

CW Logie partner

CHEMIST Warehouse has been announced as a major partner for the 59th annual TV Week Logie Awards taking place in 2017.

It's the first time the pharmacy group has been involved with television's "night of nights," with Chemist Warehouse chief operating officer Mario Tascone saying he was thrilled at the agreement.

"Our partnership announcement is an exciting step forward in cementing our position as the home to all big brand and celebrity fragrances," he said.

The Logie Awards will take place on Sun 23 Apr at Melbourne's Crown complex, and will be broadcast on the Nine network across Australia.

Pharmacist insurance

NICHE business travel insurer, Professionals Travel Cover, has this week launched a travel cover product especially for pharmacists.

Pharmacies can now purchase a tax deductible single annual travel insurance policy that covers up to 10 pharmacists travelling per annum, covering multiple trips, international and domestic.

The policy also includes family cover - see protravelcover.com.au.

Pharmacist-GP 'natural fit'

PHARMACIST integration in the general practice team may improve clinical and non-clinical outcomes, according to a newly published paper from Christopher Freeman of the University of Queensland and consultant pharmacist Debbie Rigby.

Published in the latest *Australian Prescriber* (PD Mon), the article argues for a flexible funding model to support pharmacists in general practice, which "would reduce fragmentation of patient care and medication misadventure".

Freeman and Rigby cited a recent systematic review and meta-analysis of pharmacist delivered services in general practice, including 38 studies of which 25 showed positive effects on at least one primary outcome measure. Other studies show improvements

in outcomes such as adherence, identification and reduction of medicine-related problems, and a reduction in the total number of medications prescribed.

The paper also cites implications for community pharmacies, with practice pharmacists having the potential to reduce fragmentation of care, improve medication management and enhance communication with GPs.

"The primary purpose of a practice pharmacist would be to support GPs to minimise risks associated with medicines and optimise patient outcomes through the quality use of medicines," the paper concludes, urging further investigation of funding models to ensure cost-effectiveness of flexible models of care.

Regional obesity & smoking rates

BOTH obesity and tobacco use incidences are higher in regional Australia than in cities, according to two new reports from the Australian Institute of Health and Welfare (AIHW).

The *Healthy Communities* reports look at local-level variation in obesity and smoking rates across

Australia's 31 Primary Health Network (PHN) areas.

PHNs are organisations that connect health services over local geographic areas.

Obesity rate comparisons reveal extremes: "16% of adults who were shown to be obese in Central and Eastern Sydney, compared with 38% in Country South Australia" said AIHW spokesperson Michael Frost.

Smoking rates had similar profiles: "Northern Sydney had the lowest rate of daily smoking at around 5%, while Western NSW had the highest rate of 23%," Frost said.

Both reports are available at MyHealthyCommunities.gov.au.

Pfizer fined re pricing

THE UK Competition and Markets Authority (CMA) slapped a "record" £84.2m fine on Pfizer, and a £5.2m fine on Flynn Pharma for their parts in charging "excessive and unfair" prices for epilepsy drug phenytoin sodium, with Pfizer planning to appeal, reports *Chemist+Druggist*.

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 VIC or TAS to send the correct answer to comp@pharmacydaily.com.au

Are Skin B5 products vegan?

Congratulations to yesterday's winner, Simone Cameron from Scaffidi Group.



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Dispensary Corner

FLASH Alzheimers away. Flashing light therapy may help ward off Alzheimer's, say US scientists after promising trials in mice, reports *BBC News*.

The Massachusetts team found shining a strobe light into rodents' eyes encouraged protective cells to gobble up the harmful proteins, called beta amyloid, that accumulate in the brain in this type of dementia.

The perfect rate of flashes was 40 per second - a barely perceptible flicker, four times as fast as a disco strobe, and enough to help recruit resident scavenging immune cells called microglia into the battle, scientists said.

Applications are in to the US Regulator, the Food and Drugs Administration (FDA) to test the effect in humans.

Thus far trials showing success in mice have not always translated into effective treatments in humans, and drug approaches have generally been "disappointing".



A WELCOME mistake - a Cash4Life lottery ticket sold to a couple in Lakewood, New Jersey, US, was chosen by mistake, but won \$1m, reports *Yahoo News*.

The 70-year-old Dante Castillo normally uses his own numbers but this time the computer took over without him knowing and matched the first five numbers to the winning formula, but not the cash ball number.

The couple opted for the \$1m prize rather than \$1,000 per week for life, understandably.

MedAdvisor signs Pfizer

AUSTRALIAN-LISTED digital medication adherence company MedAdvisor has announced via the ASX that it has signed the Australian branch of the world's largest pharmaceutical company, Pfizer, to provide a Patient Engagement Program (PEP) for one of its leading medications.

The MedAdvisor platform will be used to deliver important information and guidance to patients prescribed the medication for an initial 18 month period.

Content will include a series of educational communications that



aims to improve the patient's quality use of medicines, in turn delivering better patient outcomes.

MedAdvisor has said that it will receive PEP revenue from Pfizer for the duration of the contract, further growing its PEP revenue stream.

Pfizer is the ninth pharmaceutical company to contract with MedAdvisor, with two of the current contracts recently extended for a further 12 months.

Choosing Wisely NZ

THE Choosing Wisely campaign championed by NPS MedicineWise has launched in New Zealand, mirroring the Australian approach by encouraging health professionals to talk to patients about unnecessary tests, treatments and procedures.

The NZ campaign is being run by the Council of Medical Colleges, in partnership with the New Zealand Health Quality & Safety Commission and Consumer NZ.

Platypus poison drug

RESEARCHERS from Monash University have taken part in a project which found evolutionary changes of insulin regulation in the platypus and the echidna could pave the way for new treatments for type 2 diabetes in humans.

The findings were published in the *Scientific Reports* journal, and showed the same hormone produced in the gut of the platypus to regulate blood glucose is also in the monotremes' venom.

Changes in the hormone GLP-1 evolved in the native animals make it resistant to the rapid degradation usually seen in humans.

Drug market tempers

TOTAL global spending on medicines is forecast to reach \$1.5 trillion by 2021, up 33% from 2016 levels, even as annual growth moderates from the record pace set in 2014 and 2015, according to new research released from the QuintilesIMS Institute.

While historically large numbers of new medicines will emerge from the R&D pipeline in the next five years, pricing and market access pressures, lower volume growth in "pharmerging" markets and greater savings from patent expiries will restrain growth - **CLICK HERE**.

Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

3-10 Jan: Dental & Medical Ski Conference; Canyons/Park City, USA; more info and register at: www.cpdconferencing.com.au

17 Feb: Foundation Seminar in Clinical Medication Management; Melbourne, VIC; registrations opening soon: www.shpa.org.au

3-5 Mar: Annual Therapeutic Update 2017; Crowne Plaza Terrigal; register here: www.psa.org.au

9-12 Mar: APP 2017; Gold Coast Convention and Exhibition Centre; for details visit: www.appconference.com

31 Mar: Foundation Seminar in Clinical Pharmacy Practice; Sydney, NSW; registrations opening soon: www.shpa.org.au

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Jobs of the Week

- **Pharmacist In Charge** - Central Coast QLD (Job# 200013307)
Excellent salary package, experienced team to work with, friendly town.
- **Pharmacist In Charge** - Melbourne Inner SE, VIC (Job# 200013610)
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