

Australia's only
online pharmacy
degree. Apply now.

U
n
e
University of
New England

Today's issue of PD

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

AMA Quit for Life 2016

THE Australian Medical Association (AMA) has updated its Position Statement on Tobacco Smoking and E-cigarettes, urging smokers to "quit the deadly habit in the New Year". "Every time you light up, you are damaging your own health as well as the health of those around you," said AMA president Professor Brian Owler. "A recent large-scale Australian study found that two-thirds of smokers will die because of their habit. There is no safe level of smoking," he added. **CLICK HERE** to view the AMA's updated position statement.

TGA trial notifications

AUSTRALIA'S Therapeutics Good Administration (TGA) has released an online overview of the clinical trial notification form and process. First presented at the Information Sessions for Electronic Clinical Trial Notification Scheme in November last year, the online offering is presented by pharmacist Kate Lawrence from the Experimental Products Section, Pharmacovigilance and Special Access Branch. **CLICK HERE** to view slideshow.

Panadol Osteo price hike

GLAXOSMITHKLINE has been slammed by Federal Health Minister Sussan Ley, following the pharmaceutical giant's announcement that it would bump up its prices for Panadol Osteo by 50 percent beginning January 01. Blaming the price hike on the changes to the Pharmaceutical Benefits Scheme (PBS), a spokesman at GlaxoSmithKline told wholesalers in a letter that "in moving to an over-the-counter business model, GlaxoSmithKline is no longer able to sustain its current pricing of Panadol Osteo". The Pharmacy Guild of Australia, who has widely criticised the policy change since negotiations first began, is using the pricing surge to fan the flames stating that "many people with chronic, debilitating, osteoarthritis will pay significantly more for their treatment."

"For example, Concession Card holders who normally reach the Safety Net in August previously paid \$60.16 a year for their Panadol Osteo under the PBS will now pay an estimated \$180 a year, tripling their annual out-of-pocket costs," the group commented. "As Panadol Osteo is de-listed from the PBS, it also no longer counts towards the Safety Net, meaning that Concessional Card holders will have to purchase more PBS medicines before reaching the Safety Net, further delaying their

access to free medicines". Executive director of the Pharmacy Guild of Australia, David Quilty, went on-the-record on 6PR's *Mornings* program to say that the decision to de-list over-the-counter medications was formed on the basis that "these medicines would continue to be available to patients at comparable prices to what they have to pay under the PBS". "And what's concerning us is, particularly with Panadol Osteo, it's pretty clear now that's not going to be the case," said Quilty. Minister Ley has attacked the manufacturer's reasoning, calling for the Australian Competition and Consumer Commission (ACCC) to investigate the price increase, stating on her website that "there are no obvious market changes that justify such a substantial increase".

TAGRISO drug trials

THE US Food and Drug Administration (FDA) has released a trials snapshot of TAGRISSO, a drug used to treat patients with advanced non-small cell lung cancer (NSCL). Clinical trials for the drug were conducted globally on a total of 411 patients across 10 countries with NSCL, all with the T790M mutation whose condition worsened following treatment with EGFR-blocking medication. Taken as a tablet by mouth once a day, TAGRISSO was found to have a "significant effect on reducing tumour size on over half of patients who were treated".

Pharmacists key to fighting addiction

A PARTICIPANT in the new HBO documentary, 'Heroin: Cape Cod USA', says that pharmacists are integral



to the battle against rising opiate addiction and dependencies. "If we see that patient standing before us, seeking their oxycodone 30mg tab #240 to be filled 14-days early, as a "hopeless junkie", and dispense the prescription anyway without discussion or question, it is us pharmacists failing to provide adequate care for those "hopeless junkies," explains pharmacist Lauren Heroux-Camirand in an article published on modernmedicine.com. "We must act on opportunities as they arise," she said.

"When an opiate-naive patient presents a prescription of a high-dose, long-term supply narcotic, we need to ask questions...most importantly, we need to listen. "They were not dirty, street-cum crackheads. They are someone's child, parent, brother or sister," said Heroux-Camirand. The documentary, which follows eight young addicts in Cape Cod Massachusetts USA, investigates the beginnings of opiate addiction, claiming that 80% of heroine users started with prescription painkillers following an accident or surgery. To read Heroux-Camirand's full opinion piece on responsible patient care, visit drugtopics.modernmedicine.com.

Win with Neat Feat



This week Pharmacy Daily and Neat Feat are giving away a prize pack each day including BodySaver and FaceSaver.

Leading personal care company, Neat Feat, has developed your sweating solution. Neat 3B BodySaver incorporates an antiperspirant in an emollient and a soothing cream to help combat sweat rash and chafing. Neat 3B FaceSaver is a soothing gel formulation that evaporates rapidly, leaving the active antiperspirant ingredient as a thin film with an antiperspirant effect that's long-lasting. Visit www.neatfeat.com

To win, be the first from NSW or ACT to send the correct answer to comp@pharmacydaily.com.au

What does FaceSaver reduce?

Check here tomorrow for today's winner.

MILANI
INSPIRED BY MILAN. LOOK BY MILANI.

Now available
to all
Pharmacies in
Australia

ENQUIRE NOW



Do you have the Pharmacy Daily app?

ANDROID APP ON Google play

Download on the App Store



Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Chris Brycki, the Founder and CEO of Stockspot.**



Time to retrain your investment brain

BEHAVIOURAL finance is a relatively recent field that combines psychology with economics to explain why people make poor financial decisions. This is particularly relevant for the growing number of pharmacists who have decided to manage their own investments and super.

Nobel Economics Prize-winner Daniel Kahneman in his 2011 book *Thinking Fast and Slow*, showed that over the past 30 years the typical investor earned an average annual return of just 3.7% compared to the market's 11.1% return. Why? We are born risk-averse, which leads to us forgo profitable opportunities to avoid the possibility of losses. Kahneman discovered that we feel the pain of losses up to 3x more than the enjoyment of gains. This explains why only 8% of Australians think the share market is the smartest place to invest savings compared 33% who favour cash. Shares are less popular than they have been for decades despite being the best performing asset long-term.

This fear of losses is exacerbated by availability-bias because we put too much weight on the recent past. We also exhibit overconfidence in our own skills and an illusion of control, which causes us to over-trade rather than take a set-and-forget strategy that reduces costs and stress.

Next time you make an investment decision, consider whether your choice has been impacted by these behavioural biases, and if so, whether it's really the best decision.

NY resolutioners warned against online diet pills

THE Medicines and Healthcare products Regulatory Agency (MHRA) is warning consumers of the dangers of buying diet pills online, in bids to slim down, burn fat, or lose weight.

MHRA Senior policy advisor, Lynda Scammell, said "our advice is not to purchase slimming pills online without having consulted a doctor or pharmacist first.

"There is no miracle cure [for weightloss]. The reality is that many of these pills are not authorised medicines and therefore their contents are unknown. Chances are they simply will not work and may contain dangerous ingredients. The consequences can be devastating," she advised.

During 2015, MHRA enforcement officers seized more than 240,000 doses of pills claiming effective weight-loss using only 'natural ingredients'.

Scammell says that the internet offers many products that make attractive claims and offer quick fix solutions, however she warns that "natural does not mean safe," advising that many of the products seized contained the synthetic medicine sibutramine - a substance withdrawn across the US and Europe in 2010, known to induce heart attacks and strokes.

"Be safe and put your health first. It's not worth the risk," she concluded.

When shopping online for supplements online, the MHRA is advising consumers to look for products that display the Traditional Herbal Registration (THR) logo and a THR/PL number.

SA birthing services

COUNTRY Health South Australia has announced that birthing services in Jamestown will resume from January 04, 2016, after closing its doors for Christmas due to a shortage in midwives.

Services were transferred to other centres, which sparked public concerns that the unit would not reopen after the holidays.

"We have been working to find a solution to ensure safe, high-quality birthing services at Jamestown Hospital," said Lyn Olsen, the director of nursing and midwifery for Country Health SA.

"Arrangements have now been agreed to by staff at Jamestown and neighbouring hospitals which will now allow birthing services to resume on January 04".

Olsen says that while the new arrangement will provide a good short term solution, "we will continue to actively advertise and recruit midwives".

"Our first priority will always be the safety of mothers and their babies," she said.

FDA: Class I recall bioMérieux SA Etest®

THE US Food and Drug Administration (FDA) has issued a Class I recall - the most serious type of recall reserved only for devices that may cause serious injury or death - on Etest® Piperacillin/Tazobactam 4mg/mL PTC 0.016-256 (PIP/TAZO/CON-4 PTC 256).

Currently used by health care practitioners in the US to "help predict if the antibiotic Piperacillin/Tazobactam (PIP/TAZO) will be effective in treating serious infections", the FDA has since found that the affected product "may not actually be effective in treating those bacteria", and in fact could "result in increased time in the hospital, unnecessary tests or procedures, treatment failure, sepsis and even death".

CLICK HERE to view the full list of affected devices and lot numbers.



DISPENSARY CORNER

WHAT'S cute, fluffy and believed to have the ability to diagnose and cure diseases and illnesses?

It's guinea pigs, of course! Over the weekend, shamans at "The Fair of Wishes" market in Lima, Peru, enlisted the help of the fuzzy critters to help "clean" away disease and ailments.

The guinea pig is given free reign to roam and crawl over the patient to diagnose the problem, before the Shaman healer rubs the animal on the patient to rid them of the illness.

Participating shaman, Alicia Zulema, told *Stuff.co.nz* that the process can help cure a range of problems.

"It can be cancer, it may be bones, it may be anemia, can be a headache, stress migraine, all kinds of diseases," she said.



ITALIAN cafes and shops have been inadvertently selling cocaine laced tea for years.

Authorities made the shock discovery, after a bus driver with a clean record tested positive for the stimulant during a routine drugs test, according to Italian newspaper *La Repubblica*.

The 38-year-old driver, referred only to as Roberto, was baffled at the test result and denied all wrong doing to the company physician, explaining that the only feasible explanation was that he had brewed a cup of *Delisse Alla Coca herbal tea* with two teabags the day before.

The doctor notified food authorities after trying the brew for himself, later testing positive for cocaine-use the next day.



ACHIEVE **BIG** RESULTS IN 2016

Happy New Year from the team at Pharmacy Alliance!

It's time to create new business resolutions in 2016.

We've helped our 518 member pharmacies achieve their business goals in 2015 and with our range of business tools you can look forward to big results in 2016. Our tools will:

- Optimise dispensary profitability with our market-leading generics platform, **PAGM**
- Boost front-of-shop performance with our all new **AllianceIQ Retail**
- Position your pharmacy as the destination for health in your community with our new co-brand, **Alliance Pharmacy**
- Gain great efficiencies with the latest in POS, dispense, office systems through our exclusive arrangement with **Z Software**
- Get **exceptional support** from an operations team locally and a specialists at the member support team in Melbourne
- Plus, much more

Phone 03 9860 3300

Email enquiries@pharmacyalliance.com.au



Visit pharmacyalliance.com.au/BigResults2016

 [linkedin.com/company/pharmacy-alliance](https://www.linkedin.com/company/pharmacy-alliance)

 Like us on Facebook