

Today's issue of PD

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

MedAdvisor GP link

AUSTRALIAN software developer MedAdvisor has announced via the ASX the launch of the first phase of its *GP Link* program.

CEO Robert Read explained that this stage of the program will allow the company to gather data and feedback from doctors as they test the two main functionalities: patient adherence tracking and remote prescription re-issue.

"GP Link represents the final building block in our integrated health platform that connects patients, pharmacists and GPs, with the goal of influencing superior individual health outcomes," he said.

National Pharmacies has made the MedAdvisor program available to its 54 pharmacies through Victoria, South Australia and NSW.

Gold Cross on Maxigesic

AFT Pharmaceuticals has announced that certain 24-tablet packs of its Maxigesic analgesic will soon bear the Pharmacy Guild of Australia's 'Gold Cross' logo.

Founder and md of the company Dr Hartley Atkinson expressed his delight when announcing the partnership with the Guild.

"For decades, Australians have associated the Gold Cross with trusted advice and support from community pharmacies," he said.

"For the Guild to extend the logo to Maxigesic is fantastic because it's an instantly recognisable mark of quality."

The combination product contains paracetamol and ibuprofen - and no codeine - with Atkinson saying this has undoubtedly been a factor in the success of Maxigesic in Australia in light of concerns about the risks of dependence from codeine-based painkillers.

Gold Cross gm Trevor Larkin said



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We have a winner!

THANKS to the hundreds of APP attendees who were snapped at the *Pharmacy Daily* photo booth on the show floor last weekend.

The booth was absolutely swamped with *Pharmacy Daily* fans and we'd like to thank you all for your kind comments and support.

Congratulations to our lucky GoPro winner, Jordan Chueh from Good Price Pharmacy Ashmore.

MIMS Guild Intern of the Year



ABOVE: Jessica Cahill was named MIMS Pharmacy Guild of Australia Intern of the Year at this year's Australian Pharmacy Professional conference last weekend.

She is pictured here with MIMS representative Dinah Graham (left) and Guild National President George Tambassis.

Cahill started her intern year at Coffs Harbour Pharmacy on the NSW North Coast, and then worked in Alice Springs and has been awarded an Aboriginal Health Innovation Grant of \$10,000.

Tambassis said her fledgling multifaceted career had already demonstrated "the enormous opportunities that are available to pharmacists in Australia".

4th Opdivo indication

PATIENTS with advanced non squamous non-small cell lung cancer (NSCLC) who have progressed on, or following prior chemotherapy, can now access Bristol-Myers Squibb's (BMS) Opdivo (nivolumab) subsequent to the Therapeutic Goods Administration granting approval for this indication.

From 01 March, BMS will provide access to Opdivo, at no cost, for eligible patients through a Patient Access Program (PAP) to provide access in the period between regulatory approval and anticipated PBS reimbursement, although free supply will not be open ended, the company said.

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Weekly Comment

Welcome to *PD's* weekly comment feature. This week's contributor is **Andrew McManus**, GM Operations, Fred IT Group.



Keep your customer data safe

RANSOMWARE has become an increasingly common security threat, with Australian businesses being targeted by various attacks or phishing scams. These may come as emails in the guise of notices or payment requests from well-known organisations or government agencies and often look very authentic. They can trick you into disclosing personal details, or will download malicious software that can steal your data or hold it to ransom.

Minimise the risks in your pharmacy:

- Protection from the latest security threats with a reliable anti-virus system that is kept up to date on all computers, and performs regular scans is imperative.
- Backups of your operating system, and all data are critical in preventing data-loss in case of an attack. Policies and procedures should be in place ensuring these are stored offsite and encrypted.
- Employ security measures to prevent unauthorised access: firewalls, spam filters, strong passwords.
- Be aware of suspicious emails: you do not recognise the sender, are not expecting the email, it is not addressed to you personally, any customer information is incorrect, sensitive information is requested.
- Do not open suspicious emails, pop-up windows, attachments, or click on a link.
- If in doubt, always contact the organisation that claims to be the sender.

Pharmacy CAM sales blasted

AN EDITORIAL in today's edition of the *Medical Journal of Australia* has slammed the ethics of pharmacists selling complementary and alternative medicines (CAM) with "at best doubtful efficacy".

The article says while the promoters of CAM products often believe their own claims, this "doesn't let them off the ethical hook...it is not plausible to excuse vendors for selling a product that does not work simply because they have either not taken the time and

effort to investigate - or turned a blind eye to the evidence that is available to them".

Another peer-reviewed *MJA* article today, by Edzard Ernst from the University of Exeter, also blasts so-called integrative medicine, which he describes as "an ill-conceived concept which turns out to be largely about the promotion and use of unproven or disproven therapies" - see mja.com.au.

China vaccine scam

THE Chinese government has hunted down some 300 people suspected of selling dangerous spoiled vaccines, in what could be the country's biggest case of its kind according to *CNBC News*.

The trading ring, valued at more than 570m yuan (around AU\$80m), has been marketing vaccines which were neither adequately refrigerated for storage nor transported in approved conditions, to hospitals and disease control centers in at least 24 provinces and municipalities, including Beijing, over a number of years.

\$300K drugs for Fiji

GSK Australia medical director Dr Andrew Weekes has announced that the company will air freight more than \$300,000 worth of antibiotics and antacids to Fiji to support the response to the hurricane.

The main thrust of the project is to mitigate the risks around infections with antibiotic supplies.

In addition, anxiety associated with trauma also generates requests for products such as antacids, Weekes said.



DISPENSARY CORNER

AMERICA'S Smithsonian Institution has acquired one of the world's largest collections of intestinal parasites.

The carefully collated items have been taken over by the Smithsonian from their previous custodian, the US Agriculture Department which has had them in a basement of a building in Maryland for the last 80 years.

More than 20 million items are in the collection - such as a massive tapeworm removed from the guts of an unknown individual which is now in a jar.

Most of the objects are on dry slides, with the curator of the National Parasite Collection saying the massive array will take years to "bring it up to Smithsonian standards".

VITAMIN B - in the form of Marmite - is clearly highly prized by our Kiwi cousins.

A 2011 shortage of the so-called "black gold" saw one jar purchased for a whopping \$2,300 at a charity auction.

Shelves were emptied of the precious stuff due to the Sanitarium factory in Christchurch being damaged by an earthquake.

The highly priced jar was extra special because it was signed by former All Blacks coach Sir Graham Henry, and the proceeds went to Diabetes NZ.

However it's a gift that just keeps giving, with the jar later auctioned again for Allergy Awareness week, then donated by its new anonymous owner to Fairfax Media for use in any future fundraisers.

Now it's up for grabs again, with the fundraising body for the Waitemata District Health Board in Auckland hoping to raise \$25,000 to help equip community therapists with iPads.

Win with Qsilica

Pharmacy Daily is giving away Qsilica's new phytonutrient skin support, Beauty ELIXIR. Be in to win one box of this vegan powder every day this week!

Glowing skin isn't just about what you put on it—internal nutrition is also a must for optimal skin function and vitality. Qsilica Beauty ELIXIR contains powerful antioxidants, resveratrol and green tea, and is formulated with vitamins, minerals and plant phytonutrients to protect against free radical damage that can lead to premature ageing. An intensive, therapeutic antioxidant, it also boasts cinnamon and cacao extract to nourish and support the skin daily. Simply add to smoothies, take in water or sprinkle over cereal. Available from Planet Health and selected wholesalers. 1800 001 055.

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

Does Qsilica BEAUTY ELIXIR support the skin from the outside or from within?

Check here tomorrow for today's winner.



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