

The future of integrated pharmacy management.

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Revlimid PBS funded

REVLIMID (lenalidomide) is today listed on the Pharmaceutical Benefits Scheme (PBS) for newly diagnosed multiple myeloma patients ineligible for transplant.

Multiple myeloma is a blood cancer that develops from plasma cells in the bone marrow.

Win with wotnot

This week Pharmacy Daily and Wotnot are giving readers the chance to win a prize pack each day including Wotnot SPF30 Family Sunscreen- 150gm, Wotnot biodegradable travel wipes and a Wotnot tote bag - perfect for a beach day.

Wotnot products are GMO free and are

also free from sulphates, petrochemicals, parabens, artificial preservatives and fragrances – 100% wots good, 0% wots not! Wotnot formulas are so close to nature we know your family will love them as much as you do. See more at www.wotnot.com.au

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

What is the active ingredient in Wotnot SPF30 Family Sunscreen?

Congratulations to yesterday's winner, Natalie Hazlewood from Good Price Pharmacy Warehouse.



NZ pharmacist-GP pact

PHARMACISTS and doctors in New Zealand have together developed a new “person-centred framework,” which would see both professions work together to deliver an integrated model of health care.

The Integrated Health Care Framework for Pharmacists and Doctors has been produced by the Pharmaceutical Society of NZ (PSNZ) and the New Zealand Medical Association (NZMA), with feedback on the draft document now being sought.

The framework has been developed in response to the NZ Ministry of Health's revised New Zealand Health Strategy and Pharmacy Action Plan, which stresses the importance of the health system working as “one team” to achieve better health outcomes.

Ovarian cancer treatment onto PBS

ASTRAZENECA'S targeted cancer therapy Lynparza (olaparib) has been listed on the Pharmaceutical Benefits Scheme effective today, for the maintenance treatment of platinum-sensitive relapsed high-grade serious ovarian cancer (HGSOC) linked to the inherited BRCA gene mutation.

At the same time, germline BRCA mutation testing will also be reimbursed on the Medicare Benefits Schedule from 01 Feb 2017 for women with relapsed ovarian cancer after response to platinum chemotherapy, to assist them in determining their BRCA status.

The Framework provides the structure for developing and implementing new innovations or models of care that are “person-centred, integrated, and support collaborative practice between the two professions and the wider health care team,” according to a statement from the PSNZ.

The Framework model describes the factors required for this, while a worked template illustrates the process for how to consider these factors in developing a potential new service, innovation or model of care.

The draft framework can be viewed online at psnz.org.nz.

CW takes a bath

ECOSTORE Australia has launched a new range of kids' bath products which are exclusively available through Chemist Warehouse.

The Ecostore Kids items include shampoo/body wash & bubble bath.

Hep B vax storage fail

BABIES vaccinated for hepatitis B at Sydney's Bankstown-Lidcombe Hospital may have been given an ineffective dose, after a fridge used to store the routine vaccines was found to be too warm.

The South Western Sydney Local Health District is alerting 282 mothers who gave birth at the hospital 29 Nov to 22 Jan.

The vaccine, a standard for newborns within the National Immunisation Program, should be stored at between two and eight degrees, losing efficacy at higher temperatures.

Pharmacy key to dementia treatment

THE International Pharmaceutical Federation has stressed the importance of pharmaceutical science in developing national responses to dementia, in a presentation to the World Health Organization (WHO) board.

As well as dementia research and innovation, “successful existing strategies show that pharmacists are well placed to be the co-organisers of awareness campaigns, screening activities and of community-based dementia partnership programs,” FIP said.

The Federation said it's keen to mobilise the wide range of technical expertise among pharmacists worldwide in order to finalise a global action plan to tackle dementia.

FIP also spoke to the WHO Executive Board about antimicrobial resistance, medicines shortages, human resources for health, the Global Vaccine Action Plan, cancer prevention and control and how countries are working against counterfeit medicines.

A series of statements on these issues can now be viewed online at www.fip.org.

Permissibles update

AN UPDATED version of the Therapeutic Goods (Permissible Ingredients) Determination was registered on the Federal Register of Legislation last month.

A total of 293 changes have been made including 11 new ingredients, the removal of one and changes to 281 existing entries.

Visit tga.gov.au for access.



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VISIT STAND 9-11



The Victorian Chemists Golf Club 2017 Upcoming Events

Eastern Golf Club	Mon 6th March
Long Island Golf Club	Mon 1st May
Commonwealth Golf Club	Mon 29th May
Kingston Heath Golf Club	Tues 27th June

Ladies and Gentleman all welcome
For more info visit www.vcgc.com.au

Dispensary Corner

AN INJURED sea turtle has become the first non-human patient to be put through a new 3D MRI machine at a Florida hospital.

The sea creature was found with severe propeller injuries last summer, and was brought in for the scan to see if her spine had recovered enough for release back into the wild.

While animal MRI machines do exist, they are not built with enough space for sea turtles.

Her examination revealed she still has more healing to do before she can take to the seas again.



YOU may notice some furry females around this February - and prepare for a drop in sales in your hair removal department.

Get Hairy February is a new national campaign which aims to raise money to fight violence against women.

Director Alex Andrews said the campaign was about "ensuring women have the choice to shave or not to shave" which includes being able to have body hair without shame or stigma.

"We hope women feel empowered to let themselves grow, embrace their natural bodies and be proud to be involved in a community that demands equality and safety for all women," she told the ABC.

Health, Beauty and New Products

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

ulta3 Cover it Concealer Duo

ulta3 **Cover it Concealer Duo** contains a blemish concealer pair with two complementary shades that help to banish dark circles and even out skin tone, while keeping skin silky smooth. The duo features a moisturising formula that can be used individually or blended together for the perfect colour match. This indispensable product is now available in two colour combinations.

Stockist: 1800 181 040

RRP: \$5.95

Website: www.ulta3.com.au



L'Oréal Paris Infallible Sculpt



L'Oréal Paris **Infallible Sculpt** is a contouring palette that offers sculpted contours for up to 24 hours. The cream-to-powder palette features two shades: the lighter shade is formulated to lift and highlight the high points of the face, while the darker shade creates the illusion of shadow. It is easy to apply and super blendable. The finish looks true to skin, with a matte effect and is

available in 01 Light and 03 Medium/Dark.

Stockist: 1300 659 359

RRP: \$29.95

Website: www.lorealparis.com.au

Hercules EDT by Designer Brands

To suit the distinctly Australian male, this Designer Brands eau de toilette (EDT) renders an image of the classically urban and sexy. **Hercules EDT** brings notes of mint, lavender and vanilla.

This blatantly masculine fragrance is as unique as the wearer, is presented in an unmistakably testosterone-driven design and will leave her wanting more.

Stockist: 03 8544 8000

RRP: \$9.99

Website: www.dbcosmetics.com.au



All Natural Kids Zinc + Vitamin C



All Natural Kids **Zinc + Vitamin C** are tropical fruit flavoured lozenges

which supplement a child's daily zinc and vitamin C intake. They may contribute to normal immune system function as well as to healthy growth and development. All Natural Kids Zinc + Vitamin C contain no added sugar or preservatives.

Stockist: 1800 791 381

RRP: \$14.95

Website: www.allnaturalkids.com.au

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