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Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page featuring the **MIMS July update**.

Chlorofluor recall

THE Therapeutic Goods Administration has announced the recall of a batch of Chlorofluor Gel due to bacterial contamination.

The product is being recalled by Professional Dentist Supplies, after testing of unopened bottles from batch BK 119 detected high levels of *Burkholderia cepacia*.

The affected batch has been associated with two cases of *B. cepacia* infection at the Royal Adelaide Hospital, where the batch has already been removed.

Chlorofluor Gel is an oral hygiene product containing 2mg/ml of chlorhexidine, and can be purchased over the counter.

According to the TGA *B. cepacia* poses little medical risk to healthy people, but could prove problematic for people with weakened immune systems.

Effects vary widely and range from no symptoms at all through to serious respiratory infections, especially in patients with chronic lung diseases such as cystic fibrosis.

Health destination sensation

THE Pharmaceutical Society of Australia says its new "Health Destination Pharmacy" program (*PD* 03 Aug 2015) has seen participating pharmacies achieve a 6.4% increase in average sale just six months after it was launched.

That's well above the industry average increase of 1.8% since Oct last year, according to a new independent analysis commissioned by the PSA.

"The evidence-based Health Destination Pharmacy program has successfully repositioned pharmacists as local healthcare providers and empowered pharmacies to provide high quality consumer healthcare in their local communities," the PSA said in a statement issued today.

PSA's executive director of Policy, Advocacy and Innovation, Alison Roberts, said the results of the study highlight that pharmacies investing in the Health Destination Pharmacy solution are delivering more customer-focused care.

"These results reinforce that the program works, however we don't always expect to see success so quickly - it's a credit to the pharmacists and their teams working hard on change and being

supported by our expert coaches through this program," she said.

Roberts added that pharmacists participating in the program were reporting positive feedback across the board, including from GPs, consumers and local healthcare organisations - and in turn the Health Destination pharmacies were seeing improvements in their business viability.

PSA national president Joe Demarte said the results of the analysis speak for themselves, with the Health Destination program, led by industry experts in pharmacy change, achieving its aims of "supporting pharmacies to build a viable, value-adding business platform to ensure their future sustainability".

The Mayne game

MAYNE Pharma's proposed \$800-million plus US acquisition of a portfolio of generics (*PD* 28 Jun) could see the company catapulted into the top 100 publicly listed companies in Australia.

The move is likely to attract increased institutional investment, according to *Fairfax Media*, with the deal seeing Mayne's share price surge almost 29% last week, while the equity raising to fund the deal likely to lift its capitalisation to as much as \$3 billion.

The 42 generics being acquired from Teva and Allergan have an average profit margin around 50% which is more than twice Mayne's current margin levels and also opens the company up to new markets such as oral contraceptives.

Analysts are reported to say that the higher margins will raise cash flow and go towards eliminating most of the group's debt over the next 18 months or so.

WeChat to Roy Young

CHATSWOOD, Sydney-based pharmacy Roy Young Chemist, part of the Pharmacy 4 Less chain, has made effective inroads into the Chinese online OTC pharma market via the WeChat App, China's answer to Facebook, Instagram and Tinder, reports *Fairfax Media*.

With now more than 10,000 followers in China, Rania Awad, the pharmacy's e-commerce manager says, "We're able to interact directly with our customers and it increases the trust."



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MSD pushes parents

FOLLOWING a recent CDC recommendation that 11 and 12 year olds be vaccinated against human papilloma virus (HPV), MSD has released a controversial video ad putting the onus on parents to take the initiative with its Gardasil.

In the American TV ad, a young adult male with cancer caused by HPV is shown in a series of pictures traversing back in time as he wonders whether his parents just didn't know about the vaccine that could have protected him.

MSD said the campaign was necessary because research revealed while 85% of parents know about HPV, only about 50% were aware of the carcinogenicity link.

CLICK HERE for the advert video.

Brexit to NHSexit

BRITAIN'S exit from the European Union could have unintended consequences for the UK's National Health Service, reports the *BBC*.

Eight percent, or 10,000 of the physicians and more than 18,000 of nurses practicing in the NHS are originally from European countries.

Brexit could mean recruitment of health professionals may prove difficult, at a time when there is already a significant exodus of staff.

SHPA names gm advocacy

THE Society of Hospital Pharmacists of Australia has today announced the appointment of Johanna de Wever as its new General Manager of Advocacy and Leadership.

SHPA ceo Kristin Michaels said de Wever would be a "key member of our new management team as we create a vision for the future of the profession and advocate for changes that will deliver better medicines management and more rewarding career paths".

De Wever, who has qualifications in media, communications and e-marketing, began her career in

advertising, before moving into the health and welfare sector in 2003 with the Australian Drug Foundation where she developed resources and advocated for reduction in alcohol-related harm.

Other roles have included work on dental funding with the Brotherhood of St Laurence as well as with the Royal Australian & NZ College of Psychiatrists where she managed their premature mortality campaign.

The appointment is the latest move in the national restructure of the organisation which has also seen the appointment of Sally Ridgers as SHPA's General Manager of Education and Services (*PD* 25 May) and Andrew Matthews as General Manager of Workforce Transformation (*PD* 23 May).

Michaels said the restructuring was seeing SHPA allocate resources to offer a more robust value proposition to its members, and seek to influence key federal and state government decisions.

Blackmores running festival bookings

BLACKMORES is once again the major sponsor of the Sydney Running Festival this year, with earlybird registration now available offering savings of up to \$20.

The course this year is "flatter, faster and even more beautiful" and there is a range of distances on offer including the 4km Family Fun Run which returns to the Sydney Opera House.

The event takes place 18 Sep - for more details **CLICK HERE**.

VPA recaps reminders

EXPORT of therapeutic goods by pharmacists, abuse of diphenhydramine and a report on errors involving methotrexate are just a few of the issues addressed in the June Circular (# 7) from the Victorian Pharmacy Authority.

Methotrexate errors have occurred in the packing of dose administration aids resulting in overdose (*PD* 07 Jun) prompting the VPA to recommend a series of preventative measures be in place.

Schedule 8 poisons procedures are again in the spotlight with a number of misdemeanours recorded in the Panel Hearings.

Pharmacists are encouraged to implement regular self-audit procedures to ensure ongoing compliance, for which purpose the Authority has posted a self-audit form on its website **HERE**.

More at pharmacy.vic.gov.au.

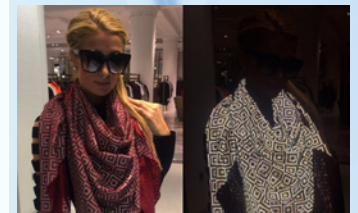
Dispensary Corner

PROVOKED by pesky paparazzi? We have the answer for you, your very own flash photo invisibility cloak, or at least, scarf.

The ISHU scarf is the brainchild of Dutch-born fashion entrepreneur Saif Siddiqui and is designed to 'give people their right to privacy back', according to a report in *The Telegraph*.

It looks like an ordinary scarf, but works by reflecting back a flash of light blackening the rest of the photograph.

Join celebrities including Paris Hilton (**pictured**), Cameron Diaz, singer Joe Jonas, Bayern Munich footballer Jerome Boateng and music producer Major Lazer in anonymity by choice



CANNABIS 'ATMs' may soon become one of the first sights tourists see on arrival in Jamaica.

The drug was decriminalised in the island nation last year, making it legal to carry two ounces.

Now The Cannabis Licensing Authority (CLA) wants Jamaica's air and seaports to set up dedicated kiosks where visitors can pick up a licence to sample some of the 'good herb' to help them chill out during their stay.

The CLA believes such a system would represent a "significant revenue stream for the Government".

There would still be some regulation with the kiosks to be staffed by people with medical training who will only permit the use of two ounces of the herb.

Bob Marley would approve.

WIN WITH CARMEX

This week Pharmacy Daily and Carmex are giving readers the chance to win a Carmex prize pack including a Click Stick, Jar, Tube, Moisture Plus in Sheer and Jasmine Green Tea, valued at \$31.95.

Carmex lip balms are an Australian favourite and are an essential part of any beauty routine. The range features SPF15 plus cooling and soothing properties that lips crave. Visit **FACEBOOK** for more information.

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

What are the Carmex colours?



Check here tomorrow for today's winner.

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New Products

Praxbind (idarucizumab, rch) is a humanised monoclonal antibody fragment (Fab) molecule derived from murine IgG1 isotype antibody molecule. It binds to dabigatran with very high affinity, approximately 300-fold higher than the binding affinity of dabigatran for thrombin at physiological pH (pH 7.4). Idarucizumab specifically binds to dabigatran and its acyl glucuronide metabolites and potently neutralises their anticoagulant effect. Idarucizumab is a specific reversal agent for dabigatran. Praxbind is indicated in patients treated with dabigatran etexilate (Pradaxa) when rapid reversal of the anticoagulant effects of dabigatran is required for emergency surgery/urgent procedures and in life-threatening or uncontrolled bleeding. Praxbind is available as a 50 mg/mL solution for injection/infusion in a 50 mL glass vial in packs of 2's.

Signifor LAR (pasireotide (embonate)) is a cyclohexapeptide, injectable somatostatin analogue. Like natural peptide hormones somatostatin-14 and somatostatin-28 (also known as somatotropin release inhibiting factor (SRIF)) and other somatostatin analogues, pasireotide exerts its pharmacological activity via binding to somatostatin receptors (SSTR). Pasireotide binds with high affinity to four of the five SSTRs. Signifor LAR is indicated for the treatment of adult

patients with acromegaly for whom surgery is not an option or has not been curative or who are inadequately controlled on treatment with other somatostatin analogues. Signifor LAR is contraindicated in severe hepatic impairment (Child Pugh C). Signifor LAR is available as 20 mg, 40 mg and 60 mg powder for injection vial in packs of 1's (also with one prefilled syringe containing diluent, one vial adaptor and one safety injection).

Xofigo (radium (223Ra) dichloride) is a therapeutic alpha particle emitting pharmaceutical with targeted anti-tumour effect on bone metastases. The active moiety of Xofigo is the isotope Ra-223 (as Ra-223 dichloride), which mimics calcium and selectively targets bone, specifically areas of bone metastases, by forming complexes with the bone mineral hydroxyapatite. The high linear energy transfer of alpha emitters (80 keV/micrometre) leads to a high frequency of double strand DNA breaks in adjacent cells, resulting in a potent and localised anti-tumour effect. Xofigo is indicated for the treatment of castration-resistant prostate cancer patients with symptomatic bone metastases and no known visceral metastatic disease. Xofigo is available as a ready to use solution for injection in a 6 mL vial (corresponding to a total activity of 6.6 MBq per vial) in packs of 1's.

Safety Related Changes

Skelid (tiludronate disodium) should not be used in juvenile Pagetic patients as safety and efficacy has not been established.

Valoid (cyclizine lactate) should not be given to patients who have acute myocardial infarction. Valoid should also not be given to patients who have acute alcohol intoxication. The anti-emetic properties of cyclizine may increase the toxicity of alcohol.

Voltaren (diclofenac sodium) is now contraindicated in patients with severe hepatic impairment. Voltaren is now also contraindicated in the treatment of perioperative pain in setting of coronary artery bypass surgery (CABG).

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing, always refer to the full product information.