



Today's issue of PD

Pharmacy Daily today has two pages of news plus full pages from:

- Sigma
- Wizard Pharmacy Services

Sigma launches in-store drug database

SIGMA Pharmaceuticals is claiming an Australian pharmacy first with the launch today of an in-store integrated medicine database.

Developed in partnership with UnityHealth in association with the University of Sydney and a range of "leading integrated health organisations," the new system is dubbed S.H.E.R.P.A. (Sigma Holistic Evidence References and Patient Advice).

S.H.E.R.P.A. is free and exclusive to Amcal and Guardian Pharmacy members, and includes a searchable research database, a herb-drug-nutrient interactions database, printable customer information, a repository of product information and an integrated medicine newsfeed.

Sigma chief operating officer Gary Dunne said the system recognised the need for pharmacists to have access to credible evidence-based information - see **page three**.

More Grattan feedback

THE controversial Grattan Institute report claiming the government could be saving \$500 million annually by changing the way it pays for medicines (**PD** yesterday) continues to attract strong industry responses.

Medicines Australia (MA) condemned the report as "inaccurate, selective and misleading," with MA ceo Milton Catelin saying it relies on a "tiny

sample of medicines that have no correlation to the system-wide savings being generated through years of PBS reforms".

Likewise CSO wholesalers have labelled the Grattan Institute's latest report as "a simplistic response to a complex problem".

National Pharmaceutical Services Association (NPSA) chair and Sigma Pharmaceuticals ceo Mark Hooper said the report showed little understanding of the enormous pressure on the pharmaceutical supply chain system, which is unsustainable in its current form due to PBS price reforms.

The **Generic and Biosimilars Medicines Association** noted the selective analysis in the report, which also fails to acknowledge almost \$21 billion in savings from price cuts already imposed through price disclosure - the largest single savings contribution ever secured by the govt from any industry.

However the **Society of Hospital Pharmacists of Australia** was a lone voice in support of the report, saying its recommendations could help ensure more Australians have access to affordable medicines - as well as expanding community access to Home Medicines Reviews.

Arrow dispensary tool

ARROW Pharmaceuticals is offering all delegates to this week's APP2017 conference access to a new Dispensary Analysis Tool.

Developed in conjunction with consulting firm Sinapse, the tool reports on gross profit dollars to generate accurate financial forecasts of dispensary business.

Arrow executive chairman Dennis Bastas said analysing revenue alone was risky, given the "distortive nature of some high cost medicines and the continuing nature of price disclosure".

The tool will be presented by APP chairman and Sinapse consultant Kos Sclavos this Thu 09 Mar - see appconference.com.



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Dispensary Corner

40 YEAR old Rolden Batista has strummed his way back to good health... by playing his guitar.

After the Brazilian suffered from a series of seizures in 2016, he underwent a scan and found out he had a brain tumour that needed to be surgically removed.

In a rather innovative idea, the operating doctor came up with the idea of waking Mr Batista up in the middle of the operation - and play his guitar to make sure the surgery hadn't affected his brain's functioning.

To the relief of the doctors he was able to strum a popular song and serenade them while the tumour was being removed.



IT SEEMS sleep tracking apps may actually be counter-productive, with a new study describing the phenomenon of "orthosomnia" - an unhealthy preoccupation with achieving perfect sleep.

Dr Kelly Glazer Baron, clinical psychologist at Rush University in Chicago, USA, said people can become fixated on the hours of good sleep they have, as measured by their FitBit or similar gadget - which can in turn lead to stress and insomnia.

The phenomenon can also result in weight gain, impaired memory, mood swings, heart and immune problems, Baron said.

Avoiding late-night snacking, caffeine and sticking to a sleep schedule can be natural ways to improve your sleep, she added.

Flu vaccine supplies

THE government has secured a supply of new vaccines protecting against four strains of influenza virus for the 2017 season.

GlaxoSmithKline, Sanofi and Seqirus have been announced as suppliers, with four age-specific vaccines available under the National Immunisation Program: Fluarix Tetra, FluQuadri, FluQuardi Junior and Afluria Quad.

About 4.5 million doses will be made available in 2017 via the NIP.

First female GSK ceo

PROMOTING from within the company, GlaxoSmithKline (GSK) has appointed Emma Walmsley as its first female ceo, replacing Andrew Witty when he retires.

Witty has served in the role since 2008 and retires on 31 Mar 2017.

Walmsley has led GSK's consumer healthcare division since it was formed last year following the company's completion of a three-part transaction with Novartis, and has been a member of the company's executive team since 2011.

Policosanol launch

SYDNEY-BASED Rainbow and Nature has launched the first product to be released under its new Raydel healthcare brand.

Raydel Policosanol 10 is a complementary medicine based on 'Cuban sugar cane wax alcohols' which may help manage cholesterol by improving the ratio between low- and high-density lipoproteins, the company said.

MA advisory appts

MEDICINES Australia has announced appointments to its Advisory Council under the leadership of its recently appointed chair, Dr Anna Lavelle.

Members include former chief scientist of Australia, Professor Ian Chubb, along with former ministerial advisors Dr Jeff Harmer and Catherine McGovern, who also had roles in GSK policy.

In addition, social researcher Mark McCrindle and patient advocate Carol Bennett were appointed along with four industry representatives from Eli Lilly, Commercial Eyes, GSK and MSD.

COPD Review forum

A STAKEHOLDER forum on the government's Post-market Review of Chronic Obstructive Pulmonary Disease will be held in Sydney on 21 Mar 2017, to provide participants with a further opportunity to contribute to the review.

COPD product sponsors, peak body representatives, consumer groups and individuals who provided submissions are invited - see www.pbs.gov.au.

Guild Update

Guild Pharmacy of the Year

THE pharmacy sector's premier conference, APP, is now just two sleeps away, and one of the looming highlights will be the naming of the Guild Pharmacy of the Year.

The Guild Pharmacy of the Year Award recognises pharmacies that are leading the way in providing innovative and optimal healthcare for members of their community. The ultimate winner is chosen from the winners of three categories:

- Community Engagement
- Business Management
- Professional Services Innovation

The awards will be presented by the Minister for Health, Greg Hunt, at APP on the Gold Coast Thursday morning from 8.30am.

The Guild expresses its thanks to the outgoing 2016 Pharmacy of the Year, Nollamara 777 in Perth.

WIN WITH DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away the entire Brilliant Skin Duo range every day - a prize valued at \$60.

Instantly add warmth and dewiness to your complexion with the all NEW Brilliant Skin Duos from Designer Brands. There are two types of Duos in the range: Bronzer & Illuminator and Blush & Illuminator - including two stunning limited edition shades. The highly pigmented and blendable formulas are perfect for creating a naturally glowing complexion, and you get double the value with a 2-in-1 product. Enriched with Chamomile, Hyaluronic Acid and Aloe Vera, these buildable powders can be used alone or in tandem to create subtle to intense definition and illumination that lasts. With an included mirror, they are the ultimate handbag hero. **CLICK HERE** to see more.

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

How much are the Brilliant Skin duos?

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



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