

The future of integrated pharmacy management has arrived – Fred NXT



FREDNXT

Online 'vaping' option

SYDNEY-BASED NicoPharm has today launched a new service which gives smokers online access to "prescribed vaping solutions" to help quit smoking.

The website asks users their name, email address and whether they are trying to quit, before displaying an online shop selling Nicotine E-Liquid.

Users do not have to provide their own prescription, being told "if you purchase medication through the NicoPharm website our doctor will issue a prescription and send this to the compounding pharmacy".

It also offers the opportunity to purchase nicotine liquid for patients who already have a prescription from their own doctor.

The new option has been launched amid the ongoing debate about whether the use of personal vaporisers might provide an effective smoking cessation option. See www.nicopharm.com.au.

2 Full Time Pharmacists

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Groupon Nurofen complaint

A COMPLAINT by the Pharmacy Guild of Australia about an online advertisement for Reckitt Benckiser's Nurofen Zavance has been found to be justified by the Therapeutic Products Advertising Complaints Resolution Panel.

The hearing was in Mar, and related to a promotion by group buying site Groupon which offered a 'coupon' selling a 72-pack of Nurofen Zavance Tablets for \$13, or a 144-pack for \$24.

The advertisement urged consumers to "stock up on an anti-

inflammatory pain killer...live life to the full by getting rid of pesky pain problems such as headaches, muscular pain, back or dental pain by using Nurofen Zavance".

There was a limit of five vouchers per coupon, and the Guild claimed the ad breached parts of the Therapeutic Goods Advertising code because it is "likely to elicit unrealistic expectations in the reasonable consumer regarding the effectiveness of this product in relieving pain".

The ad also did not contain the words "use only as directed" and the Guild complained it was also likely to encourage inappropriate or excessive use of the product.

Reckitt Benckiser denied any responsibility for the ad, while Groupon itself made no substantive response to the complaint.

Groupon was ordered to withdraw the advertisement, give a written undertaking not to repeat the breach and publish a retraction on its website.

Morphine ups pain

CONTRARY to popular belief, morphine can more than double the duration of pain, as well as amplifying its severity, according to new international research involving the University of Adelaide.

The study revealed the opioid painkiller activates spinal immune cells, causing a further inflammatory response, but they also discovered how to switch off the pain-amplifying mechanism, offering some hope for millions of pain sufferers.

[CLICK HERE](#) for the abstract.

FDA ticks Zinbryta

THE US Food and Drug Administration (FDA) has approved Zinbryta (daclizumab) for the treatment of adults with relapsing forms of multiple sclerosis (MS).

Zinbryta is a long-acting injection that is self-administered by the patient monthly.

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Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from **Tommee Tippee express and GO**.

Simple express & GO

PREGNANCY and baby products company Tommee Tippee has announced the release of a new product to make life easier for mums who need to express.

Express and GO is a convenient system enabling mums to express directly into a pre-sterilised pouch using any preferred breast pump, to store up to 12 pouches, to warm to the perfect temperature and to feed as required - see [Page 3](#).

New AMA president

WESTERN Australian obstetrician and gynaecologist, Dr Michael Gannon, was elected new President of the Federal AMA on the weekend, replacing Professor Brian Owler whose two-year term has expired.

Politicians visit Phebra plant

AUSTRALIAN pharmaceutical company Phebra has thanked Foreign Minister Julie Bishop and Federal Member for North Sydney Trent Zimmerman for their visit to the company's manufacturing plant at Lane Cove West last week.



Phebra ceo Mal Eutick said the visit gave the company a chance to brief the Minister on how the organisation manufactures a wide range of medicines for the domestic market while opening up new export pipelines around the world.

After inspecting the plant, Minister Bishop commented that Phebra was "leading the way" in pharmaceuticals and medicines.

"We should be so very proud of it, so that's what we are seeking to do as a Coalition, grow the economy, particularly in some of these niche and specialist areas," he continued.

Pictured from left Lane Cove Mayor Deborah Hutchens; Federal Member for North Sydney Trent Zimmerman; Foreign Minister Julie Bishop and Phebra ceo Dr Mal Eutick.



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China cleans up drugs

THROUGHOUT June, China health authorities are planning to carry out a large scale systematic pricing inspections on drug firms, hospitals and procurement bodies as part of a tough cost-cutting campaign to reduce the price of healthcare.



Guild Update

Guild welcomes proposed expansion of vaccinations

THE Guild welcomes the South Australian Government's consideration of the option of expanding the pharmacy vaccination program to include other immunisations for adults, such as vaccinations that provide coverage for measles and pertussis.

Last year South Australian pharmacists were for the first time allowed to directly administer flu vaccinations to the community after undergoing appropriate training, making flu vaccination easier than ever to obtain.

More than 200 pharmacists are now trained to provide influenza vaccinations to South Australians over the age of 16, who are not already eligible for a flu shot as part of the National Immunisation Program.

The South Australian Government will monitor the outcomes around pharmacist vaccination in Queensland, which already has a broader range of vaccinations able to be administered by pharmacists.

The orderly expansion of vaccination by trained pharmacists is a common sense measure that is providing material benefits to the health of the community.

Arthritis to cost \$7.6 billion

AS ONE of the most common, costly and disabling chronic conditions in Australia, arthritis presently costs the health system \$5.5 billion annually but is set to explode out to \$7.6b by 2030, according to a new report from Arthritis Australia.

The number of sufferers was 3.9 million in 2015 but is estimated to reach 5.4 million by 2030 as the population ages.

While 86% of arthritis diagnosed in Australia is "wear and tear" osteoarthritis, the largest health costs are tagged to other autoimmune forms, predominantly rheumatoid arthritis.

Osteoarthritis health system costs exceeded \$2.1b in 2015 and are forecast to reach more than \$2.9b in 2030, while other forms of arthritis cost \$3.4b in 2015 and will rise to \$4.7b by 2030.

One of the least common forms is juvenile arthritis which is expected to increase from 6,006 children in 2015 to 7,334 children in 2030, the report said.

If all children with juvenile arthritis received best practice care the total cost to the health system could be approximately \$40.3m

annually but by 2030, this could rise to almost \$50m, the data suggests.

Arthritis is described as the second most common cause of early retirement due to ill-health in Australia, with 52,000 people aged 15-64 years out of the labour force due to their illness and a further 19,000 primary carers unable to work in order to fulfil their caring responsibilities.

In terms of lost GDP due to early retirement, the report explained this translates into a whopping \$7.2b annually, and estimated to reach \$9.4b by 2030.

CLICK HERE to access the reports.

CHF going green

THE Consumer Health Forum (CHF) has taken a jump to the left with its endorsement of the Green's new stated policy of funding care for the chronically ill.

"This is an ambitious but achievable plan that would benefit millions of Australians living with chronic and complex conditions who currently cannot get the integrated care that should be standard in a prosperous country," CHF ceo Leanne Wells said.



DISPENSARY CORNER

EVER wondered if Dr Henry Heimlich (pictured in his younger days below) has put his namesake manoeuvre into action in real time to save a life?

You'd be surprised to learn he hadn't used it in an emergency situation until last week.

According to **BBC** reports the 96-year-old used his famous technique at his retirement home in Cincinnati to save a woman who was choking on a hamburger. "I didn't know I really could do it until the other day," he told news outlets.

Proving he was competent at his own invention, he enacted three abdominal thrusts on his dining companion before the offending food came flying out of her mouth and she could breathe again.

"It was gratifying," he said.



WHEN you go to apply for a fast cash loan there's a few things you shouldn't say including "I need the money to purchase meth".

Well, at least it didn't go down so well when a 58-year-old man tried it in Carolina last week.

A Carolina Title Loans employee became panicked on hearing his request, faxing a help letter to another employee who was able to call the police.

When officers arrived the man was handcuffed and a white rock-like substance was also found in his pocket.

He was charged with narcotics possession and sent to the county jail.

Win with the Cancer Council

Each day this week, Pharmacy Daily and Cancer Council Sunscreen are giving away a Sunscreen Pack valued at over \$65. You could win!

Sunscreen is an important step in maintaining beautiful, healthy skin. The new Cancer Council Face Day Wear Matte SPF 50+ is a great way to Protect Your Beauty. This soft-feeling, matte finish sunscreen goes on smooth and clean, and works well as a base under makeup to ensure skin is protected from the sun's damaging UV rays. For more information, visit skinhealth.com.au.

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



What size is the Face Day Wear Matte?

Congratulations to yesterday's winner, Juliana Kobryn from Blooms the Chemist Springwood.

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4 feed

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express and GO

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13156	214445	TT CTN EXPRESS & GO POUCHES X20	5010415220349	\$20
13151	214296	TT CTN IX POUCH BOTTLE	5010415220332	\$15
13152	214304	TT CTN BREAST PUMP ADAPTERS	5010415310125	\$10
13153		TT CTN BOTTLE & POUCH WARMER	5010415310101	\$90
13155	224782	TT CTN EXPRESS & GO STARTER KIT SMALL	5010415320070	\$40
13154	214346	TT CTN EXPRESS & GO STARTER KIT LARGE	5010415320087	\$130

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