

Friday 28 Apr 2017

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Renew by 30th April via www.pdl.org.au

MedAdvisor Stroke Foundation pact

LISTED medication management technology firm MedAdvisor yesterday announced a new partnership with the Stroke Foundation, with the aim of increasing medication adherence among stroke survivors.

Currently used by more than 630,000 people across Australia through about 45% of the country's pharmacies, MedAdvisor also has relationships with other health organisations such as Glaucoma Australia, Diabetes Australia and Osteoporosis Australia.

MedAdvisor ceo Robert Read said the company was committed to improving health outcomes for people requiring ongoing treatment, with the platform giving the ability to "significantly enhance the manner in which patients manage their medication".

Nurse mishandles S8s

THE NSW Health Care Complaints Commission (HCCC) has ruled that nurse Nadejda Ovchinnikov was guilty of professional misconduct in relation to her handling of schedule 8 drugs (opioids) for which she substituted aspirin appropriating the opioids for her own use.

She was ruled as having Substance Abuse Disorder (Opioids) and a recurrent Depressive Disorder both of which were in remission but at risk of relapse.

The HCCC said that if Ovchinnikov were still registered the Tribunal would have cancelled her registration - [CLICK HERE](#).

Guild QUM report launch

THE Victorian Branch of the Pharmacy Guild of Australia has launched the final report of the 'Improving Medication Reconciliation in Community Settings' project in Victoria.

Victorian Guild president Anthony Tassone said the project had been developed and implemented in partnership with the Department of Health and Human Services (DHHS) and the Royal District Nursing Service (RDNS).

The aims of the project included understanding the barriers and enablers of medication reconciliation service in community pharmacy, given that poor medication reconciliations can result in unplanned hospital admissions, Tassone explained.

"Community pharmacists are highly accessible and well placed to provide medication reconciliation," he said.

The report highlights that 2-3% of Australian hospital admissions are medication related, a figure that has remained unchanged "for over a decade".

According to the literature, more than 50% of medication errors occur at transitions of care and 85% of discrepancies in medication treatment originate from poor medication history taking.

In the project's pilot medication reconciliation service, a community pharmacist educated the patient at three time points over a six month-period on aspects such as dosing, indication for use, interactions, side effects and storage and providing patients and their GPs with a

reconciled list of their medications.

The pilot results have demonstrated this was not only achievable but would result in better health outcomes with over 80% of participants reporting better understanding of their medications and increased confidence in managing their medicines.

"Through this pilot we were able to identify and assist patients on multiple medications and complex regimens particularly following a visit to a specialist or recent hospital admission" said Mehul Mehta, one of the participating pharmacists.

Tassone thanked participating pharmacists for their contribution to the success of the pilot program and the DHHS for supporting the initiative.

Visit guild.org.au for the report.

Prostate nurses plan

THE government yesterday announced \$6m in further funding for prostate cancer specialist nurses in 15 rural and regional locations across Australia, continuing a Prostate Cancer Foundation operation in place since 2014.

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- **2nd Pharmacist** - Southern Central NSW (Job# 200013954)
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- **Part-time Pharmacist** - South Eastern Melbourne, VIC (Job# 200013915)
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Dispensary Corner

WHAT the hair?!

A 38-year old woman from the US who was 'addicted' to eating her own hair has grown a fur ball of her own and nearly died.

The unnamed woman was suffering from nausea, vomiting, an extremely swollen abdomen and had lost 7 kg in eight months.

Turns out the weight loss was due to a 15cm hairball that had become lodged in her digestive tract. It was so bad that there was even a small 'tail' of hair trailing into her intestines and a second 4cm hairball in her bowel.

Thankfully she was rushed to hospital before it was too late and is now recovering and being recommended to seek counselling for her condition.

Having the irresistible urge to eat one's hair is known as 'trichotillomania' according to *The BMJ* and has only been documented 88 times in medical literature.



NOSE picking is a generally socially unacceptable practice but apparently it could have dental health benefits, with snot containing "salivary mucins" which can help form a barrier against cavity causing bacteria.

Austrian lung specialist prof Friedrich Bischinger believes people who pick their nose are generally more in tune with their bodies and happier.

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Blackmores still optimistic

BLACKMORES says it remains bullish about future growth, despite a 43% drop in net profit after tax and a 6.7% sales decline for the nine months to 31 Mar.

CEO Christine Holgate released the third quarter results yesterday, saying "The sales trend is encouraging, particularly as we finished the third quarter slightly ahead of our second quarter result despite having fewer trading days".

"Our profit result for the first nine months was impacted by lower sales in Australia for Blackmores which was compounded by the higher cost of operating in those channels," Holgate said.

"We are focused on simplifying and streamlining our business, conservatively managing expenses and investing in our brand, facilities and new markets to diversify our revenues and underpin growth."

The combined Australian and New Zealand operations achieved sales of \$264m for the nine months, and while Australian sales have steadily grown over each quarter of the year, this has still not been enough to make up for the decline in sales

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through retailers selling to consumers in China. Chinese consumers

are now buying through multiple channels with Blackmores in-country and export sales increased to \$92m over the period, up 60% from the prior year, making ongoing adaption to meet China's regulatory controls an important part of managing the future, she added.

The Biaceuticals Group, including Global Therapeutics, increased sales \$76m for the first nine months, up 53% compared to the previous corresponding period with "all brands delivering strong sales".

Holgate said continued consumer demand across all core markets as well as emerging demand in Asia and the strong performance of the practitioner business gave the company confidence in medium-term growth opportunities.

"The Board expects the full year profit will represent good growth on the 2015 financial year, recognising that 2016 was an exceptional performance that we will not match...we remain confident in the Group's strategic focus and growth prospects."

Win with australis

This week Pharmacy Daily and Australis are giving away each day a set of two Bae Watch Mascaras.

Australis Bae Watch Mascara will enhance your lashes to new volumising, curling and lifting lengths. Australis Bae Watch Mascara builds and lengthens lashes without clumping, lashes are left soft yet boast intense volume. Easy to apply, the formula glides on effortlessly leaving lashes that are dark and defined thanks to the pigmented formula. Available in one shade All in One Black and RRP \$14.95. For more information head to www.australicosmetics.com.au.

To win, be the first person from **VIC** or **TAS** to send the correct answer to the question below to comp@pharmacydaily.com.au

Fill in the blank: After using Bae Watch Mascara, lashes are _____.

Congratulations to yesterday's winner, Lorraine Brouard from Symbion.



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