

Today's issue of PD

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

Advance care in MHR

NEW information from the Department of Health has confirmed that consumers will soon be able to upload a PDF of advance care planning documents to their My Health Record (formerly Personally Controlled e-Health Record - PCEHR), according to *PULSE+IT*.

While the facility has long been in place that enables a consumer to include the name of the custodian of an individual's advance care directive or other relevant legal documents, the article says the ability to upload a PDF of planning documents is a "new and unexpected development".

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myDNA test challenged

CHEMMART'S myDNA testing program is under scrutiny from the academic website *The Conversation*.

Following the implementation of the Chemmart's myDNA genetic testing program claimed to help identify medications and dosing tailored to the individual (PD 03 Feb), *The Conversation* has criticised the plan saying it is not evidence-based and has submitted its concerns to the Therapeutic Goods Advertising Complaint Resolution Panel for an independent determination.

Authors of the challenge are Ken Harvey, industry watchdog and presently Adjunct Associate Professor, School of Public Health and Preventive Medicine, Monash University along with Basia Diug, Senior Lecturer & Deputy- Head of the Medical Education Research Quality Unit, in the same school.

They argue that "some of Chemmart's claims may be misleading for consumers who lack detailed knowledge of DNA testing and may produce unrealistic expectations of the product's effectiveness.

"In so doing, Chemmart appears to have breached a number of provisions of the Therapeutic Goods Advertising Code 2015."

The test requires a trained pharmacist to take a cheek swab which is sent to a team of expert doctors, pharmacists and scientists at Australian Clinical Labs and then

PPI-dementia link

NEW research out of the German Center for Neurodegenerative Diseases, Bonn, Germany has confirmed what has been previously found, a causal association between the use of proton pump inhibitors (PPIs) and an increased risk of developing dementia, in older patients.

The study, involving 73,679 subjects aged 75 years or older, was published in *JAMA Neurology* and authors argued that "up to 70% of PPI prescriptions could be inappropriate".

CLICK HERE to access the abstract.

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LCT files \$2.8m shares

LIVING Cell Technologies (LCT) has completed the placement of 54,607,546 shares at NZ\$0.05063 to wholesale investors in New Zealand, raising NZ\$2,764,621, according to *Business Wire*.

The issue price represents a 10% discount to the 5-day volume weighted average price to 12 Feb 2016.

The funds will be used as working capital to carry out the Phase IIb clinical trial of lead product NTCELL in Parkinson's Disease, LCT said.

The company also announced a Share Purchase Plan for eligible shareholders, opening 24 Feb until 11 Mar.

NTCELL has the potential to be used in a number of other central nervous system indications such as Huntington's, Alzheimer's and motor neurone diseases, the company said.

Vaccination rates up

AUSTRALIA has recorded improvements in the percentages of children fully immunised in some local areas in 2014-15, according to a new report from the National Health Performance Authority.

The new data shows in 2014-15 among the 31 Primary Health Network areas, the rates of one-year-old children fully immunised ranged from 94% to 88%.

CLICK HERE for the report.

AusPAR addition

FERRING Pharmaceuticals ulcerative colitis therapy Cortiment (budesonide) has received an Australian Public Assessment Report from the Therapeutic Goods Administration.

The orally administered product is given for induction of remission at the rate of one 9mg tablet in the morning for up to 8 weeks.

CLICK HERE for details.

Win with Mute

This week Pharmacy Daily and Mute are giving away everyday two Mute starter packs.

Mute is a patented respiratory technology designed to gently stent open your nasal airway during sleep to increase the volume of air travelling through the nose, making nasal breathing much easier which may alleviate the incidence and severity of snoring. Designed with the anatomy of the nose in mind, it sits comfortably in the nose and by gently dilating the airway, it may alleviate nasal congestion and obstruction, making it easier to breathe. Available in 3 sizes (small, medium and large) freely adjust the dilation system to personalise the fit to each nostril.

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

How much is a 3-pack medium refill pack worth?

Need a hint? CLICK HERE

Congratulations to yesterday's winners, Mark Casey from Pharmabroker Sales, and Donna Delgado from Woodlake Village Pharmacy.





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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Phcist in GP clinic pilot

WESTERN Sydney Primary Health Network, WentWest, is launching a three month pilot program in Sydney which will see non-dispensing pharmacists placed in general practice.

The program is being run in conjunction with local GP associations in the Hills District, Blacktown and Mount Druitt with a focus on reducing over-prescribing, medication misuse, adverse drugs events and preventable hospital admissions.

Funded by WentWest the pilot is based on a grant agreement with the involved GP associations and works towards a model which would better integrate clinical pharmacists into general practice to support care coordination and patient education.

CEO of WentWest Walter Kmet told *Croakey* he believes the pilot program touches on a much needed integration.

"Their contribution to improving health outcomes will only occur when they become well connected and integrated into high functioning primary care teams," he said.

"With over 26,000 pharmacists

in Australia, well ahead of the next allied health professional category, it is hard to imagine an effective health system without a strong and capable pharmacy sector".

WentWest told *Pharmacy Daily* that a recruitment drive is currently underway with "appropriate pharmacists being sourced for the program".

The success rate of the pilot will be tracked throughout with support from the University of Technology Sydney.

Results of the program are expected to be released later in the year with hopes it will help boost investment in similar projects in the future.

Call (02) 8811 7117 for more.

UK MHRA OTC push

THE UK Medicine and Healthcare products Regulatory Agency (MHRA) has published its report of the first year's work of the UK stakeholders' reclassification of non-prescription medicines platform.

The objective of the workshop was to identify how best to involve all stakeholders in the process of reclassifying medicines in the UK from Prescription Only (POM) to Non-prescription and in ensuring access and appropriate use of medicines after reclassification.

It was agreed that there needed to be an "overarching Strategic Platform for Reclassification comprising skilled and experienced individuals from stakeholder representative bodies" as well as "ad hoc 'task and finish' Reclassification Stakeholder Groups to consider specific reclassification applications".

Involved in the process are representatives from medical and pharmacy professions, from the Department of Health and NHS England and patient representatives.

DISPENSARY CORNER

EVER dreamt of having a constant stream of caffeine filtering through your bloodstream to get you through the day?

Well, that's pretty much what the new Joule bracelet (**pictured**) is offering.

Why drink your coffee when you can wear it instead?

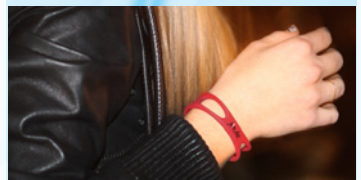
Apparently, caffeine being fat soluble means it can be absorbed fairly easily through the skin.

Those behind the wrist band say it's the equivalent of about one cup of coffee over the course of four hours, keeping you at a constant buzzing level.

A crowdfunding campaign was launched in Feb and set a goal of \$US15,000 but that target has been more than doubled.

A bracelet and month's worth of patches is \$US29 - cheaper than our current caffeine addiction.

PD recommends you seek medical advice before using this product.



YOU'VE heard of meetings on the go and probably been involved in them, but there's a new "thing" - it's the treadmill meeting.

InMovement, a subsidiary of Chicago-based Brunswick Co., is about to launch a specially designed double treadmill where the users are angled toward each other with a common desk-like platform for papers and screens for computer data.

While some reviews have liked the marriage of physical and mental exercise, others have found it "difficult to concentrate".

Painless advert fail

THE Therapeutic Products Advertising Complaints Resolution Panel has ordered the withdrawal of an advertisement which made misleading claims about an Electromagnetic Foot Massager.

Advertised on Ebay last year, a description said the massager could "stimulate & revitalise weary or swollen aching feet & ankles, as well as alleviate tired & aching legs with massage & soothing heat"

It also claimed the product could "promote blood circulation".

The panel found the advertisement was "likely to arouse unwarranted and unrealistic expectations of product effectiveness".



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Sigma	197921		