

MedAdvisor's choice

AUSTRALIAN-LISTED medicine adherence and management tech specialist company MedAdvisor has announced the appointment of Dr David Chatterton as chief technology officer "to lead the development and enhancement of the platform as the Company enters its next phase of growth."

The announcement emphasised that Josh Swinnerton who covered that role previously would continue in the role of founder and chief product officer "working closely with the development team and helping to drive the Company's growth initiatives."

Chatterton brings extensive experience leading global software development operations with almost two decades working across software and hardware development projects implementing and growing multiple technology platforms both domestically and overseas.

MedAdvisor ceo Robert Read said, "Dr Chatterton's appointment is a reflection of the high calibre of talent that MedAdvisor has been able to attract to the business due to its innovative technology platform and global opportunity to help people feel better."

Hospital drug shortages

PHARMACEUTICAL therapy shortages in hospitals are more prevalent than previously understood, according to a Society of Hospital Pharmacists of Australia (SHPA) snapshot survey of pharmacists across Australian hospitals.

The impact has been exacerbated by pharmaceutical suppliers advising of shortages just 15% of the time, causing negative patient health outcomes in one third of cases, the study revealed.

The de-identified results gathered by directors of pharmacy and members of the SHPA from 280 metropolitan, regional and rural health service facilities revealed stop-gap solutions such as ordering medicines from overseas or using emergency stock were commonplace, while shortages information was highly unreliable.

SHPA president Professor Michael Dooley said the results showed the extent of shortages across Australian hospitals was broad, and worsening, with monitoring processes failing to keep up.

"Hospital pharmacists' reported 1,577 individual shortages across a wide range of medicine

classes, almost 40 per cent being antimicrobial medicines, with anaesthetics, cardiology medicines, endocrinology medicines and chemotherapies rounding out the top five," Dooley said.

"There are also worrying signs beyond the data - anecdotally, many pharmacists contacted SHPA saying they wanted to list additional shortages, but ran out of time," he added.

Dooley said corrective action reported in response to medicines shortages added time and significant cost to hospital and impacted on quality of patient care.

SHPA ceo Kristin Michaels said while hospital pharmacists are working to manage shortages at the coalface, regulating supply and demand was a national issue.

"Government action to address this issue has precedent, with Canada and Slovakia recently regulating the reporting of shortages of medicines and vaccines by manufacturers and wholesalers," Michaels concluded.

Guild-RB pain module

GUILD Learning and Development has partnered with Reckitt Benckiser (RB) in the development of a QCPP refresher training online course titled 'Paracetamol and ibuprofen combination analgesics'.

This course reviews the mode of action, benefits and tolerability profile of combination analgesics, helping pharmacy assistants identify when acute pain may require a combination pain reliever.

Cannabis peak body

A **NEW** peak body is about to be launched representing the medical cannabis industry and directed by industry leaders and experts in the fields of health and medical cannabis, including Epilepsy Action Australia ceo Carol Ireland, Professor Mark Cook who is Director of Neurology at St Vincent's hospital in Melbourne along with preventative health expert and cardiologist, Dr Ross Walker.

The Medical Cannabis Council is being founded to help position Australia as a world leader in research and production of safe, scientifically backed medical cannabis products.

It will also develop and enforce best practice, standards and a code of conduct for producing, supplying and distributing medical cannabis products.

The new council will be launched at an event to be held 22 Jun from 5.30 to 8.30pm at The Left Bank, 1 Southbank Blvd, Southbank, Melbourne 3006.

There are currently more than 20 known applications for medical cannabis, including epilepsy, chemotherapy-induced nausea, and pain.

The launch coincides with Medical Cannabis Awareness week and the United in Compassion Medicinal Cannabis Symposium 2017.

By coincidence, the timing of this announcement links to legislation pushed through the Upper House yesterday by the Greens, Labour and independents speeding patients' access to medical cannabis in Australia.

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Fentanyl concerns

THE NSW Department of Health has warned pharmacists to ensure they check the validity of prescriptions for fentanyl patches with prescribers, after a spate of forged scripts were presented and dispensed at some pharmacies.

According to an update from the NSW Pharmacy Guild, the department has highlighted private scripts and in particular where the quantity requested exceeded the maximum PBS supply.

Pharmacists should also beware of scripts for drugs at risk of abuse if the "prescriber" has contacted the pharmacy by phone to authorise the dispensing, or if the script is presented by a person claiming to be an agent for a third person or group of people, NSW Health added.

New dispensing guidelines

THE Pharmaceutical Society of Australia has opened consultation on revised *Dispensing Practice Guidelines*, after a review to support implementation of revised Professional Practice Standards.

A key outcome of the project has been the consolidation of three separate guidelines: *Dispensing Practice Guidelines (1999)*, *Guidelines for Pharmacists on PBS Brand Substitution (2004)* and *Consumer Medicine Information and the Pharmacist (2007)* into a single document.

"This amalgamation recognises that brand substitution and using Consumer Medicine Information leaflets during counselling are core components of dispensing

medicines," the PSA said.

During the public consultation period the PSA is soliciting comments from interested organisations and individuals, including pharmacists, consumers, other health professional groups and practitioners, educators, researchers and government bodies.

Work on the dispensing guidelines was funded by the Federal Department of Health under the PBS Access and Sustainability Package including the Sixth Community Pharmacy Agreement.

The full consultation paper is now online at psa.org.au along with a consultation survey which is open for input until 03 Jul 2017.

Phcy patient choice

THE Pharmacy Council of NSW reminds pharmacists that when they either influence a consumer's decision to choose a generic over a brand name medication, or worse, offer no choice whatsoever by automatically providing a generic product, the pharmacist is denying the consumers the right to manage their own health.

Communicating via the Council's newsletter, the message highlights possible reasons for consumers to insist on their known brand.

Consumers may be confused if their medication looks different, they may have allergies to constituents, they may prefer to support an Australian product, are reliant upon the doctor's prescription, may distrust manufacture outside Australia or even just prefer to have what their parents always had, the Council offered in the newsletter.

In addition, the Council reminds pharmacy owners that 30 Jun is the due date for both Annual Declarations and payment of the Annual Renewal of Pharmacy Premises fee.

Other comments include the use of private consulting rooms, products containing codeine, official complaints as well as research and education funding.

Visit hcpa.nsw.gov.au for details.

CSL soars on China

AUSTRALIAN biotech firm CSL Limited has seen its shares jump to a record high after an announcement yesterday that it plans to acquire 80% of Chinese plasma



therapies maker Wuhan Zhong Yuan Rui De Biological Products.

The US\$352 million deal reflects the strength of the plasma products market in China which exceeded \$3.3 billion in 2016 and has seen a 15% growth rate for the past five years and is also the fastest-growing immunoglobulin market in the world - and second only to the US in terms of volume.

The company said the transaction would provide CSL "with a strategic presence in the Chinese domestic plasma fractionation market and complements the leadership position that its CSL Behring business has built over the past 20 years as a provider of imported albumin in China".

CSL md Paul Perreault said improved physician awareness and recent changes to reimbursement coverage for plasma-derived products in China were expected to continue to drive strong demand, fulfilling a CSL promise to "save lives and protect the health of people around the world".

EpiPen simplified

EPIPEN and EpiPen Jr Adrenaline (epinephrine) Auto-Injectors, indicated for the emergency treatment of anaphylaxis or acute allergic reactions, have received a Therapeutic Goods Administration (TGA) approved label change to reduce the injection hold time from 10 down to three seconds.

Further simplifying the administration of the adrenaline, the injection site no longer needs to be massaged afterwards.

Visit eps.tga.gov.au for EpiPen PI.

Win with Milkman Shaving Co

This week Pharmacy Daily and Milkman Shaving Co are giving away each day a bottle of their Clear Shave Gel.



The boys at Milkman Grooming Co. have launched something that will change the shaving game and the faces of men across Australia - the new Milkman "Clear Shave Gel". Water-based not soap based, so it doesn't dry your skin, making it perfect for teens learning how to shave and those with sensitive skin. It allows for the blade to glide across your face with minimal resistance. It's peppermint and menthol fragrance serves to invigorate your sense of smell and touch with a soothing freshness on the skin, that keeps your face feeling cool before, during and after you shave. Good for 100 shaves. RRP \$25.00. **SEE MORE HERE.**

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

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Dispensary Corner

A SPANISH firm is attracting global attention for its new range of extremely lifelike dolls.

Babyclon's "Reborn Babies" (pictured below with an iPhone attached to a socket in the skull) are made from silicone and are eerily accurate, with some commentators citing the animatronic devices' "unsettling realism".

Basic models cost almost \$1,000 while more sophisticated versions - which include motors to make the dolls appear to breathe and suck on dummies - can end up being worth more like A\$7,500.

The company's range extends beyond the merely human, with other products that look like baby chimpanzees, mermaids and blue aliens from the film *Avatar*.



FAST food is set to reach even greater heights next week, when KFC plans to send a chicken zinger burger into space.

The promotional stunt will see the spicy meal ascend almost to the edge of the atmosphere with the assistance of a specially made high-altitude balloon.

The "launch window" for the earth-shattering event opens on 21 Jun, with balloon maker World View saying there's also a serious side to what will be the "longest controlled stratospheric balloon flight with a commercial payload in history" - because the burger will return to earth along with captured telemetry data.

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

Dreambaby Door Stoppers

Dreambaby Door Stoppers help prevent little ones from jamming their tiny fingers in doors. Made from soft, flexible foam, they slot easily on to the top or side of most doors. This innovative solution also reduces the potential for a child to be unexpectedly locked in a room by preventing accidental closing/locking. The Door Stoppers come in a handy two pack with bright colouring and a variety of shapes to suit any decor.



Stockist: 02 9386 4000
RRP: \$8.95 (2-pack)
Website: www.dreambaby.com.au

DB Colour Corrector



The totally customisable Designer Brands (DB) Colour Corrector palette creates the perfect canvas for foundation application. With four shades to suit any skin tone this

palette is a must have for any beauty lover looking for that flawless base to match any special or daily occasion. Use DB Colour Corrector to conceal all sorts of imperfections, dark circles and other blemishes while brightening and highlighting wanted features.

Stockist: 1300 765 332
RRP: \$12.99
Website: www.dbcosmetics.com.au

Sudocrem Healing Cream

Sudocrem Healing Cream is a versatile and gentle cream that works to help soothe, protect and heal skin by forming a barrier against irritants to leave the complexion healthy and supple. Sudocrem Healing Cream can be used to ease the symptoms of nappy rash and on a range of skin disorders such as minor burns, sunburn, dermatitis, gravel rash, cuts and minor open wounds as well as chafing, insect bites and eczema. Sudocrem is endorsed by the Eczema Association of Australia. Always read the label. Use only as directed.



Stockist: 1800 506 750
RRP: \$6.29
Website: www.sudocrem.com.au

Cedel Extra Firm Hairspray



Cedel Extra Firm Hairspray offers an extra fast, firm hold in conjunction with a formula that is easy to brush out. Designed especially for extra hard to hold fly-away hair, this highly effective spray is based on the 'resin system'. Developed over 50 years, the system combines resin with conditioning agents and light fragrance enhancers to add both lustre and shine. Cedel Hairsprays apply without residual resin build up, enabling easy brush-out. This product is Australian made and owned.

Stockist: Major wholesalers
RRP: \$3.99 (40g), \$5.29 (250g)
Website: www.cedelhair.com.au

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