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FRED

Today's issue of PD

Pharmacy Daily today has three pages of news, plus a full page from Pharmacy 4 Less.

Soul Pattinson building on market

SOUL Pattinson has put its heritage building in Sydney's Pitt Street Mall on the market after 150 years in the same hands.

A decision is yet to be made as to whether the chemist which opened back in 1873 will continue to operate in the building under the new ownership.

The property, set in the popular retail strip between H&M and Sephora is expected to be sold for more than \$100 million.

PSA re-elects Demarte

VICTORIAN pharmacist Joe Demarte (pictured centre) has been re-elected as president for a second term by the National Board of the Pharmaceutical Society of Australia (PSA).

Demarte, who is also a member of PSA's Victorian Branch Committee, originally assumed the role in 2015.

The Board also elected Dr Chris Freeman from Queensland and Michelle Lynch from Victoria as vice-presidents (pictured left and right of Demarte).

Demarte said he was honoured to be re-elected to the role at such a critically important time for the pharmacy sector.



"It's an exciting and important time for pharmacists and the profession and I am delighted to be able to lead it once again," he said.

"There are many interesting challenges facing the profession and some great opportunities, especially in terms of new career paths, new roles and remuneration, innovation and value-adding services being provided by PSA to members."

Demarte also paid tribute to his vice presidents and welcomed Freeman to his first executive Board role.

Ego backs melanoma mission

GEELONG AFL hi-profile player and melanoma survivor Tim "Bluey" McGrath is encouraging 100 businesses to donate \$100 with a target of raising \$10,000 for the Melanoma Institute of Australia, in light of Jarryd Roughead's melanoma diagnosis.

Melbourne skincare and pharmacy only company Ego Pharmaceuticals has kicked off the campaign with a \$5,000 donation presented at a corporate conference for the company where McGrath spoke about preventive measures such as sunscreen use.

"The response so far has been phenomenal, I'm blown away by



the generosity of donations from all the businesses who have shown their support" McGrath said.

Pictured (L to R) are Ego managing director Alan Oppenheim, Tim McGrath and Scott Meddings, Ego national sales manager.

New asthma drug

THE University of Queensland's School of Biomedical Sciences is testing a new drug which could potentially reverse or slow the development of asthma.

Developed by Pfizer, the drug being trailed targets a protein called IL-33.

"The tests are based on our recent research, which discovered IL-33 plays a significant role in the development of asthma," Research team leader Associate Professor Phipps said.

Panadol S2 decision

PANADOL pack size limits have been specified by the Therapeutic Goods Administration (TGA) delegate as well as other product recommendations in the final decisions posted on the TGA site. Go to www.tga.gov.au.



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Sweetened policy

THE National Heart Foundation has welcomed an announcement by the Australian Greens yesterday for a 20% levy on sugary sweetened beverages in a bid to fight obesity.

"Excessive intake of sugar sweetened beverages play a part in this which is why the Heart Foundation has been calling for an examination into a health levy on sugar-sweetened beverages," the foundation's chief medical advisor Professor Garry Jennings said.

Jennings said all political parties should consider a sugar-drink levy.

MEANWHILE, Food giant Heinz is being hauled to court over a fruit and vegetable snack that the Australian Competition and Consumer Commission (ACCC) says is more than 60% sugar but sold as "healthy" toddler food.

The ACCC says Heinz falsely presents Shredz as a healthy food with the same nutritional value of fresh fruit and vegetables, and alleges the company could be misleading parents.

Heinz is fighting the accusation.

Online osteo-tool

AN AUSTRALIAN-FIRST bone health self-assessment tool designed to help consumers understand their bone fracture risk, is now available to all adults, including the 7.5 million Australians living with brittle bones, the Garvan Institute has announced.

The 'Know Your Bones' online tool, an inaugural Garvan Institute of Medical Research and Osteoporosis Australia joint initiative, helps adults assess their likelihood of fractures.

The evidence-based, consumer-friendly tool is designed to help people diagnosed with osteopenia or osteoporosis, two common bone conditions that together with fractures, will cost the nation more than \$3b this year.

The tool summarises bone fracture risk over five and ten years by assessing age, gender, weight, history of fracture, bone mineral density, and history of falls and lifestyle factors within the past 12 months.

Visit www.knowyourbones.org.au.

Free lunch brand link

DOCTORS who received even one free meal from a pharmaceutical salesperson were more likely than others to prescribe the drug being promoted, even when a generic equivalent was available, according to a new study.

Senior author of the study Dr. R. Adams Dudley from the University of California analysed industry payment data from late 2013 and prescribing data for that year from doctors treating Medicare patients with common drugs for heart problems or depression.

Around 280,000 doctors received 60,000 payments associated with the four target drugs.

The study published in *JAMA Internal Medicine* found doctors who received just one free meal from a pharmaceutical company were more likely to prescribe the promoted brand name drug over a generic alternative.

As the number of meals and meal value increased, relative prescribing rates also increased.

To read the full study [CLICK HERE](#).

Higher degree = risk?

A NEW study of more than 4.3 million Swedes has revealed degree-educated people are particularly vulnerable to gliomas.

University educated men were 19% more likely to be diagnosed with the malignant brain tumours than those without further education, while women were 23% more likely to develop the cancer.

Lead author of the study published in the *Journal of Epidemiology and Community Health* Amal Khanolkar said the size of the sample group made the findings reliable.

The research project followed millions of Swedish nationals born between 1911 and 1961 through 1993 to 2010 and studied them for primary brain tumours.

A total of 7,100 women and 5,700 men from the participants were diagnosed with brain tumours.

A possible reason behind the results could be that people with higher education and jobs are more aware of symptoms and are more likely to seek help early on.



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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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Chemmart-UTS Pharmacy

UNIVERSITY of Technology (UTS) Pharmacy recently partnered with Chemmart to develop the 'Chemmart Community Innovation Scholarship,' designed to facilitate professional services training which aims to produce a work-ready UTS pharmacy graduate.

A two year scholarship worth \$2,500 per year has been on offer from Chemmart enabling recipients to be mentored by a leading community pharmacist in the Chemmart group whilst undertaking their clinical placement.

During their placement, students' training in professional services including sleep programs, DNA testing, weight loss consultants, metabolising medication and pain medication is reinforced in the real world setting, said Robert Lam, preceptor and manager at Drummoyn Chemmart.

"UTS graduates are particularly sought after for positions as professional pharmacy service providers and managers", said Professor Charlie Benrimoj, Head of the UTS Graduate School of Health.



"Graduates at UTS have learnt the theory and practice associated with designing, developing, evaluating and implementing professional services."

Pictured are student Kelsey Burns (second left) with Chemmart mentors Amy Lichtenberger, Dickson Fung and Jeannine Lam.

Eloctate indication

BIOGEN has announced that its long-acting factor product Eloctate (efmoroctocog alfa) is now indicated for use in patients under the age of 12 with haemophilia A (congenital factor VIII deficiency).

Approximately 2,200 Australians have haemophilia A - including an estimated 350 under the age of 12 years - **CLICK HERE** for Eloctate Product Information.

WIN WITH NUTRI-SYNERGY

This week *Pharmacy Daily* and Plunketts are giving away each day a pack including NS Protective Hand Cream, NS Cuticle and Nail Repair and two NS Lip Balms.

Nutri-Synergy (NS) is natural dermatology, formulated for dry, sensitive and problem skin. NS contains natural active ingredients that work together with your skin and doesn't contain potential irritants like petrochemicals, parabens, colours or fragrance. This pack has everything you need to give your hands the treatment they deserve, and make your lips soft and smooth during the cold winter months.

To win, be the first person from SA or NT to send the correct answer to the question to comp@pharmacydaily.com.au

Does NS Lip Balm contain petroleum?

Congratulations to yesterday's winner, Jayshree Parmar, from Symbion.

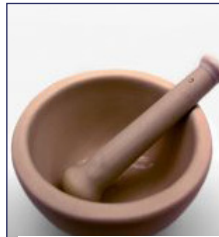


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DISPENSARY CORNER

THERE'S a shocking (!) new device out on the market to help shopaholics curb their spending.

The wristband dubbed Pavlok (**pictured**) as a nod to Pavlov's behaviour-conditioning theories, looks just like a fitbit but the catch is it'll sting you with a 255-volt shock if you go over your spending limit.

The device which is linked to your online bank account knows exactly how much cash you have to spare.

Go over your self-imposed limit and ZAP!

But continue spending and it moves into shock mode and that doesn't sound like too much fun for anyone.

Pavlok can also be programmed to monitor other habits such as smoking, nail-biting, unhealthy eating and more, the manufacturer claims.

WHEN you and your phone both need a recharge, KFC has the answer - the KFC Watt-a-box (**pictured** below).

The famous fast food chain noticed patrons' constant reference to their phone, at least as much as their food, and decided it would be an attractive value add to a meal.

Unfortunately the limited-edition boxes, featuring detachable 6,100mAh Lithium-ion battery, USB cable and Apple lightning cable, are only available in India for a brief promotion.



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