

Today's issue of PD

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

Betamin 100mg recall

SANOFI and the TGA are recalling one batch of Betamin tablets due to some bottles mistakenly containing at least one Plavix/Iscover tablet.

The affected batch number is 124E001 with an expiry date of 02/18 and no other batches are affected by the issue.

Pharmacists are advised to inform any patients who is taking Betamin 100mg tablets of the issue while the TGA is urging consumers to return the recalled bottles to the place of purchase for a refund or replacement.

If a clopidogrel tablet is accidentally consumed there is a low risk of increased bleeding.

HOW ARE YOUR CREDITS CLOCKING UP?



The CPD year is half-way through. Dial up your credits with our CPD activities ►



Competency consultation

FOLLOWING on from 2015's public consultation activities, the Pharmacy Practitioner Development Committee (PPDC), a profession-wide collaborative forum, has opened consultation on a revised draft of the profession's competency standards framework.

The PPDC has said it has been revising the current document, the *National competency standards framework for pharmacists in Australia*, to ensure it is consistent with contemporary pharmacist practice and the interests of public safety, and reflects future needs of Australian health care consumers.

The review work has resulted in consolidation of the eight Domains into five by amalgamating four Domains (numbers four to seven) to balance the emphasis on dispensing, patient care and education functions of the pharmacist.

Another change in the document sees the Leadership and Management Domain expanded into two universally applicable pharmacists Standards, 'Show leadership of self' and 'Manage professional contribution'.

Flu vax ad warning

THE Therapeutic Goods Administration has reminded pharmacists about restrictions around advertising of influenza vaccinations, meaning pharmacies may only promote a 'vaccination service' to the public and not the actual vaccines themselves.

Vaccines are generally classified as S4 in the poisons standard which means they cannot be advertised to consumers.

However the TGA has advised that providers may indirectly reference the flu shots administered as part of the service by identifying them as either 'trivalent' or 'quadrivalent' vaccines.

Pharmacies offering private vaccination services must also ensure that any advertising includes consumer advice to the effect that the vaccines are free to those from high risk groups identified in the National Immunisation Program.

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Aussies: low omega-3

ONLY 20% of Australians are meeting their recommended intake of omega-3, according to recent research from the University of Wollongong's School of Medicine.

The research compared data from the 2011-2012 National Nutrition and Physical Activity Survey with the National Nutrition Survey in 1995 and found beneficial omega-3 intake has increased, but Aussies are still lacking.

An increase in supplements was pegged as the reason behind increased intake, given that fish consumption has not increased.

Furthermore, of the adults who are consuming omega-3 supplements, approximately 50% are meeting the recommended intake, while only 10% of those who are not taking supplements, are meeting the advised levels.

Read the full report [HERE](#).

In addition, the *Advanced Pharmacy Practice Framework* has been integrated into the revised draft to create a single competency standards framework, a recommendation emanating from the 2015 consultation feedback.

The PPDC is calling upon as many individuals and organisations as possible to provide input on the revised draft with a specific request for feedback from members of the pharmacy profession as well as other interested stakeholders including consumers, other health professional groups and practitioners, educators, researchers and government bodies.

The consultation closes 28 April.

Access the revised draft framework by [CLICKING HERE](#).

Medical Director sold

PRIMARY Health Care yesterday announced the 100% sale of its Medical Director software business to private equity group Affinity Equity Partners.

The \$155 million deal follows a strategic review undertaken by Primary, which will remain a long-term customer of Medical Director.

There is also an in-principle agreement with Medical Director for the development of, and access to, "next generation clinical and practice management software solutions," said Primary Health Care ceo Peter Gregg.

Medical Director is a leading GP clinical and practice management software system and also owns the AusDI medicines information resource along with a license to distribute the Australian Medicines Handbook.

Primary is believed to have been trying to sell Medical Director for some time, with other possible purchasers mooted including Telstra Health, which owns 50% of pharmacy software supplier Fred IT Group alongside the Pharmacy Guild of Australia.

Affinity Equity Partners also owns 35% of Virgin Australia's Velocity loyalty program as well as ham and salami maker Primo Group.

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Big pharma big spend

MAJOR pharmaceutical companies invested heavily in some specialist medical groups last year, with a spend bill of more than \$43 million, according to a *Fairfax* analysis of Medicines Australia figures published today.

Six oncologists were funded to the tune of \$70,000 attending a conference in Sweden, while nine dermatologists cost \$176,000 to attend educational events in Vancouver.

Catering and travel expenses were funded by pharmaceutical companies on 14,872 occasions between Apr and Sep 2015, for events ranging from lunch meetings to all-expenses paid international travel with conference expenses.

The report identifies a range of big spenders including Novartis, Amgen and Pfizer, with criticism flowing from health activist Ken Harvey and Australian Consumers Health Forum chief executive officer Leanne Wells.

Wells said she was concerned the wealth of pharmaceutical companies could influence the prescribing decisions and their assessments of drugs.

Harvey, Wells and others continue to call for greater transparency around pharmaceutical company funding for health professionals.

MGC poised for cannabis

HIV/AIDS, multiple sclerosis, epilepsy and cancer patients will be the first to benefit from the use of medical cannabis in Australia according to the first white paper on the subject produced by the University of Sydney Community Placement Program in partnership with Israeli medical and cosmetic cannabis company MGC Pharmaceuticals.

Using the acronym for medical grade cannabis (MGC) the global company claims over 40 years experience with aspirations to supply the legalised markets with high quality cannabis products for the growing worldwide demand.

The company says it controls the whole product chain, from genetics, harvesting, extracting to the final product.

MGC declares years of experience in the Israeli Medical Cannabis market, as well as the development of exclusive strains of high CBD genetics and first to market advantages globally.

The medical cannabis market is estimated to be worth around US\$2.7b and growing rapidly as the products are more widely legalised.

The jointly prepared white paper investigates the key challenges, risks and opportunities associated

with establishing a national medicinal cannabis scheme in Australia, intended to act as a reference for future policy discussions in the Australian medicinal cannabis industry.

Medicinal and scientific aspects are developed in the report followed by international regulatory matters, methodological approaches for estimating the potential domestic demand, how to encourage industry competition, innovation and economic growth and finally, areas for further research.

CLICK HERE to access the white paper.

Harvoni wins share

OF THE five new hepatitis C treatments on the market, Gilead's combination drug Harvoni (Ledipasvir/Sofosbuvir) has taken out line honours in a convincing way with 68.8% share of scripts dispensed in new initiations to March 2016, according to a report from NostraData.

In other data from the research company, retail pharmacy total dispensary value is expected to drop in value for 2016 and 2017 although the value of prescription only drugs dispensed increased by 3% year on year last month while the volume was up only 1%.

CLICK HERE to access the report.

Sun Pharma to Japan

INDIAN generics giant Sun Pharma has announced the acquisition of 14 established prescription brands from Novartis in Japan, in a deal worth US\$293 million.

Novartis will continue to distribute the brands for a certain period pending transfer of all marketing authorisations to Sun Pharma, after which they will be "marketed by a reliable and established local marketing partner under the Sun Pharma label".

The brands have combined annual revenues of about US\$160 million and address medical conditions across several therapeutic areas.

CPD planning update

THE Pharmacy Board of Australia met in Melbourne 16 Mar and in its following communiqué issued yesterday reminded pharmacists about their planning for the requirements relating to the revised CPD standard and guidelines.

A blank template CPD plan/record is available on the Board's website along with sample populated plan examples.

The Board newsletter is also on the website, as are the details of the current consultation on the expiry of compounded parenteral medicines which closes today, plus a range of other registration and accreditation matters - **CLICK HERE** to access.

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To apply email your confidential CV with Cover Letter to jobs@traveldaily.com.au before 31/03/2016.

Win a Flo travel kit

This week Pharmacy Daily and Flo are giving away a travel kit. Most travellers know how much better they feel when they stay hydrated, but did you know your nose needs hydration too?

That's where NEW Flo Travel can jet set you on a healthier and happier journey. Flo Travel is a moisturising nasal spray that includes Carrageenan (red seaweed extract) and isotonic saline solution to help hydrate the nasal tissues (for up to 4 hours) and wash away germs. Flo Travel is handy for travellers, office workers and people on the go. Watch the FLO Travel Digital ad to find out more: <http://bit.ly/1T1GRe0>



To win, be the first from QLD to send the correct answer to the question to comp@pharmacydaily.com.au

What two key ingredients does Flo Travel include?

Congratulations to yesterday's winner, Cathy Portolesi from the Pharmacy Guild of Australia.



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Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy.

Suppliers wanting to promote products in this feature should email newproducts@pharmacydaily.com.au

Designer Brands Flawless Strobing Stick

The first strobing stick to be available to the mass market, Designer Brands **Flawless Strobing Stick** creates a new opportunity to further refine face-sculpting to yet another level. The Flawless Strobing Stick contains light reflecting pigments that highlight and brighten the skin, accentuating features to provide a flawless, youthful and iridescent glow. Strobing can be used to brighten eyes, sculpt the nose, emphasise a pout or enhance cheek bones.

Stockist: 1300 765 332

RRP: \$14.99

Website: www.dbcosmetics.com.au



SolvEasy Tinea Gel from Ego - pharmacy only product

SolvEasy Tinea Gel is an easy to use and effective weapon against athlete's foot and is now available in a gel formulation, which is quick drying and non-greasy. The active ingredient in the SolvEasy Tinea range is terbinafine hydrochloride, which is an efficient anti-fungal that remains in the skin and continues to fight infection for more than 7 days after application ceases, Ego states. The new gel base formula soothes and moisturises the skin and the product is also available in spray and cream formulations.



Stockist: 1800 033 706

RRP: from \$11.95 for 15g

Website: www.solveasy.com.au

MamaCare pregnancy supplement shake

Manufactured in Australia under very strict quality controlled conditions and using only the finest ingredients from Australia and New Zealand, **MamaCare** pregnancy supplement exceeds Australian quality-control standards and conforms to all international manufacturer regulations, the company says. MamaCare is registered with the Australian food authority as food for special medical purposes making it Australia's first pharmaceutical grade pregnancy supplement shake.

Stockist: 1300 336 262

RRP: \$34.99

Website: www.mamacare.com.au



ManiMatch mobile device app from Sally Hansen

Building on next-generation augmented reality technology, Sally Hansen has created a new shopping experience with the **ManiMatch** mobile device app. Users can generate personalised colour suggestions on demand using proprietary technology. The app senses and analyzes the pigments in a user's hand, then matches its polish-shade suggestions to the ones optimal to the skin tone.

Stockist: Available for iOS (Apple) devices only

RRP: Free App

Website: www.sallyhansen.com

DISPENSARY CORNER

GOTTA love that T-shirt.

Smell Dating, or love at first whiff, is a the new matchmaking service that helps singles sniff out their perfect match by nosing their way through well-worn T-shirts from potential lovers.

Described as an art project (?) the exercise is the brainchild of artist Tega Brain, who teaches at New York's School for Poetic Computation, and Sam Lavigne, an editor and researcher at New York University.

The first 100 clients wear a standard T-shirt for three days without washing it (??) then mail it back to the "Sweat Shop" at New York University.

The shirts were cut into swatches which were then sent in batches of ten to clients who were to identify their chosen preferred pheromone with no knowledge of age, gender or other interests, and a mutual attraction triggered a match-up.

No news yet on success rates, but at this stage it's fair to assume that Tinder, RSVP and OK Cupid are still safe business models.

MEANWHILE, cancer patients could soon be able to find out if their chemotherapy is working from as few as eight hours after first treatment.

Researchers at Brigham and Women's Hospital were effectively able to "light up" cells the moment chemotherapy started working, using a nanoparticle that delivers a drug and then fluoresces green when cancer cells begin dying.

The findings may mean patients will one day be able to move on to another treatment earlier, if chemotherapy is not effective.

Scientists now plan to see whether the findings can be replicated in humans.

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