

Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from **Sigma**.

Guardian's offering

SIGMA Pharmaceuticals is encouraging pharmacists to consider switching to its Guardian Pharmacy brand, highlighting features such as its consistent image and pharmacy identity, private label products, performance dashboards, multi-channel platforms and more - see **page 3**.

Dying to lose weight?

THE UK Medicines and Healthcare products Regulatory Agency (MHRA) has launched a website dedicated to highlighting fake slimming system risks promoted online - see www.gov.uk/fakemeds.

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* When compared to standard cow's milk;
Source: Urashima and Taufik, 2010.

Joint PSA-CPA meeting

PHARMACISTS will be able to attend a global conference jointly hosted by the Pharmaceutical Society of Australia (PSA) and the Commonwealth Pharmacists Association (CPA) in 2017, the Society has announced.

The CPA is an organisation of Commonwealth professional pharmaceutical bodies and individual members, focusing on promoting and disseminating the pharmaceutical sciences throughout the Commonwealth and improving the quality and range of services offered by pharmacists.

The three-day conference, with the theme of 'Leading Pharmacy Innovation' will be held at Darling Harbour in Sydney and will include a range of panel sessions as well as high-profile international guest speakers and experts.

PSA national president Joe Demarte said PSA was delighted to partner with the CPA, which has members from the Commonwealth of Nations throughout Europe, Africa, Asia, the Americas and the Pacific.

"This joint conference will be a

fantastic opportunity to highlight and discuss key issues affecting pharmacists in Australia and right across the Commonwealth giving it a truly global perspective," Demarte said.

CPA president Raymond Anderson said his organisation will be working closely with PSA in coming months to develop an exciting and comprehensive program of plenary sessions and workshops.

Payments-scripts link

PAYMENTS by the manufacturers of pharmaceuticals to physicians were associated with greater regional prescribing of marketed drugs in the US, according to a study published in *The BMJ*.

The study examined payments to specialists and payments for speaker and consulting fees by region and compared oral anticoagulants and non-insulin diabetes drugs prescribing data from Medicare Part D in the latter part of 2013 and the full calendar year of 2014.

The association was not able to be defined as causal.

CLICK HERE for the *BMJ* article.

Qld PATY named

NATANYA McLenaghan (pictured) from Aspley Discount Drug Stores has won the Queensland State Finals of the 2016 Pharmacy Guild of Australia/

GuildSuper Pharmacy Assistant of the Year Award (PATY).

With 10 years in the industry serving over 1000 customers a month, McLenaghan now goes on to compete for the national title to be held 28 Oct on the Gold Coast.



My Health Record secondary data use

THE Australian Department of Health has appointed niche health industry consulting practice Health Consult to assist in developing a framework for the secondary use of data in the My Health Record system for research, policy, system use, quality improvement and evaluation activities.

Interested parties can stay informed by **CLICKING HERE**.

Aromababy award

NATURAL and organic baby brand Aromababy, has won the HKABA Victoria Business Award for Excellence in Bilateral Trade to China and Hong Kong in recognition of export success to Hong Kong for fifteen years, as well as to China for the past five.

Aromababy founder Catherine Cervasio (pictured with the award) said:

"This latest award will be used to help leverage its reputation as a results-driven, destination baby brand in what has become an over-saturated and purely price-driven pharmacy category, with little differentiation and fierce competition from grocery."



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Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Adriana Tiziani** - Course Director, Wound Care, Monash Pharmacy and Pharmaceutical Sciences.



Pharmacy and wound management

THE pharmacy is often the first port of call for many ailments. As such, a community pharmacist will often be asked to advise on wounds such as burns and scalds, lacerations, abrasions, skin tears, bites and leg ulcers. These are the most common wounds that people present with and challenges for the pharmacist include identifying what the wound is, deciding what product to use and knowing when to refer on to either the GP or emergency department.

Deciding what product to use is not only dependent on the pharmacist's assessment but also what is stocked in the pharmacy. While there are currently more than 200 dressing products available on the market, pharmacies generally stock a limited range including film or foam dressings, non-adherent products, hydrogels, tapes and bandages. It is important that the pharmacist familiarize themselves with the products available including recommended use, wear time, cost and any contraindications. Wound dressing products are often expensive so the pharmacist may need to think laterally about balancing cost and effectiveness of the product. Referrals should be considered in burns and scalds (especially in the elderly or young), bites (both human and animal) as tetanus prophylaxis is required and if there are any signs of infection.

PSNZ Pharmacist of the Year

TANYA du Plessis (pictured) has been announced the Pharmaceutical Society of New Zealand Pharmacist of the Year.

Plessis is the infectious Diseases and Antimicrobial Stewardship pharmacist at Middlemore Hospital and an expert in her field having completed a Master in Infectious Diseases from the London School of Hygiene and Tropical Medicine with the Dean's award in 2015.

She completed her masters over a five year period while working full time in London.

The Pharmaceutical Society NZ announcement said, "Tanya is a dedicated pharmacist who demonstrates excellence and expert knowledge in the specialised field of infectious diseases."

As the only pharmacist in New Zealand with a Masters Degree in Infectious Diseases, Plessis has been a pioneer demonstrating the value of pharmacists' contribution



to the management of infectious diseases and antimicrobial stewardship.

Her focus has led to a functioning antimicrobial stewardship service in Counties Manukau, including pharmacist-led ward rounds, guideline management and educational components, as well as maintaining the clinical infectious disease role within the ward infection service.

AbbVie in top 50

ABBVIE Australia joined Epic Pharmacy (**PD** Fri) in being named one of the most innovative companies in Australia in the *AFR 50 Most Innovative Companies List* for the fifth year in a row.

The announcement recognises companies that promote, embrace and maintain an innovation framework - AbbVie is the only pharmaceutical company to make the *AFR's* innovation list this year.

Win with Dermal Therapy

This week Pharmacy Daily and Dermal Therapy are giving away each day a prize pack worth \$94.59 RRP.

Dermal Therapy is a clinically tested, therapeutic skincare range developed for people who suffer from common skin conditions such as dry skin, Eczema, Psoriasis and Dermatitis. All Dermal Therapy products have been clinically tested for proven visible results. Each product is formulated with high quality ingredients and has been developed with a concentrated, moisturising emollient base to provide optimum hydration.

To win, be the first pharmacist or pharmacy assistant from NSW or ACT to send the correct answer to the following question to **comp@pharmacydaily.com.au**

Fill in the blank: Dermal Therapy Heel Balm Platinum provides visible results it ___ day/s.

Check here tomorrow for today's winner.



Dispensary Corner

SURGEONS in India have managed to successfully remove 40 knives from the digestive tract of a 42-year-old man who likes the taste of cutlery.

Jarnail Singh, a policeman, was admitted to a hospital in Gurdaspur, India complaining of abdominal pains.

"When we began diagnosis we found the source of the pain puzzling," said one of the doctors, Jitinder Malhorta.

"We did an ultrasound which revealed some solid mass in his stomach shaped like cancer".

However it wasn't a tumour - instead "the patient then told us he had an uncontrollable urge to eat knives," the doctor said.

A team of five surgeons operated to extract the metalware, with the operation a complete success.



AND while we're on the topic of human oddities, golfers have been shown to have "oddly shaped hips" researchers in the University of Warwick have found, writing in the *British Journal of Sports Medicine* - **CLICK HERE**.

Using MRI scanners on 55 professional golfers, the authors said that research is still at the chicken and egg stage, whereby they don't know whether golfing causes the egg-shaped deformity in their hips, or the deformity helped golfers become successful.

The condition, known as cam rotation, affects the natural range of movement of the hip.

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SEE PAGE 6 FOR MORE DETAILS

Did you know?

AROUND 3 OUT OF 4 people with asthma also have allergic rhinitis (sometimes known as hay fever).*

*Savings calculated based on the recommended retail price as provided by the supplier and not necessarily prices in store price. **Vitamin supplements may only be of assistance if dietary intake is inadequate. Always read the label. Use only as directed. If symptoms persist see your pharmacist or doctor. *Always read the label. Use only as directed. Incorrect use could be harmful. Consult your healthcare professional if symptoms persist. *National Asthma Council Australia. (2019). Allergic Rhinitis (Hay fever) and Your Asthma. Retrieved from <http://www.nationalasthma.org.au/publications/allergic-rhinitis-hay-fever-and-your-asthma> Data accessed 13 April 2016.

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