

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Pharmacy 4 Less.

Therapeutics advert code seminar - ASMI

THE Australian Self Medication Industry (ASMI) has announced a Therapeutic Goods Advertising Code Seminar, one of a new series replacing the TGACC seminar series which was discontinued in 2013.

This seminar will explain the regulatory framework that governs consumer advertising of therapeutic goods in Australia.

It will provide detailed information on the three levels of advertising control: regulation, co-regulation and self-regulation.

Presenters explain each aspect of the current system, including the application of the Therapeutic Goods Advertising Code, the approvals process and complaints mechanisms.

Presenters are from the TGA, ASMI and also include a former Chairman of the Complaints Resolution Panel, Jason Korke.

The event will be held in North Sydney and cost \$595 (+ GST) for ASMI members, \$995 for non-members (+ GST).

Go to asmi.com.au for details.

Alcohol ups AF risk 7%

ATRIAL fibrillation is a forerunner to stroke and other serious conditions, so it's timely with the festive season upon us that new research has confirmed the dangerous impact alcohol can have.

One standard drink raises the risk of atrial fibrillation by 7%, according to cardiologist Peter Kistler from The Alfred and the Baker IDI.

The effect was also found to be cumulative - a sobering thought: one drink ups the risk by 7%, two by 14% and so forth.

Kistler's paper was published in the *Journal of the American College of Cardiology* - [CLICK HERE](#) to read.



Survey confidential - King

PROFESSOR Stephen King, chair of the government's Review of Pharmacy Remuneration and Regulation, has expressed concern about a Pharmacy Guild communication following the opening of expressions of interest from pharmacists wanting to participate in the Review Panel's financial survey (*PD* 05 Dec).

In an update issued yesterday, King said he was concerned to learn of a 'Guild Alert' sent to Guild members which suggested they should be "wary about participating in the survey until the Review Panel clarifies its purpose and how their financial data will be used".

King has responded on behalf of the panel, reiterating that all data collected will be de-identified and maintained in the strictest confidence, with neither the Review Panel nor the Department of Health having access to survey financial information provided by any individual pharmacy.

He said the Panel's objectives are to assist it to "build representative financial models of pharmacy in different locations across Australia.

"This will allow the Panel to understand the financial stresses on the sector and the relative importance of the PBS remuneration and location rules in

maintaining the viability of different models of pharmacy," he wrote.

King said the survey, which has been based on the established format and content used to assemble the annual Guild Digest, would also "give the opportunity for ordinary pharmacy owners at the coalface to have their own pharmacy's data embedded in the models the Panel will be using to finalise our recommendations".

The Panel has also posted a text version of the online survey questions, to help pharmacists make an informed decision about whether to participate.

"Please don't miss this important opportunity to contribute to the review," he urged.

The full list of 43 questions in the survey can be accessed online at www.health.gov.au.

New diabetes hope



NEW Zealand researchers from the University of Auckland have discovered a

key ingredient in the management of diabetes type 2.

A protein known as beta-catenin has been found to be critical in maintaining stable and healthy blood sugar levels.

Lead researcher Professor Peter Shepherd said the discovery could lead to more personalised medications, instead of the "one-size-fits-all" approach that exists for type 2 diabetes management.

AIHW on dementia

VASCULAR diseases (such as stroke) and risk factors (such as smoking and obesity) can play a powerful role in contributing to dementia, according to a new report from the Australian Institute of Health and Welfare (AIHW).

AIHW spokesperson Dr Lynelle Moon said the condition accounted for about 3.4% of the total burden of disease in Australia - about 30% of which was due to vascular disease and risk factors.

"While there is no known cure, there are a range of potentially preventable risk factors," she said, such as stroke, diabetes, and chronic kidney disease, as well as smoking, physical inactivity, high blood pressure in mid-life and obesity in mid-life, all of which have been associated with increased risk, the new report said.

The report, *Contribution of vascular diseases and risk factors to the burden of dementia in Australia: Australian Burden of Disease Study 2011*, is available online at www.aihw.gov.au.

TGA slams AFR report

THE Therapeutic Goods Administration has issued a comprehensive correction to a story published this week in the *Australian Financial Review* about medicinal cannabis.

The update highlights a host of inaccuracies in the 05 Dec story, despite the *AFR* "seeking and receiving factual comment from the Department of Health prior to publication".

See the full rebuttal at tga.gov.au.

NOAC Rx CPD activity

ANTICOAGULANT selection has moved from a choice of one known option (warfarin) to now include widely used, and becoming more confidently prescribed, new oral anticoagulants (NOACs), apixaban, dabigatran and rivaroxaban.

The choice of anticoagulant depends on the characteristics of the patient and the medicine, says an article in the latest issue of NPS MedicineWise's *Australian Prescriber*.

Key considerations identified in the paper include patient adherence, kidney and liver function, and potential interactions with concomitant drugs.

The article has CPD points available for pharmacists.

[CLICK HERE](#) for details.

The advertisement for Corum Safeguard features a smiling man in a white lab coat standing in a pharmacy. The background is decorated with green pine branches and white snowflakes. The Corum Safeguard logo, which includes a stylized blue padlock, is prominently displayed. Below the logo, the text reads "SIMPLIFY, STABILISE AND PROTECT YOUR BUSINESS". A red banner with white stars and the word "NEW" is positioned above a circular badge that says "Start the new year with CORUM CALENDAR FREE when you register for Corum Safeguard". At the bottom, a blue bar contains the text "Call 1300 669 865 or contact your Corum representative now!".

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Dispensary Corner

CAN sex become unaffordable? Apparently.

In the US, without insurance coverage, Viagra and Cialis now cost about \$US50 (AU\$65) a pill, triple their 2010 list prices, according to *Fairfax Media*.

This sort of stiff expense makes sex a major line in the household budget and often has to give way to more survival-oriented needs for some (usually) older couples, the report said.



So much for the joy of sex!

Late next year both PDE5 inhibitors will have generic competition so couples can look forward to softer pricing and a steep rise in their sexual activity.

The burgeoning black market via internet sales, some allegedly out of northern neighbour Canada, continue to be targeted by regulatory authorities.

MEANWHILE, on a related topic, it seems that in Iceland's Reykjavik, the Icelandic Phalological Museum is home to the world's largest collection of penises with a mind-boggling array of specimens collected from hundreds of different animals.

The museum was started as a joke by a local historian Sigurður Hjartarson back in 1997 but due to popular demand it has grown to feature 286 appendages ranging from an incredible five foot whale penis to members from bears to cats and even mice.

Apparently school kids are the most entertaining and inquisitive visitors thanks to their lack of inhibitions in asking questions about the displays.

Pharmacist house calls

AS PART of a seniors' medication reconciliation and review program run by the Illinois Department on Aging (IDA), pharmacist-led healthcare teams are embarking on a series of home visits.

The state intends its one-year campaign to help reduce the rate of readmissions to hospitals and long-term care facilities for older citizens with multiple chronic illnesses attributable to poor medication adherence.

The program started this month in collaboration with APC LLC, a pharmacist-driven care coordination service, working with the US Department of Aging to select healthcare groups to conduct the in-home visits.

The process will include gathering case manager records, patient-reported information, and clinical assessments, and reviewing patient insurance information, the IDA said.

"Older adults in Illinois are especially susceptible to nursing home and emergency room admissions due to overly complicated medication plans," said IDA Director Jean Bohnhoff.

Between one and two thousand

participants are being targeted for support with a six-month review examining medication adherence, reduction in the number of medications taken, reduction in cost of medication error rates, reduction in readmission to long-term care facilities, hospitals and emergency rooms, participant satisfaction with services, and quality of life improvement.

A similar pilot has been operating in Bloomington, Minnesota, since 2014, and has seen a reduction in hospital readmissions, prompting managers to plan how they can expand the program, creating savings to make it self-funding.

Violence help

HEALTH professionals are in a position to provide information to people who may have limited opportunities to discuss their family and domestic violence concerns, according to an update from the Department of Human Services.

Patients can be referred to 1800 737 732 (1800RESPECT), with a new eLearning program on the topic available at medicareaust.com.

Win with SkinB5

This week **Pharmacy Daily** & **SkinB5** are giving away each day the Skin Purifying 5 Minute Mask.

SkinB5 is an all-natural acne supplement that works from within to eliminate and stop acne on the face and all over the body. The SkinB5 acne treatment system is based on a potent dosage of vitamin B5, which is proven to increase skin health and reduce acne by regulating the skin's production of sebum, or skin oil. See www.skinb5.com for more.

To win, be the first person from SA or NT to send the correct answer to comp@pharmacydaily.com.au

What is the key vitamin that all the Acne Control Products contain?

Congratulations to yesterday's winner, Erin Le Feuvre from the Pharmacy Guild of Australia.



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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A&K Christmas Group Party Treat

LUXURY travel company Abercrombie & Kent (A&K) rewards travellers booking their own groups on the company's award-winning 2017-18 Luxury Expedition Cruises to Antarctica.

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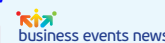
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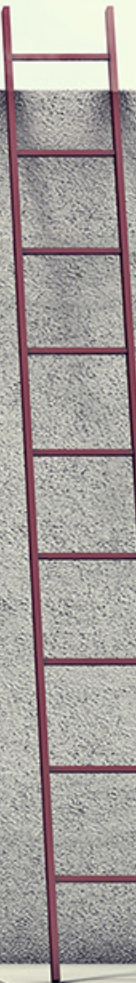
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