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Australian Prescriber goes soft

NPS MedicineWise has announced that it has chosen a fully digital medium for its flagship publication *Australian Prescriber* and will cease printing its hard copy version after this month's issue.

The print journal was first published in 1975 and has since published 39 volumes and 190 issues.

Targeting doctors, pharmacists, dentists and their undergraduate counterparts, the journal has been an ongoing cost to the Federal Government but filled an otherwise unmet need in the medical community for "impartial, concise, critical and objective information", as Neal Blewett, then Minister for Health in 1983 wrote.

The announcement clarified that while originally each volume was individually indexed, and from 1990 a five-year cumulative index was published each year, there will be no index in the new online journal, but the usual search functionality will remain.

Main readers of the publication have been pharmacists (27%), GPs (24%), specialists (18%), registrars (11%) and dentists (8%).

Overseas distribution of the print journal ceased in Dec 2009, but up until now the Australian print run has been stable at around 53,000 copies and each month more than 200,000 people visit the website.

Patients hiding CM use

PHARMACISTS are best placed to assess potential issues in relation to patients' medications, especially their undeclared complementary medicines (CMs) usage, according to Australian medicines information pharmacist, educator and researcher, Dr Treasure McGuire.

Although research published in the *Australian Family Physician* shows that two thirds of Australians use CMs, 50% source them at pharmacies, creating an opportunity for pharmacists to discuss how CM usage integrates with patients' total care.

"Often the pharmacist will know more about what the patient is

actually taking than the primary health prescriber," McGuire said.

"This puts them in a unique vantage point to identify potential issues and opportunities in relation to an individual patient's health."

McGuire also expressed concern around the trends in polypharmacy she has seen, calling on pharmacists to update their knowledge of polypharmacy issues, and look at how they may be able "to implement an integrative service model to reach the best possible health outcomes for their patients."

"As a pharmacist, understanding how to integrate complementary medicines into patient advice is vital to prevent or reduce medication risk."

McGuire will present a special session on Integrating Complementary Medicine into Patient Care at the upcoming 2016 Blackmores Institute Symposium in Sydney on 13 Aug - [CLICK HERE](#).

Bromhexine alert

BROMHEXINE-CONTAINING cough and cold medicines, mostly Schedule 2, have been identified by the Therapeutic Goods Administration (TGA) as posing a risk of allergy and skin reactions, in the latest TGA Medicines Safety Update.

Lercanidipine and Marcaïn Spinal 0.5% Heavy also received mentions with alerts for health professionals.

In addition, the TGA has released its latest list of registered complementary medicines that have been evaluated for safety, quality and efficacy.

Go to www.tga.gov.au.

Rapid SA HIV tests

RAPID testing for HIV will be available in South Australia for the first time following the opening of a new testing service in Adelaide.

The new Shine SA service, known as Rapido, will be available Friday evenings and on Saturdays and offer a full sexual health screen.



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Combinations win

THE battle against multiply resistant organisms is making some headway with new studies demonstrating the efficacy of various combinations thwarting the development of resistance.

Researchers published in *Australian Prescriber* say that while ceftolozane with tazobactam is effective, the combination should probably be reserved for severe cases where a multidrug resistant organism is suspected.

[CLICK HERE](#) for the article.

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Greg Gibson, Victorian Business Brokers at Pharmacy Solutions Australia.**



"Stock values deceive"

RECENTLY we have been having problems with stock estimates when businesses are sold.

In previous years pharmacy was in a growth phase and so were stock values. As your pharmacy grew, more stock was needed.

However in today's market the need for stock has decreased, as growth in pharmacy has slowed. The value of the stock has also declined. These compounding factors have led to lower stock values.

Alarm bells ring when I have flat script and customer growth in a pharmacy with an increase in closing stock reflected in the P&L.

Has the stock been counted, or merely estimated?

At stock take, I call it shock take, the stock has been sometimes up to \$50,000 less than estimated. Shocking for the vendor, but equally disconcerting for the purchaser.

The vendor loses that amount off the purchase price. A loss of that magnitude is hard to digest.

For example: a sale price of \$1,650,000 could be made up of:

Stock	\$126,000
Fixtures and fittings	\$46,000
Goodwill	\$1,478,000
Stock at stocktake is found to be	\$106,000
And the Purchaser now pays	\$1,630,000

You may think the purchaser would be happy and probably is, but should they be happy? Where did the \$20,000 go? Retail 101 – Count your stock!

The above is one element of what can go wrong during a sale.

If you want further advice on the preparation of your business for sale, please don't hesitate to contact me at: greg@pharmacsolutions.com.au.

Monash & Melb partner

IN WHAT has been described as a "unique collaboration" Monash University and the University of Melbourne have committed to a new \$80 million enterprise in the fields of biomedical research and commercialisation.

The announcement said the enterprise taps into the outstanding and complementary biomedical research capabilities and successful pharmaceutical outcomes of the University of Melbourne and Monash University with their associated Medical Research Institutes and hospitals.

Both universities rank in the top 50 universities worldwide for medicine, pharmacy and pharmacology according to the latest QS rankings.

While the project will be owned by the universities, it will be under the governance of a separate board, chaired by Hon. John Brumby, former Premier of Victoria (2007-2010) and Professorial Fellow at both the University of Melbourne and Monash University.

The new enterprise is the brainchild of Professor Bill Charman, Director of the Monash Institute of Pharmaceutical Sciences and Professor Danny Hoyer, the

University of Melbourne's Chair and Head of Department of Pharmacology and Therapeutics in the Faculty of Medicine, Dentistry and Health Sciences.

"Our new enterprise uses the combined research expertise, and infrastructure, of the two universities as a strong pipeline of high quality drug targets and drug candidates, along with the objective perspective of an independent entity which can then rapidly progress this forward to more advanced and then externally-funded stages of development," Charman said.

Time to COPD CHAT

HEALTH professionals in primary care are invited to register for Lung Foundation Australia's winter campaign to reduce hospitalisations of people with COPD.

The campaign, called 'Have the CHAT', encourages conversations using the CHAT acronym to be alert to Coughing, Hard breathing, Any sputum change and Tiredness.

Posters, flyers, videos for waiting room monitors and social media content are available to help raise awareness - [CLICK HERE](#).



DISPENSARY CORNER

AN INDIAN man with dreadlocks close to 19 metres long is hoping to score himself a spot in the Guinness World Records.

Sixty-year-old Savjibhai Rathwa (pictured below) from Surendranagar has to roll his lengthy locks into a coil which he carries over his arm or twirls around his head turban-style.

It takes three hours to wash his hair, a task he meticulously practices every two days before his grandchildren help hold the dreads out to dry them in the sun.

You can watch an intriguing video [HERE](#) of Rathwa's incredible hair stretched out at full length.

Previous record holder Xie Quijing of China, who died in 2010, had his hair last measured at a measly 6.7 metres in length.



A BRAIN injury has turned an Italian man into serious francophile who longs to watch French movies, buy French food and read French books, according to a report published in the journal *Cortex*.

The 50-year-old had never shown any interest in anything French before his injury but he now speaks "movie-like" french with exaggerated intonation.

He has also been diagnosed with euphoria, waking up every morning, opening the bedroom window and shouting "Bonjour!"

The condition known as Foreign Accent Syndrome has affected about 60 people across the world after suffering a head injury.

Win with MOR

This week Pharmacy Daily and MOR are giving away each day an Essentials Reed Diffuser in Basil Grape worth \$34.95.

The Essentials collection presents five memorable fragrances in an assortment of quality products to embrace everyday self-indulgence. Housed in a tinted glass vessel, this aromatic Reed Diffuser will enliven the senses and add a pop of colour to any room. For more information visit morboutique.com.



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

What are the five memorable fragrances available in MOR's Essentials collection?

[Check here tomorrow for today's winner.](#)

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