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## Hep C in primary care

NPS MedicineWise has provided a free learning module focusing on treatment of people with chronic hepatitis C infection.

Although designed for GPs, the course is also available to pharmacists - [CLICK HERE](#) to access.

## Pharmacist-GP team push

**INTEGRATING** non-dispensing pharmacists into GP-led primary care teams would enhance patient care, provide new career opportunities for pharmacists, and create significant budget savings, the Australian Medical Association (AMA) announced today.

President Dr Michael Gannon, referring to the AMA's Pharmacist in General Practice Incentive Program (PGPIP), which was developed in association with the Pharmaceutical Society of Australia said, "Under the AMA proposal, pharmacists within general practice could assist with medication management, provide patient education on their medications, and support GP prescribing with advice on medication interactions and newly available medications. "Evidence shows that the AMA

plan would reduce unnecessary hospitalisations from adverse drug events, improve prescribing and use of medicine, and governments would save more than \$500 million."

An independent analysis from Deloitte Access Economics found the proposal would deliver an ROI of \$1.56 for every dollar invested.

The analysis included \$1.266b due to fewer medication-related hospital admissions, PBS savings of \$180.6m from more accurate use of medications and compliance improvements, \$49.8m from reduced co-payments for medical consultations and MBS savings of \$18.1 million from fewer GP visits due to adverse reactions to drugs.

## Kirby Institute date

**THE** annual Kirby Institute Symposium with a focus on the field of infectious diseases, blood-borne viruses and related infections is set for 03 Nov this year in the University of New South Wales.

[CLICK HERE](#) for details.

Did you know that goat's milk contains prebiotic oligos which are structurally closer to breast milk\*



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\* When compared to standard cow's milk;  
Source: Urashima and Taufik, 2010.

## Pharmacists top list

**THE** May Roy Morgan Australian Customer Satisfaction Awards have been announced with the Chemist/Pharmacy category dominated again by Soul Pattinson (SP) for the fourth consecutive month.

SP had a 92% satisfaction rating closely followed by Guardian Pharmacy at 91%, MyChemist and Chemist Warehouse both at 90%.

Eight of the nine businesses in the category rated above 85% in the customer satisfaction survey.

Seniors (50-64 years) are most likely to visit a pharmacy and rate their pharmacy highly, with pharmacists consistently outranking most other professions.

## DoseMe bespoke Rx

**BRISBANE-BASED** software firm DoseMe is targeting both the hospital and the primary care sectors with its easy-to-use medications dose individualisation tool, reports *Pulse+IT*.

The DoseMe system has been optimised for a range of antibiotics, anti-coagulants, chemotherapeutic agents and immunosuppressants handled by hospital pharmacies but also in the primary care setting for notoriously difficult to dose drugs with a narrow therapeutic range like warfarin, the report said.

Now being used for both clinical and research purposes at St Vincent's Hospital in Sydney, the system is also being promoted to GPs via a partnership with Siemens Healthcare.



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## Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Saurabh Mishra; Executive Director, Healthnotes.**



### Resist or embrace?

WE'VE all been there – we're coasting along, be it in business, a job, or life in general. And then one day something happens that changes everything.

Sometimes we have no option but to go with the change. In a sense that is fortunate, as the path of action is clear! But more often than not, there appears to be a choice, and hence the dilemma - Do I resist this change, or do I yield to it? Clearly the answer is different for every person in every circumstance. At the recent failed coup in Turkey, the government dug in, and prevailed. On the other hand in 1977, the Australian Cricket Board resisted Kerry Packer's World Series cricket with all it had, but had to eventually yield.

So how to find the right answer for my particular dilemma?

I find that quiet contemplation is a powerful and under-utilised tool at such times. Do all the analysis necessary – financial, technical, legal, etc., but then give yourself (say) half an hour to contemplate the dilemma in silence.

Contemplation is not just sitting and staring into space. It is an active technique. Some people visualise themselves going through with the various decision options, and observing how each one feels. Others silently repeat the question for a minute, then let go for another minute, and repeat.

I find that at the end of this process, either there is clarity, and therefore a sense of purpose, or sometimes one discovers other creative options to resolve the dilemma.

## Pharmacists key for self care

PHARMACISTS have been identified as key healthcare professionals in the support of self-care for Australians challenged by economic status, according to Australian Self Medication Industry (ASMI) ceo Deon Schoombie.

Speaking on the celebration of the Bayer and ASMI jointly sponsored International Self-Care Day yesterday, Schoombie explained, "Developing strong self-care behaviours doesn't have to be costly, with so many resources already in place, such as advice and support from pharmacists, simple tracking devices on phones and exercise guidance."

While poverty and lack of education have been identified by 89% of Australians as the key barriers to being able to look after their own health, according to a new national survey commissioned by Bayer, 34% with low incomes (<\$46,000) rate their health as good, compared to 55% of high income earners (>\$81,000).

Barriers for high income earners were identified as lack of free time (65%) or even motivation (60%).

John Bell, Self-Care advisor to the Pharmaceutical Society of

Australia said, "Self-care is all about the individual's attitude to and responsibility for their own health.

"Preventative measures to maintain health or prevent disease need to be taken and can be as simple as a daily walk."

With half of the nation living with a chronic disease of some form, "Evidence shows that almost a third of these cases could be prevented by removing exposure to risk factors such as smoking, being overweight, alcohol use and physical inactivity," Bell added.

### AMI appeal rejected

THE Full Court of the Federal Court of Australia has upheld a finding of "unconscionable conduct" against erectile dysfunction marketer Advanced Medical Institute (AMI), rejecting an appeal against a previous ruling.

The court found AMI targeted vulnerable consumers, and reiterated an order restraining the business from making statements about the efficacy of any treatments unless they are made by a medical practitioner in a face to face or video consultation.

### Vit D recommended

NEW publicly funded research has demonstrated that a broad base of the UK population will benefit from a daily supplement containing 10 micrograms of vitamin D in autumn and winter to protect bone and muscle health "because it is difficult to meet this intake from dietary sources".

**CLICK HERE** to access the study.



### Dispensary Corner

WE'VE heard of Rocky Mountain High, but this is ridiculous.

Residents of a small town in Colorado, USA, were warned not to drink from the tap after it was found the local water supply may have been contaminated with a cannabis derivative.

The Lincoln County Sheriff's Office issued a statement following testing of the town water in Hugo, south-east of Denver, which revealed high traces of THC, the psychoactive component of marijuana.

"We are asking everyone on Hugo water to avoid drinking, cooking and bathing in Hugo Water...Bathroom usage is still safe, but until more information is known to us, out of an abundance of caution, avoid drinking Town of Hugo Water," the office advised in a Facebook update.

The positive results were traced back to a single well where police found signs of forced entry, with authorities flushing the pipes to remove any contaminants.

However experts cited in the Denver Post said they believed it was unlikely the incident would have any large scale impact.

"It would take more product than any of us could afford to contaminate a city water supply to the extent that people would suffer any effects," said Lincoln County health officer John Fox.

## Win with Dreambaby®

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