

## Today's issue of PD

*Pharmacy Daily* today has two pages of news plus a full page from HMR Healthcare.

## Fever-Bugz discount

HMR Healthcare is highlighting a 40% discount offer on its Fever-Bugz stick-on fever indicators, as well as an ongoing 30% off deal on the company's full range. See **page three** for details.

## NZ Pharmac proposal

NEW Zealand's Pharmac medicines organisation has opened a consultation on new funding proposals including an "anti-infectives suite," oncology drugs and two new cardiovascular medications.

Pharmac's budget for 2017/18 will reach a record NZ\$870 million.



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## Codeine advertising alert

**PHARMACISTS** are being warned to remove any public advertising for medicines containing codeine in preparation for 01 Feb 2018, including product packaging, shelf, stand and floor advertising, dummy display products, website and social media material.

The Therapeutic Goods Administration (TGA) is reminding pharmacies that with the legislation around codeine-containing products becoming prescription only, they will no longer be able to be advertised to the public.

Pharmacies may continue to include codeine-containing medicines in prescription price lists for consumers however, provided that the price lists comply with the Price Information Code of Practice, the TGA said.

Advertisers, sponsors and manufacturers, broadcasters and publishers are all on early warning notice to be certain they adhere to the legislation.

Advertising of codeine-containing products to healthcare

professionals is still to be allowed provided it is directed "exclusively to healthcare professionals", but any advertisements that are also available to the public, including those directed to pharmacy assistants, may be considered "illegal advertising of prescription medicines" if they contain codeine.

Advertisers are also being warned that the TGA advertising code prohibits the use of language that could cause fear and distress for consumers, such that any advertising that refers to the impending change in arrangements for scheduling of codeine could influence the public to stockpile out of fear - as has already been highlighted in Vic (**PD** 04 May).

Visit [tga.gov.au](http://tga.gov.au) for full details.

## New PBS drugs noted

**UNIVERSITY** of Sydney Faculty of Pharmacy Dr Nial Wheate has published an interesting summary of seven "most notable" new additions to the Pharmaceutical Benefits Scheme.

Wheate highlights the recipients and cost-benefits for each of the products he has chosen: chloramphenicol eye drops (Chlorsig), cystic fibrosis treatment ivacaftor (Kalydeco), immunotherapy blinatumomab (Blinicyto), antiemetic fosaprepitant (Emend IV), HIV therapy emtricitabine, multiple sclerosis treatment daclizumab (Zinbryta) and idiopathic pulmonary fibrosis therapy nintedanib (Ofev).

Visit [sydney.edu.au](http://sydney.edu.au) for more info.

## e-cig sites penalised

**THREE** online e-cigarette retailers The Joystick Company, Social-Lites and Elusion Australia, which is currently in liquidation, have been ordered to pay penalties for breaching the Australian Consumer Law in a Federal Court ruling.

The Australian Competition and Consumer Commission (ACCC) took action against Joystick and its director after the company failed to pay infringement notices issued by the ACCC in respect of its conduct.

The retailers had claimed their products contained no "harmful carcinogens and toxins", when this was not the case, the ACCC said.

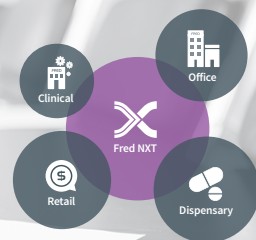
Among the known harmful elements identified were formaldehyde, acetaldehyde, acrolein and acetone.

Visit [acc.gov.au](http://acc.gov.au) for details.



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## Next Winter Spotlight

**THERE** are still limited spaces available for the next *Pharmacy Daily Winter Spotlight* supplement which will appear on Tue 16 May.

It's an ideal opportunity to highlight products suitable for the upcoming winter season, with spots for a product image, description and call to action.

Contact Mel on 1300 799 220 or [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

## Don't Rush to Crush

**MEDICINES** information digital offering AusDI has announced the full integration of *Don't Rush to Crush 2nd Edition* into its platform providing Australian pharmacists with easy access to important drug management information and advice in a single location.

The tool was made available in hard copy in 2015 (**PD** 23 Nov 15).

This final stage is part of an agreement between AusDI and the Society of Hospital Pharmacists of Australia (SHPA) which is seeking to highlight the importance of the delivery mechanism of drugs in their efficacy.

"SHPA is excited about the benefits that pharmacists will experience as part of the evolution of this collaboration. Having the *Don't Rush to Crush* information easily identifiable alongside drug information contained in AusDI, will provide pharmacists with a central repository of quality medicines information", said SHPA chief executive Kristin Michaels.

AusDI subscribers wanting to add *Don't Rush to Crush* to their current subscription can call 1300 118 120.



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## Dispensary Corner

**PLACENTA** tablets - a key opportunity for compounders? 28-year old Anjelique Jones from Hamilton in New Zealand has attracted media attention after having her afterbirth encapsulated into pills...that look more like rabbit pellets.

Although she's a vegetarian, Jones believes eating the placenta is fine because it is a by-product of her own body, unlike exploiting animals for food.

Placenta encapsulators firstly pierce the placentas' veins in order to squeeze out the blood.

It's then steamed with ginger and myrrh to mask its aftertaste and odour before dehydration, grinding and pressing into up to 300 capsules (**pictured**).

The practice has been fuelled by celebrities in the last year.



**WE OFTEN** think people who talk to themselves may be mentally unwell but a study has turned this stereotype on its head.

Bangor University in North Wales recently conducted an experiment giving 28 participants a set of written instructions and told to read silently or aloud.

Talking aloud proved more effective as it helped to organise thoughts, consolidate memory and modulate emotions.

It's when mind wandering gets out of control that people can display incoherent talk and there may be underlying problems, the researchers concluded.

## Drug name confusion study

**A SIGNIFICANT** association between drug name confusion error rates observed in the real world and those seen in laboratory-based tests of memory and perception has been observed in a US study involving two large pharmacy chains.

Real world error rates from the retailers were compared with errors found in exercises designed to test drug name recognition and recall under time and noise stress.

Four tests were imposed on 80 participants randomly assigned to two groups each containing eight doctors, eight nurses, eight pharmacists, eight pharmacy technicians and eight lay people.

Brand-brand, generic-generic, brand-generic and generic-brand mistakes were evaluated across 123 name pairs to assess which brand and generic names caused the most difficulties, with pharmacists and pharmacy technicians separated out in the analysis to more closely reflect real world significance.

Common errors emerged with pairs such as diazepam and diltiazem, hydroxyzine and

hydralazine, Paxil and Taxol, fomepizole and omeprazole, and Foradil and Toradol.

The research showed a "strong and significant association between drug name confusion error rates observed in the real world and those observed in laboratory-based tests," the authors concluded.

By using a standard battery of memory and perception tests, it should be possible for regulators to reduce the number of confusing look-alike and sound-alike drug name pairs in the market, which would help protect patients from potentially harmful error, they said.

Visit [qualitysafety.bmj.com](http://qualitysafety.bmj.com) for the *BMJ* published paper.

## Guild Vic nominations

**THE** Pharmacy Guild of Australia Victorian Branch has announced that nominations for election to the branch committee are now open.

Any registered pharmacist who is a financial member of the Guild is eligible to be nominated.

Nominations close at 5:00pm Friday 19 May - [guild.org.au](http://guild.org.au).

## Guild Update

### At last – progress on electronic health records

**THE** success of the My Health Record trials has confirmed the overwhelming benefits of the 'opt out' model involving automatic creation of patient records.

The formal evaluation of the trials, published last week, has recommended that the Federal Government proceed to a national opt-out approach – a recommendation which is fully supported by the Guild.

The opt-out trials were conducted in the Northern Queensland PHN, and in the Nepean Blue Mountains PHN, with community pharmacists among the healthcare providers who took part.

The Guild has long supported an opt-out model for My Health Record as the clearest path to meaningful use of a national digital health record system.

An opt-out model will provide a greater opportunity to further realise community pharmacies' digital health potential within the patient-centric care model.

The Pharmacy Guild has been working with the Australian Digital Health Agency to explore ways to maximise the utilisation of community pharmacy as a vital component in the My Health Record system.

## WIN WITH DESIGNER BRANDS

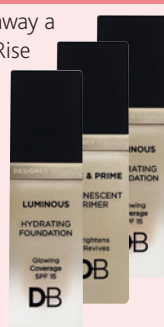
This week Pharmacy Daily and Designer Brands are giving away a set each day of their Luminous Longwear Foundation and Rise & Prime Luminescent Primer.

The Rise & Prime Illuminating Primer enhances the skin's natural radiance by providing a luminous and hydrating base that's perfect for any foundation. Its light diffusing properties brighten fatigued or dull skin. The Longwear Luminous Foundation's hydrating and dewy formula leaves skin looking brighter and more radiant. It's enriched with Green Tea, Aloe Vera and Vitamins A, C & E to hydrate and keep skin looking fresh. **CLICK HERE** to see more.

To win, be the first from QLD to send the answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What level of coverage does the Luminous Hydrating Foundation provide?

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



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