

## Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from HMR Healthcare.

## Man-King caps alert

**THE** Therapeutic Goods Administration has tested a product labelled Man King capsules and found the items to contain the undeclared prescription only substance sildenafil.

The product poses a risk to health the TGA says and supply in Australia is illegal, with investigations having shown that a number of people in Australia may have bought the product online.

## Drug policy change

**DECRIMINALISING** personal drug use and possession in Australia would lead to significant public health benefits, according to a report published yesterday by the National Drug and Alcohol Research Centre at the University of NSW.

The report says such a move would also save public money, and finds there is strong public support for decriminalisation approaches such as treatment for drug users.

Co-author Dr Caitlin Hughes said decriminalisation should not be confused with legalisation.

"Decriminalisation removes criminal penalties for use and possession by law or in practice. It does not provide a legal avenue to obtain drugs," she said.

"It is a sound and pragmatic policy, supported by research evidence, that can save public money and offer a more effective and humane response to drug use."

To view the report **CLICK HERE**.

## MedsASSIST hits 2 million

**THE** Pharmacy Guild says more than two million transactions involving over-the-counter medicines containing codeine have already been recorded by pharmacies participating in the MedsASSIST real-time recording and monitoring program.

According to an update issued yesterday there had been some 43,000 instances of non-supply, while at the same time maintaining access for patients with genuine therapeutic needs.

The Guild said the strong performance is emerging evidence

"that it is not necessary for the Government to re-schedule codeine containing medicines to Prescription Only".

"Feedback from pharmacists using MedsASSIST shows that patients have been provided with various follow-up actions/advice and referrals to their doctors or other health professionals to assist them to seek further health in managing pain and addiction," the Guild said.

"This highlights the effectiveness of the program and the

commitment of the pharmacy community to ensure quality use of medicines," the update added.

Currently MedsASSIST requires informed patient consent, but to maximise the program's effectiveness in harm reduction and to create consistency, the Guild argued that the recording of codeine supply be mandated nationally.

The Guild said about 65% of community pharmacies across the country had used MedsASSIST since it was rolled out in Mar 2016.

## Pharmacy preferred

**AUSTRALIAN** consumers overwhelmingly prefer to buy medicines from a pharmacy rather than a supermarket, according to a report from ratings agency Canstar Blue released this week.

The work, released this week, found 94% of shoppers trusted the advice of their pharmacists and 83% preferred to buy their medicines from a pharmacy rather than from a supermarket.

## Ley writes for Guild

**HEALTH** minister Sussan Ley has penned an exclusive editorial for the Pharmacy Guild's fortnightly *Forefront* update, reiterating many of the points she made during her speech opening the recent PSA2016 conference (**PD** 01 Aug).

Key issues raised include the Health Care Home initiative and the Pharmacy Trial Program, along with the current King Review - to view see [www.guild.org.au](http://www.guild.org.au).

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## HMR Healthcare offer

**AUSTRALIAN** assisted living equipment company HMR Healthcare is offering up to 40% off on certain equipment this month. See details on **page four** today.

## Metformin shortages

**THE** Therapeutic Goods Administration has advised of further limited availability from some supplies of metformin extended release tablets, which have been the subject of shortages in recent months.

According to a TGA update yesterday there is now limited availability of Diabex, Chemmart and Terry White Chemists XR 500 metformin hydrochloride 500mg extended release tablet blister packs, in addition to a previous bulletin which advised of low availability of products from Alphapharm, Apotex and Arrow.

The TGA said some suppliers have limited or no stock, resulting in unexpected increased demand on other suppliers that cannot be fully met at this time.

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## Paleo diabetes alert

**PEOPLE** living with type 2 diabetes are being advised to be wary of social media hype about the benefits of the "paleo diet," University of Melbourne researcher Associate Professor Sof Andrikopoulos warns.

Writing in the *Medical Journal of Australia*, Andrikopoulos said that while there is a proliferation of websites pushing the paleo diet for diabetes patients, there is little or no high quality evidence to support the recommendation.

"There have been only two trials worldwide of people with type 2 diabetes on what looks to be a paleo diet," he said.

"Both studies had fewer than 20 participants, one had no control diet, and at 12 weeks or less, neither study lasted long enough for us to draw solid conclusions about the impact on weight or glycaemic control."

Evidence supports the Mediterranean diet: olive oil, fats from fish, legumes and low refined sugar, he said - [CLICK HERE](#).

## 'Natural' unregulated

**DESPITE** the word 'Natural' not being regulated in terms of how it is used on packaging, more than 60% of Australians are more likely to purchase food or drink with that labelling.

An analysis of 331 supermarket foods marked with the words "nature" or "natural" by public health group LiveLighter, found 47% of the items surveyed did not fall into one of the five core food groups, as recommended by the Australian Guide to Healthy Eating.

Lollies by The Natural Confectionery Co, chips by the Natural Chip Company, muesli bars made by Nice & Natural and tomato ketchup from Heinz were among such labelled products, the report said.

In fact LiveLighter claims nine out of ten items using the word 'natural' in the snack food aisle were considered to be unhealthy.

Heart Foundation advised snack-seeking consumers to stick to the outer aisles of their supermarket, drawing on fresh fruit and vegies.

## The Beauty Prescription

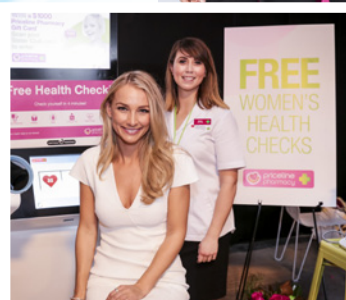
**PRICELINE** Pharmacy ambassadors including "Priceline Sister" Sam Harris, fitness expert Steph Prem and nutritionist Melanie McGrice discussed upcoming campaigns at the recent Priceline Pharmacy event, 'The Beauty Prescription,' described as a live interpretation of its monthly digital publication of the same name.

As the biggest brand event hosted by Priceline Pharmacy to date as well as being the largest function of its type in the health and beauty market in Australia, the occasion included presentations from API executives including

ceo Stephen Roche, Priceline gm marketing Mark O'Keefe, Priceline gm merchandise Liz Webster, and senior health and beauty buyers.

A trade show with 63 product stands displaying new launches for 2016, innovations, exclusives and cult favourites highlighted the key categories: cosmetics, skincare, haircare, accessories, fragrances, hands, feet & body, vitamins and medicinal health.

Five beauty advisors and six



Priceline pharmacists also took part in the event across various trade stands

exemplifying the health and beauty service offerings.

**Pictured** above, in the "it's a tough job but someone has to do it" category are API chief Stephen Roche with Priceline Experts Steph Prem (left) and Priceline Sister Sam Harris.

And inset are former Bachelor winner and Oral B ambassador Anna Heinrich having a health check with Priceline Pharmacist Amy Sabatini.

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## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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Visit [www.adventureworld.com](http://www.adventureworld.com) or call 1300 363 055.

### Regent Seven Seas Cruises \$ deal

**VALID** for ten select sailings, upmarket cruise line Regent Seven Seas Cruises is extending its complimentary US\$500 shipboard credit per suite for bookings made before the end of Aug.

Guests will be able to enrich their experience by spending the credit at the onboard boutiques, spa club, arts centre and tailored Regent Choice Excursion - **CLICK HERE** or call 1300 455 200.

## Redesign Project on target

**THE** Society of Hospital Pharmacists of Australia (SHPA) has announced that it has completed "another pivotal milestone" for the Pharmacy Technician Role Redesign in Australian Hospitals Project.

CEO Kristin Michaels said the two focus groups, one yesterday in Melbourne and one today in Sydney, provided important input for the Redesign Project.

"Along with pharmacy technicians, the focus groups had input from directors of pharmacy, pharmacists managing technicians, and private hospital directors and chief pharmacists," Michaels said.

"This has been a high priority project for SHPA as part of our future-proofing of the profession."

Michaels emphasised the critical nature of the pharmacy technician role in medicines management in hospitals saying "it is essential that we understand changes in the dynamics of medicines supply in hospitals and how this will impact on these important roles in the future."

"These recent workshops are part of a suite of well-considered activity that will assist us make good decisions about how we

can ensure Australia's pharmacy technician workforce is valued and can access robust career progression," she said.

"Our decisions will be captured in a White Paper that will underpin our dialogue and support for hospitals, along with our representations to government."

Structured interviews with key national stakeholders, mini case studies, a review of current roles and supporting frameworks as well as a national survey with 154 responses from 170 hospital pharmacies have informed the project thus far.

Michaels described the work as "well-considered and professional" adding that it "will provide the data and information that underpins SHPA advocacy for pharmacy technicians and best practice medicines management."

## EMA safety report

**THE** European Medicines Agency this week published a three-year report on the implementation of pharmacovigilance legislation across the various EU member states - see [www.ema.europa.eu](http://www.ema.europa.eu).

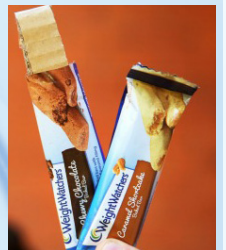


## Dispensary Corner

**A PRANKSTER** in New Zealand's Blenheim - who clearly has a lot of time on his hands - has spent the last twelve months dropping off fake cardboard muesli bars into the town's letterboxes.

The *Marlborough Express* reports the extremely low fat, high fibre non-foodstuffs are packaged in Weight Watchers wrappers (pictured below) which have been meticulously resealed.

A police spokesman said while the jape was a little odd, he wasn't sure it was illegal.



"If they were trying to defraud someone or poison them, or if they were stealing the bars then that would be criminal."

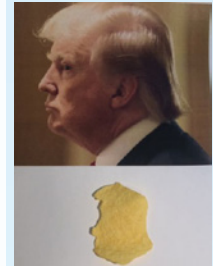
"But it could just be a 7-year-old-kid who thinks it's a laugh".

**AND** while we're on the subject of not-so-healthy foods, a boy from Oregon in the USA has attempted to sell a "Donald Trump Potato Chip Look Alike".

Proceeds of the eBay auction were going to charity group Amnesty International, with the listing saying it's an Oven Baked Lays chip fresh out of the bag.

"I lost my appetite looking at this chip...warning do not make direct eye contact with the chip or it might call you stupid".

Unfortunately the seller has



prematurely ended the auction because the item was lost or broken - or perhaps he just got a little peckish.

## Win with australis

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



What level of coverage does the Oh 2 Glow Foundation give?

Congratulations to yesterday's winner, Shani Counsel from Noranda Feelgood Pharmacy.

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