

## Today's issue of PD

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

## NZ holds off on codeine decision

**THE** Medicines Classification Committee of NZ's Medsafe has stopped short of rescheduling OTC medications containing codeine, with the minutes of its latest meeting detailing questions which would be required to be answered "to allow codeine to continue to be available without prescription".

Codeine reclassification is on the agenda for the next meeting, with the questions posed including:

- a) *what education and continuing professional development would be provided to health professionals regarding the sale and prescription of codeine to minimise the risk of misuse and addiction in consumers?*
- b) *how will the sector fill the data gap with respect to over-the-counter codeine use?* and
- c) *how will the sector track the sale of codeine in pharmacy to better identify consumers with additional needs for pain management and/or addiction problems?*

## Amcal pathology disarray

**AMCAL'S** controversial new in-pharmacy pathology screening service has been struck a blow with provider Sonic Healthcare advising it is withdrawing its support for the program (**PD** breaking news).

Yesterday Sonic Healthcare confirmed its SmartHealth offshoot "will no longer be a pathology provider for the Amcal in-pharmacy screening program.

"The program was developed in line with the Health Department's initiative to promote in-pharmacy health screening services, with the common goal of identifying at-risk patients not in treatment and referring them into the primary health system," Sonic said.

"However, many GPs expressed concerns about the initiative, and we have decided to withdraw from the program," the company added.

Amcal parent company Sigma Healthcare said as a result of the disappointing move, it would "investigate alternative providers for the pathology services to support the continuation of the program".

Sigma said the pathology program "is about empowering and motivating patients to manage their own health, including better

engagement with their GP.

"Accessing these pathology testing services through a trained healthcare provider provides patients with a face-to-face contact able to help them understand their results - something that is not available through similar online services," the company said.

Sigma said it was committed to providing patient-centric services, "and will continue to develop and roll out programs that empower patients and help them to navigate the healthcare system".

The Amcal pharmacy pathology screening program (**PD** 26 Jun) was strongly opposed by some doctors' groups, including the Royal Australian College of General Practitioners which warned the service creates risks for patients including "fragmentation of care".

## Pharmacy vax success

**COMMUNITY** pharmacists in England administered 950,765 flu vaccinations to patients under the national NHS Flu Vaccination Service in 2016–2017, according to official figures in the Advanced Service Flu Report, published by the NHS Business Services Authority.

A total of 8,451 community pharmacies in England, representing almost three quarters (71.2%), delivered the national NHS Flu Vaccination Service in 2016–2017, up by 1,256 pharmacies from the previous year.

Each participating pharmacy administered an average of 113 vaccinations, but three delivered more than 1,000 each.

This year's figures showed strong growth in pharmacy vaccinations, with the sector overall administering almost 60% more immunisations than in 2015/16.



## ASMI supports OTC PPIs

**THE** Australian Self Medication Industry (ASMI) has stated that consumers can have confidence in the safety profile and effectiveness of over-the counter (OTC) Proton Pump Inhibitors (PPIs) when they are used as recommended.

The industry peak body was responding to the publication of a recent study in the *BMJ* demonstrating a possible association between the use of prescription PPIs and a heightened risk of death (PD 05 Jul).

The observational study could only reveal an association but could not confirm a causal relationship.

ASMI Regulatory and Legal director Steve Scarff explained that the researchers admitted participants who were treated with prescription PPIs were older and

therefore more likely to have other serious health conditions.

"OTC PPIs are used for the relief of frequent heartburn and are taken only for a shorter duration (up to 14 days) and usually at a lower dose than prescription PPIs," Scarff said.

"OTC PPIs are effective for the short-term management of gastro-oesophageal reflux disease, which is characterised by frequent heartburn.

"They should be used in accordance with the label directions and if consumers have any concerns they should discuss them with their healthcare professional."

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**reflux** regurgitation **GERD** **ulcer** **ache** **chest** **heartburn** **mouth acid suppressant** **esomeprazole** **diel** **abdomen** **GORD** **discomfort** **stomach acid** **pantoprazole** **pain** **proton pump inhibitor** **lansoprazole** **oesophagus** **burning** **indigestion** **rabeprazole**

## Sandwich won't sway

**WHEN** health professionals are provided with an "educational event", it has become legitimate practice for sponsoring companies to also provide refreshments, but within a very regulated framework, Medicines Australia has explained.

As sometimes the only way for pharmaceutical company representatives to access health professionals, the modest lunch or dinner has become a key element in the marketing mix.

A article recently in *The Conversation* challenged the impact of the practice, suggesting that if it didn't work (to influence uptake of a product), the pharmaceutical industry wouldn't do it.

Medicines Australia (MA) has again defended the practice highlighting the long hours some health professionals work and the practical use of their time to update their understanding around products across a lunchbreak meal.

Data produced by a new study showed that 82% of recipients were doctors, 39.6% were nurses, 38.3% were trainees and 8.4% pharmacists.

MA clarified the restrictions and reporting requirements around this form of promotion - **CLICK HERE**.

## WIN WITH DESIGNER BRANDS

This week *Pharmacy Daily* and Designer Brands are giving away each day three of their DB Cosmetics Longwear Lipsticks.

These smooth, creamy lipsticks deliver all-day wear and opaque colour. Easy to apply, the DB Cosmetics Longwear Lipstick glides onto the lips without dragging or pulling. With super-strong pigments for a rich, intense colour that lasts. **CLICK HERE** to see more.

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

What shade of DB Longwear Lipstick would you recommend for a customer looking for a red lipstick?

Congratulations to yesterday's winner, Julie Page from Symbion.



## KEEP UP TO DATE WITH THE AMH CHILDREN'S DOSING COMPANION

Designed for health care practitioners in hospital and community settings, the CDC brings evidence-based, peer-reviewed, up-to-date dosing information wherever you are. Available in hard copy or online.

To find out more go to [www.amh.net.au](http://www.amh.net.au)



## The Beauty of You campaign



**PRICELINE** Pharmacy has announced the launch of its "The Beauty of You" campaign today, "celebrating the diversity and uniqueness of every Australian woman" through its store network and website.

The month-long campaign focuses on "beauty from the inside out", Priceline has said.

"Beauty of You" explains a lot about what we represent for our customers," said Priceline Pharmacy ceo and md Richard Vincent.

"We are the destination for both inner and outer beauty, demonstrated by our extensive product range and in-store services across both health and beauty."

To bring the campaign to life for customers, Priceline Pharmacy's international make-up director Rae Morris has created tutorial videos teaching women how to

personalise their makeup and skincare routines to suit specific skin types.

Beauty advisors will be providing these expert lessons in stores through one-on-one consultations.

In addition, Priceline Pharmacy's celebrity ambassadors, known as Priceline Sisters, will feature in online videos explaining what beauty means to them and sharing their favourite health and beauty tips.

Customers will also be asked to complete an online 'Beauty of You' survey asking women a wide array of health and beauty questions in order to "develop a summary of the beauty of Australian women today".

**Pictured** above are new campaign ambassador Poh Ling Yeow of *Masterchef* fame (second from left), along with, from left: Priceline Sisters Ita Buttrose, Ada Nicodemou, Ellyse Perry and Sam Harris.



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### Jobs of the Week

- **PIC** - Newcastle Hunter Valley NSW (Job# 200014195)  
Be an integral part of this exciting pharmacy team.
- **Pharmacist** - Greast S/E - West of Melbourne (Job# 200011076)  
Beachside location and a flexible roster on offer to suit you and your lifestyle.
- **Pharmacist in Charge** - WA Coast - 4 hrs to Perth (Job# 200014262)  
Family business - boutique pharmacy - accommodation with ocean view

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## Dispensary Corner

**NOT** dead, just sleeping.

An Indian court has given permission for the body of a deceased spiritual guru to be preserved in a freezer - because his followers insist he is just "meditating deeply".

Ashutosh Maharaj, who founded the Divya Jyoti Jagriti Sanshthan sect (Divine Light Awakening Mission) died of a suspected heart attack in early 2014.

His son had sought permission to cremate the guru's body, and took the disciples to court in order to retrieve it from the fridge at his huge ashram in Punjab.

In this latest development, a previous court ruling that ordered the cremation after doctors declared the yogi clinically dead has now been set aside.

Shortly after his death in 2014 a spokesperson for the guru told the BBC "He is not dead. Medical science does not understand things like yogic science.

"We will wait and watch...we are confident that he will come back".

**WE'VE** heard of sniffer dogs, but this is ridiculous.

A greyhound trainer in Florida in the USA has been disbarred after cocaine was found in the urine of twelve of his dogs.

The performance-enhancing drugs were discovered as part of an investigation of the Florida greyhound racing circuit - where some surprisingly strong sprints were recorded.

Charles McClellan has been suspended, with local state documents saying he is a "threat to animals in his control".

Reports don't mention how the cocaine was administered.

## Guild corporate vax plan win

**THE** Pharmacy Guild of Australia's Queensland Branch has announced the success of the 2017 Guild Corporate

Vaccination Program, supporting

member pharmacies to administer influenza vaccinations to employees from five State Government departments (PD 12 May).

Queensland Branch president Tim Logan said that 250 member pharmacies administered 1,527 vaccinations to State Government employees, as part of the eight-week program.

"The wide-reaching network of Guild members across metropolitan and regional Queensland provided Department employees with a safe and convenient location to receive their flu vaccination," Logan said.

"The remunerated program resulted in \$41,712 worth of additional income for Queensland member pharmacies and, importantly, established health benefits for state Department employees who may not have otherwise received their flu vaccination.

"We look forward to growing the

corporate vaccination program in the future, to include more eligible employees as well as participating

member pharmacies," Logan said.

The Queensland

Branch partnered with GuildLink to provide access to the new cloud based GuildCare NG platform to manage bookings for vaccinations administered as part of the program.

GuildLink ceo Ross Gallagher said, "GuildCare NG allowed Department employees to instantly book online, at their preferred pharmacy and location, providing a streamlined process for both the employee and the pharmacy."

Plans are afoot to expand the program in 2018 - for more on this contact 07 3831 3788 or email [business.support@qldguild.org.au](mailto:business.support@qldguild.org.au).



**The Pharmacy Guild of Australia**

## CGM diabetes push

**TYPE 1** diabetes lobby group The Danii Foundation has urged the sector to "make your voice heard" by making submissions to a Health Department probe regarding the Freestyle Libre Flash Glucose Monitoring product, to consider its suitability for subsidisation under the National Diabetes Services Scheme (NDSS).

A cost-effectiveness evaluation is being undertaken, with the Danii Foundation warning that the department may recommend additional funding that jeopardises funding for Continuous Glucose Monitoring (CGM) for patients aged over 21.

The Foundation maintains CGM represents better value for money as well as providing the capacity to save lives via its alarm functionality, with the consultation closing on 17 Jul - see [health.gov.au](http://health.gov.au).

## FIP on fake products

**THE** International Pharmaceutical Federation (FIP) will host a session on Subsidised and Falsified (SF) Medical Products as part of its upcoming World Congress which will take place in Seoul, Korea from 10-14 Sep this year.

The workshop will help delegates differentiate fake products, advocate the World Health Organization Global Surveillance and Monitoring System, and detect weaknesses in the supply chain.

For more details on the congress and to register see [fip.org](http://fip.org).



## Events Calendar

**WELCOME** to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email [info@pharmacydaily.com.au](mailto:info@pharmacydaily.com.au).

**28-30 Jul:** PSA17; Hyatt Regency, Darling Harbour, Sydney; for details see: [www.psa17.com](http://www.psa17.com)

**5-9 Aug:** Medici Capital Pharmacy Snow Business Conference 2017; Mt. Buller, Victoria; register your interest here: [www.medicic.com.au](http://www.medicic.com.au)

**6-12 Aug:** Pharmeducation Pharmacotherapy Update; Cable Beach Club Resort, Broome; details here: [www.pharmeducationbroome.com](http://www.pharmeducationbroome.com)

**1-3 Sep:** Pharmacy Connect; Hilton Hotel Sydney; register here: [www.pharmacy-connect.com.au](http://www.pharmacy-connect.com.au)

**10-14 Sep:** 77th FIP World Congress of Pharmacy and Pharmaceutical Sciences 2017; Seoul, Republic of Korea; register here: [www.fip.org](http://www.fip.org)

**24-28 Sep:** 2017 Pharmacy Alliance Members' Forum; Palazzo Versace, Gold Coast; register here: [www.pharmacyalliance.com.au](http://www.pharmacyalliance.com.au)

**17-19 Oct:** World Self Medication Industry General Assembly 2017; ICC Sydney; registrations opening soon: [www.wsmiga2017.com](http://www.wsmiga2017.com)

**26 Oct:** CMA Annual Conference and Industry Awards; Sydney; details here: [www.cmaustralia.org.au](http://www.cmaustralia.org.au)

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