their sharps.

However the pharmacies involved are currently expected to provide the service at no cost to the patients or the Boards.

"Consideration needs to be given to the involvement community pharmacy has in coordinating and informing patients about these services and the safe disposal of needles, as well as to how they are expected to store the disposal bins," said outgoing Pharmacy Guild of NZ ceo Lee Hohaia.

## EXPANDING NATIONALLY

For more information or to book a confidential meeting contact Jason Kelly on 0456 391 105 or [jason@pharmacy4less.com.au](mailto:jason@pharmacy4less.com.au)

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## Safe-birthing kits for Africa

**INDEPENDENT** pharmacy group Pharmacy Alliance has partnered with charity organisation, The Fullife Foundation in a project aimed at supporting mothers and infants in developing countries.

On Wednesday last week, Pharmacy Alliance's Member Support Office team (**pictured**) in Melbourne packed 200 safe birthing kits to send to Africa.

The simple \$3 kits help to substantially reduce the deaths of mothers and infants in developing countries, Fullife Foundation founder and pharmacist Ian Shanks said.

Every hour 33 women die of complications related to pregnancy and childbirth tallying to an estimated 385,000 women dying annually in childbirth, many from preventable infections.

Pharmacy Alliance partner pharmacies are encouraging

customers to donate via in-store collection boxes with the promise that every dollar raised goes directly to the projects in Africa.

Pharmacy Alliance said their goal is to raise \$2,000 per member pharmacy to fund the construction of two maternal waiting rooms at health centres in Samare, Ethiopia, that will service a population of 60,000 people.



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## Weekly Comment

Welcome to *PD*'s weekly comment feature. This week's contributor is **Michelle O'Connor, Mater Mothers' Hospital Parent Education & Support Manager.**



### Vitamin K for Newborns

**VITAMIN K** is naturally present in the body and plays a major role in clotting. During pregnancy, vitamin K crosses the placenta poorly resulting in low fetal plasma concentrations. All newborn infants have a relative vitamin K deficiency at birth. Without vitamin K, newborns are at risk of developing a disorder called Vitamin K Deficiency Bleeding. VKDB affects 1 in 10 000 babies and can result in serious consequences, including bleeding into the brain. One of the reasons given for the low levels of vitamin K in newborns is that their gut has not yet been colonised by the required bacteria. After three to four days of feeding the baby's gut will begin to be colonised with helpful bacteria and vitamin K levels will begin to rise slowly.

In line with the Australian Government and National Health and Medical Research Council's joint recommendation, vitamin K is offered to all babies soon after birth. This ensures levels of vitamin K are increased for the first few weeks of life to protect the newborn against VKDB until they can produce adequate amounts themselves. Vitamin K is recommended as a single injection into the muscle at the top of the baby's leg. It can also be given orally in a liquid form. Oral vitamin K is usually given in three doses – at birth, one week later and then at one month.

## Direct S3 advertising alive

**DIRECT-TO-CONSUMER** advertising for S3 products is still on the agenda according to a statement by the Australian Self Medication Industry.

The organisation claims the current restrictions on the advertising of S3 medicines prohibits consumer awareness of these medicines, which means consumers may continue to consult GPs for conditions which could be safely managed by pharmacists.

ASMI advocates for the removal of restrictions on the advertising of S3 medicines and in consultation with the Pharmacy Guild and PSA, has announced the release of a new model of S3 consumer communication that emphasises the role of the pharmacist.

The alternate model of S3 advertising (**pictured**) involves three elements: information about the disease or condition, branded product information, and the pharmacist's role in determining whether the medicine is appropriate.

In this S3 model, unlike the S2 model, the brand awareness component takes a secondary role to the educational aspects of the

### New S3 Communication Model

Based on a "structured framework" that will ensure information is provided in a balanced way:



communication, ASMI explains.

In conjunction with the University of Technology Sydney, ASMI developed a 'mock ad' for a fictitious brand of S3 medicines enabling the Centre for Health Economics Research and Evaluation (CHERE), to test its impact on consumers, pharmacists and pharmacy assistants.

The research results will be available in the second half of this year, said ASMI.

### TGA site search

**THE TGA** has updated the search function on its website, with a box on each page dynamically generating results from across the site as well as from the ARTG and the PI & CMI databases.

As queries are typed suggestions will appear in a drop-down menu to assist with spelling of search terms.

## DISPENSARY CORNER

**A CHINESE** woman's time-saving beauty routine is reportedly terrifying her fellow commuters in Ningbo, as well as generating lots of interest on social media.

The traveller is apparently working extra hours in the lead-up to her honeymoon and doesn't have time for her usual evening face treatment - so she's been wearing a black beauty mask as she travels to work each morning.

Identified only as "Joey" the woman told local media her busy schedule has played havoc with her skin so she decided to use the face masks during her commute so she can still look beautiful on her big day.



**RESEARCHERS** in America are claiming a major breakthrough after sending a data signal through a piece of meat.

Andrew Singer from the University of Illinois previously built underwater communication systems for the US Navy and realised similar techniques could be used for the human body.

"You're a big bag of salt water with some bones and other tissues...communicating in the ocean and communicating in your body are very similar".

The new technique, dubbed "meat-comms", is said to potentially make it easier for clinicians to interact with wireless medical devices inside patients.

They tested the system on a pork loin and also a beef liver, finding they could send signals at up to 30 megabits per second - "fast enough to stream Netflix".

## Win with DESIGNER BRANDS

This week *Pharmacy Daily* and Designer Brands are giving away a Make Me up Pro Brush set each day.

Brushes are the key to flawless makeup application, and with the Designer Brands Make Me Up Pro Brush Set you will always look like you've had your makeup done by a professional. With each brush individually labeled, even makeup novices will know which tools to choose to achieve the perfect makeup look.

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