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Tamworth wins PotY

TAMWORTH pharmacy has taken out the inaugural Good Price Pharmacy GuildCare Pharmacy of the Year (PotY) award, presented at a convocation of 30 pharmacists in the Good Price Pharmacy Warehouse Brisbane head office.



The Tamworth team (pictured)

earned the prize due to the number of services recorded through GuildCare over the year and the broad range of successful professional services offered.

These included 5CPA and 6CPA programs, recording their Clinical Interventions, MedsCheck and Staged Supply services in GuildCare, as well as referrals to other health care practitioners.

NCPA urges vax plan

Establishing an immunisation program is being hailed as an easy way for pharmacists to boost revenue while assisting the community, says the US National Community Pharmacists Association (NCPA).

Clinical coordinator for Brema Pharmacies, Tana Kaefer, is a strong advocate for the initiative.

"I understand that starting an immunisation program can seem overwhelming and can certainly be stepping out of your comfort zone, but once you make the commitment it's so easy," she said.

\$1 discount risks closures

POTENTIAL closure of up to 276 pharmacies and an average reduction in pharmacy opening hours has been estimated to result from the government's PBS \$1 discounting scheme in a report commissioned by the Pharmacy Guild of Australia and completed by Green Square Associates.

Professors Henry Ergas and Jonathan Pincus of Green Square completed the analysis with analytical assistance from Cadence Economics.

While the policy is designed to save the taxpayer \$373m over the duration of the Sixth Community Pharmacy Agreement (6CPA) from reduced PBS outlays and increased competition, the report said this was dependent on two key assumptions.

These numbers assume that the

takeup of the the discount is near universal and there is no (or a trivial) increase in demand for PBS medicines as a result of the price drop, the analysis reads.

Over the course of the 6CPA, the economic analysis not only identifies risks of pharmacy closures and reduced hours of service, but potentially the loss of 593 full-time equivalent roles in affected pharmacies as well as a social welfare loss (reduction in consumer surplus) as a result of reduced access, amounting to \$230m.

The report highlights that negative impacts on pharmacies will include new administrative and pricing systems deployment, pharmacy revenue and pharmacy industry structure in general.

A thorny point for the government is that its policy contradicts its own current legislation which states that a "pharmacist shall not give, promise or offer a gift, rebate or reward" in relation to supplying PBS medicines.

The overall impact of the discount offer policy is estimated by the analysts to potentially result in a revenue loss of \$806m, which they say is "inconsistent with the Commonwealth's assurances that the 6CPA will deliver the agreed level of funding".

CLICK HERE for the full report.

Drug cocktail for AD

PATIENTS diagnosed with Alzheimer's Disease (AD) will most likely be treated with what UCL professor of neuroscience John Hardy called a "cocktail of disease-modifying drugs", at the annual University College London School of Pharmacy lecture recently.

The drugs will contribute to a slowing of the disease as opposed to a reversal as they tackle the three mechanisms of pathology.

The first is the build up of amyloid plaques; second is a recently discovered set of genes which determine how the brain breaks down amyloid; third is a set of genes involved in brain cholesterol.

PSA roadshow dates

THE Pharmaceutical Society of Australia (PSA) has announced the dates and venues for its Roadshow 2016, a series of interactive evenings covering the latest on Health Destination Pharmacy.



The events are designed to communicate how PSA can help pharmacists progress new career pathways, and how the peak body is working to secure a more viable community pharmacy platform especially in relation to 6CPA, the PSA said.

For more go to www.psa.org.au.

PBS compliance info

THE Department of Human Services is reminding health care professionals to keep up to date with the current Pharmaceutical Benefits Scheme compliance regulations by drawing on the supplied resources.

The department provides interactive eLearning programs and education guidance with detailed, accurate, and up-to-date information on key issues including prescribing, dispensing, and claiming requirements.

CLICK HERE to access resources.

Win with Qsilica

This week Pharmacy Daily and Qsilica are giving away a prize pack each day including Remove Cleansing Gel and Rescue Paw Paw Ointment.

Treat your skin to two Award Winners from hair, skin and nail experts Qsilica! Qsilica Remove Makeup & Grime Cleansing Gel is a naturally derived foaming cleanser to gently remove impurities and leave your skin fresh and clean. Qsilica Rescue Paw Paw Ointment helps you say "good-bye dry" with a petrochemical free formula including Shea butter and soothing Calendula with fermented Paw Paw. Visit www.qsilica.com

To win, be the first from VIC or TAS to send the right answer to the following question to comp@pharmacydaily.com.au

What is the common skin nutrient in the Qsilica range for inside & out beauty for hair, skin & nails?

Congratulations to yesterday's winner, Rebecca Larcombe from Flinders Medical Centre.



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Jobs of the Week

- **Pharmacist Dispensary Manager** - Brisbane QLD (Job# 2012020)
Oversee this successful and harmonious community pharmacy team.
- **Pharmacist in Charge** - Grampians Region, VIC (Job# 2011996)
Be in the centre of wine regions, timber plantations and agriculture.
- **Pharmacist in Charge** - Canberra, ACT (Job# 2011949)
If pharmacy with a twist is something you would like read on.

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TGA fake drug alert

THE Therapeutic Goods Administration (TGA) has issued a safety advisory relating to Viagra 007 tablets, which it says are not related to the approved medicine Viagra (sildenafil).

The TGA has found the counterfeit product contained an undeclared prescription-only substance and poses a serious risk to health.

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.

20 Jan: First Aid and CPR; PGA QLD Branch, Spring Hill; see: www.guild.org.au/qld_branch

31 Jan: Immunisation Training Workshop; St Leonards, details at: www.psa.org.au

8-10 Feb: 2016 Pharmeducation Clinical Update Seminar; Crowne Plaza Melbourne; see: www.pharmeducation.com.au

13-14 Feb: Evidence Based Practice Seminar; Rydges Sydney Central; details at: www.cpd.shpa.org.au

19-21 Feb: Foundation Clinical Pharmacy Practice; Novotel Brisbane; for more info visit: www.cpd.shpa.org.au

4-6 Mar: NSW Annual Therapeutic Update; Crowne Plaza Terrigal; visit: www.psa.org.au

5 Mar: Emergency Medicine Seminar; Crowne Plaza Melbourne; details at: www.cpd.shpa.org.au

17-20 Mar: Pharmacy Guild of Australia Annual National Conference APP 2016, Gold Coast - more information at: www.appconference.com

GSK cleans up its act

IN WHAT is described by the company as a "first of its kind" move, pharmaceutical giant GlaxoSmithKline (GSK) has decided to change the way it deals with healthcare professionals.

Taking effect since 01 Jan, the new measures mean that healthcare professionals will no longer be paid directly to speak on GSK's behalf, all medical education will be independent of GSK and there will be increased peer-to-peer discussions with GSK medical experts, the company said.

GSK Australia Pharmaceuticals medical director Dr Andrew Weekes said these changes are the latest steps in a decade-long journey to reform GSK's business model.

"Whilst we implement innovative ways to meet the information needs of doctors we need to be mindful that information provided by industry may be perceived as conflicted.

"Strengthening the GSK medical team to include staff that are peers of the audiences they speak to is an important step in responding to this concern," he added.

"Increased transparency about when GSK is providing education and when the provider and programme are completely independent of GSK are further steps in the right direction.

"In all of our interactions with healthcare professionals, our priority is to be transparent, operate with integrity, and always put the interests of patients first."

In addition, sales representatives and their managers will be financially incentivised based on their technical knowledge, the quality of service they deliver to doctors to support improved patient care and a broader set of business performance measures, rather than achievement to sales targets, Weekes said.

MEANWHILE, a recent study conducted out of Monash, Inala Indigenous Health

Service (Brisbane) and Griffith (Southport campus) focused on pharmaceutical industry exposure in hospitals, dubbing it the "final frontier".

The research revealed that doctors continue to hold positive attitudes towards market-oriented activities of the pharmaceutical and medical device industries, they believe that small gifts and benefits are harmless and there is a belief that there may be a significant financial burden associated with divestment of such sponsorship by hospitals.

Industry presence may be necessary in sponsorship of clinical trials with appropriate governance, the article said.

Researchers concluded health services need to be proactive in transitioning financial and cultural reliance on pharmaceutical industry sponsorship to other potentially less harmful sources.

CLICK HERE to access the study.

Hay fever Rx for IBS

BELGIUM researchers have found hay fever medication could help alleviate symptoms of irritable bowel syndrome (IBS).

Researchers from KU Leuven were able to identify the link between IBS sufferer's hypersensitivity and the larger quantities of the substance histamine the patients carry in their bodies.

KU Leuven gastroenterology professor Guy Boeckstaens and his team have shown histamine has an impact on the pain receptor TRPV1.

In IBS patients, histamine released in the gut makes TRPV1 hypersensitive.

A pilot study found patients who were treated with the antihistamine ebastine for 12 weeks had significantly less abdominal pain than the patients from the control group.

A follow up study will evaluate the drug on 200 IBS patients.

DISPENSARY CORNER

WE ALL know about the little blue pill but what about the little blue berry?

Well, a study by nutritionists from Harvard and the University of East Anglia found eating a handful of blueberries three times a week could be just as effective as sildenafil at treating erectile dysfunction.

Hard to believe, we know, but apparently it's all about those flavanoids and anthocyanins.

Researchers say blueberries act like Viagra in relaxing the arteries, allowing blood to flow - well where it needs to.

Blueberries, anyone?



GOING grey? Apparently most men, 97% according to a recent Survey by Just For Men, don't worry about dying their locks once they start to fade.

Neuroscience research conducted by the company showed females "subconsciously" found men with natural-looking treated hair 28% more desirable than men with naturally grey hair.

The study also said that 30% of men disliked their greying hair but only 3% chose to do something about it.

Hairdressers (as opposed to barbers) report more men seeking to add "subtle" colour to their remaining few locks as the years take their toll.

So gentlemen, apparently hair dye gets the ladies - but keep it natural guys!

Now, shall we talk about men and facial makeup?