



Phcy first for weight

NOVO Nordisk Pharmaceuticals has engaged Kos Sclavos, former Pharmacy Guild president, to develop a patient program for community pharmacies to address Australia's obesity epidemic.

"The community pharmacist will have an important role to play in addressing this epidemic, as they not only have insight into the weight-related comorbidities being treated in a person living with obesity, but can also respond to direct questions from the public."

With so many options on the market, Sclavos said "the pharmacist is the ideal person to provide advice as to which options are based on scientific evidence, and which options may have little or no proven effectiveness".

Novo Nordisk has just received approval to market Saxenda (liraglutide (rys)) in Australia as a first-in-class treatment for chronic weight management.

API performing strongly

AUSTRALIAN Pharmaceutical Industries ceo Stephen Roche says he has "optimism for sustained growth in our existing businesses," after a strong year which saw significant investments in the Priceline Pharmacy brand, in supply chain capability and in a new SAP reporting system.

Speaking at the API annual general meeting yesterday, Roche told shareholders the initiatives "have resulted in a compelling business model for our pharmacy partners; an unmatched health and beauty expertise in Australia that is driven by market insights to meet consumer demands and...an integrated business infrastructure that can be adapted to continue to drive efficiencies".

Roche said API is currently expecting a first half underlying net profit after tax result of at least \$24 million, with overall retail sales up

8% and like-for-like stores up 2%.

Store openings are on track to add 20 new outlets, making a total of 440 by the end of Jun.

He also hailed the performance of the Pharmacy Distribution business in 2014/15 which was hit by a potential \$300m exposure due to the acquisition of two retail banner group customers by competitors.

Many accounts were retained for an extended period, while the company also "captured new business to recover our position by the end of the financial year," Roche said.

New ASMI directors

THE Australian Self Medication Industry (ASMI) yesterday announced the appointment of former Reckitt Benckiser regional director Australia and NZ, Lindsay Forrest, as its new chairperson.

ASMI ceo Deon Schoombie congratulated and welcomed Forrest to the role, saying, "Lindsay has a long and distinguished history in the consumer healthcare products industry and is a recognised industry leader."

"Lindsay's extensive experience in sales, marketing, general management, regional multi-country management and global strategy gives him unique insights into the exciting opportunities and challenging issues facing the industry."

Schoombie also congratulated and welcomed Paul Rose (Pfizer) as Vice Chairperson and James Jones (Takeda) as Secretary.

Announcing the senior executive appointments, Schoombie also warmly thanked outgoing ASMI president Mark Sargent for "his leadership and immense contribution to ASMI and the industry," hailing his leadership of ASMI's advocacy on critical industry issues.

"This is an exciting time for the industry as we drive regulatory reform to enhance consumer access to medicines and promote the integration of self care into national health policy," Schoombie concluded.

Making children's sickness bearable

MORE than 5,000 teddy bears were given to sick, disadvantaged and special needs children as part of Chemmart's support for Variety, the Children's Charity.

The Christmas-themed bears sold in Chemmart stores throughout Australia during Nov were then donated by customers to Variety, who handed them out to the 5,000-plus children attending the organisation's annual Christmas Show at Allphones Arena in Sydney.



Chemmart executive director Duncan Phillips said several stores sold out of their allocation of bears in one day and many customers bought and donated more than one.

Chemmart stores continued to raise money for Variety for the remainder of 2015, said Phillips, enabling the company to demonstrate its commitment with a group donation of more than \$20,000 to Variety in Jan.

Sigma offering hearing tests

AUSTRALIAN Hearing will partner with Sigma Pharmaceuticals for the fourth year to deliver free hearing checks and hearing aid health checks for adults aged 21 and over in Amcal, Amcal Max and Guardian pharmacies from 01 Feb to 11 Mar.

The in-pharmacy hearing checks are non-invasive and take approximately 15 minutes, during which each person will receive their results and advice for further action.

"A free and simple hearing check



can help prompt those who may be noticing signs of hearing loss to take the first step," said head of clinical support at Australian Hearing, Wendy Pearce.



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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.

8 Feb: PSA Immunisation Training; Mantra Parramatta; see: 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

20 Feb: Provide First Aid; UoNDRH Tamworth Education Centre; visit: www.psa.org.au

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

5-6 Mar: Emergency Medicine Seminar; Crowne Plaza Melbourne; details at: www.cpd.shpa.org.au

12-13 Mar: Oncology Seminar (foundation); Parmelia Hilton Perth; more info 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

15-17 Apr: PharmHack: The world's first pharmacy hackathon; Fishburners, Ultimo; details at: www.pharmhack.com.au

Key SHPA appointments

SOCIETY of Hospital Pharmacists of Australia ceo Kristin Michaels yesterday announced the appointment of Andrew Matthews as Senior Project Manager, and Rachel Raleigh as Project Officer.

Matthews, who was most recently Director of Credentialing at the Australian Pharmacy Council, will oversee the SHPA Residency Project and the SHPA National Research Collaborative Project.

Generics communiqué

TWO communiqués have been released from the Generic Medicines Working Group (GMWG) meetings held 09 Sep 15 and 12 Nov 15, with the meetings co-chaired by the Generic and Biosimilar Medicines Association (GBMA) and the Department of Health.

The group prioritised pricing policy, supply and viability, uptake drivers for generic and biosimilar medicines and the transparency of Pharmaceutical Benefits Scheme processes.

Subgroups have been established to address each of the agreed priorities, and the next meeting is scheduled for late Feb.

Michaels said SHPA was aiming to introduce a formal Residency Program in 2017 which will provide a "site-appropriate formalised, structured training program for pharmacists".

Matthews will also foster and develop research skill and knowledge within the SHPA membership, scoping and planning a long-term strategy for the Society to become a leading research body which will "allow us to coordinate research, and translate research-focused medicine optimisation into practice," Michaels said.

The second appointment will see Rachel Raleigh leave her current role as Senior Clinical Pharmacist - Team Leader at the Gold Coast Hospital and Health Service.

She will review the current roles of hospital pharmacy technicians and assistants, identifying variations in scope of practice with the aim of supporting the SHPA strategy to build capacity within the pharmacist workforce.

Both the research and workforce development initiatives were flagged by SHPA President Michael Dooley when he addressed last month's 41st SHPA National Conference in Melbourne.

DISPENSARY CORNER



CAN you imagine lying in the back of an ambulance being raced to hospital to the sound of...chirping birds and waterfalls?

That's the plan in Denmark where they are introducing soothing background music in ambulances.

Authorities in the country's capital have invested in 79 ambulances which offer "a better and safer experience" including a choice of music or nature sounds.

It follows a successful trial of the new ambulances in the north of Denmark where 70% of patients said they enjoyed the new experience, according to the *Copenhagen Post*.

The goal is creating a more relaxing environment to reassure patients in life-threatening situations.



BEARDS may be a fashion statement, but could they also be good for your health?

A study published in the *Journal of Hospital Infection* where the faces of 408 hospital staff with and without beards were swabbed threw up some surprising results.

The beardless group were more than three times as likely to be harbouring a species known as methicillin-resistant staph aureus on their freshly shaven cheeks.

Researchers suggested shaving might cause micro-abrasions which support bacterial colonisation.

Stay safe, grow a beard!

Win with DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away three DB Certified Organic Pure Rosehip Oils each day. Perfect for normal to combination skin, DB Pure Rosehip Oil helps to promote a luminous and blemish free complexion. Clinically proven to diminish the appearance of fine lines & wrinkles, scars and uneven skin tone this product is essential in any beauty routine. Now in a convenient roller ball format, simply apply to the face at night for skin that is prepped, hydrated and ready for daily make-up application. DB Rosehip Oil also works perfectly as a primer for dry skin or under the eyes for smooth and crease free concealer application. Visit www.dbcosmetics.com.au

To win, be the first from **VIC or TAS** to send the correct answer to comp@pharmacydaily.com.au



What skin type is the DB Rosehip Oil ideal for?

Congratulations to yesterday's winner, Abbey Butler from Flinders Medical Centre.

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