



Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from **Flo Rapid Relief**.

Unblock that nose!

FLO Rapid Relief is today highlighted on **page three** of *Pharmacy Daily* as Australia's only preservative-free nasal decongestant spray.

Black triangle scheme

THE Therapeutic Goods Administration has released an update on the 'Black Triangle Scheme' which provides a simple way for health professionals and patients to identify certain types of new prescription drugs, and encourage the reporting of adverse events associated with their use.

The black triangle symbol and accompanying text will appear on Product Information and Consumer Medicines Information of products included in the scheme for five years from the date of first supply.

The scheme will start operating in Jan 2018, for all newly registered prescription medicines except biosimilars, generics and seasonal influenza vaccines - see tga.gov.au.

AMA continues codeine push

THE Australian Medical Association has released a special codeine-focused edition of its *Australian Medicine* publication, strongly endorsing the TGA's decision to make the drug prescription-only from 01 Feb.

The special issue continues the AMA's attacks on the Pharmacy Guild, with AMA president Dr Michael Gannon once again strongly condemning the Guild for its "irresponsible and unprincipled lobbying of State and Territory Governments...aimed at undermining the independent Therapeutic Goods Administration".

Sections in the publication comprehensively detail the AMA's support for the TGA ruling and the dangers of the medication, with chapters titled *How the Decision was Reached*, *Codeine - The Facts*, *Why Codeine Should be Prescription Only* and *Harmful Effects of Codeine*.

The AMA said it would continue to actively support the TGA codeine decision by intensifying its efforts to work with governments to "respect and uphold the evidence-based rulings of the highly respected independent regulator.

"We will be urging the Pharmacy

Guild and other groups who seek to undermine the TGA to reconsider their actions and put the health of Australians first," Gannon said.

He said when the ruling was first handed down, the AMA thought Australia would join the situation in about 25 other countries where a script is needed for codeine.

"But we have now seen the Guild going out and doing what they're good at - lobbying politicians hard.

"They're very well resourced, but they're wrong on this...the AMA will continue to make the case that the TGA has made the right decision," the publication continues.

The Guild's position has consistently argued that there ought to be a partial reversal combined with real-time recording of prescriptions involving GP and pharmacy software (*PD* 11 Aug 17).

The special AMA publication says the organisation continues to advocate for national real-time recording of controlled drugs.

"However the implementation of this system is unlikely for several more years...Victoria and WA are the only states so far to announce a timeframe for implementation - sometime in 2018," the AMA said.

CLICK HERE for the full publication.

Ramsay pharmacy potential

RAMSAY Health Care says there is "exciting potential" in all of its existing markets for out-of-hospital growth opportunities, with retail pharmacy seen as a key avenue for the company's expansion.

Released yesterday, the Ramsay annual report confirmed the group's Pharmacy Franchise Network is growing, giving the company "a footprint of community-based health services around our hospitals and the potential to offer patients flexibility of care settings in the future".

Two months ago Ramsay confirmed the acquisition of the Queensland-based Malouf pharmacy group (*PD* 23 Aug), with the overall network on track to total 55 retail outlets.

2017 Medicines Update

THE Pharmaceutical Society of Australia invites pharmacists to join them on the weekend of 21-22 Oct for the annual Queensland Medicines Update.

The pharmacists' futures forum, a medicinal cannabis panel discussion and managing opioid dependent patients are among the topics - go to psa.org.au for details.

**Raven's**
recruitment

Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829
Email: info@ravensrecruitment.com.au
Web: www.ravensrecruitment.com.au

Jobs of the Week

- **Pharmacist** - Eyre Peninsula, SA (Job# 200014754)
Full-time role in a family run pharmacy group - plenty of variety in this position!
- **Pharmacist** - Fraser Coast Region, QLD (Job# 200013539)
Full Time Pharmacist role in great QLD location offering \$40 p/hr + Accommodation.
- **Pharmacist Manager** - Mid North Coast, NSW (Job# 200014798)
\$100K + package with the best part being the team culture you'll be working with.

Looking for a different direction for your career? We can help!

Book Your GuildCare ^{NG} Upgrade Now!

Your upgrade is part of your annual subscription + includes myPharmacyLink at no additional cost.

 **1300 859 328**



**blossom**
AUSTRALIA



MAGIC HAPPENS WHEN MANUKA BLOSSOMS

For more details please click on BLOSSOMS ▶



Dispensary Corner

HEALTH authorities in Japan have enlisted the help of a superhero in the battle against antimicrobial resistance.

Characters from cult "anime" cartoon series Mobile Suit Gundam feature in a new campaign which aims to break long-held prescribing habits, as well as explain to demanding patients why it's not good to use antibiotics all the time.

The hero character, Amuro Ray (pictured below), has a catchphrase "Amuro ikimasu!" (meaning 'Amuro launching') which has morphed into "AMR taisaku ikimasu" ('AMR countermeasures are launching').

The new campaign follows a



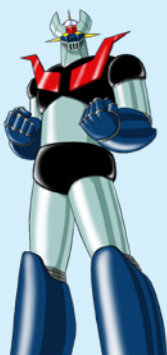
previous Japanese health promotion initiative where a robot from

another anime series, Mazinger Z (pictured below), was used to highlight the importance of measles vaccination.

In that campaign the tag line became

"Mashinga Zero" ('measles zero').

The advertising was devised by Hiroshi Naruse, who told the *Japan Times* that superheroes are "perfect metaphors for conquering mankind's greatest problems".



Pharmacist opioid expertise

PHARMACISTS in the USA are pushing for the right to prescribe naloxone, as a key part of the community's response to the opioid crisis.

The suggestion is one of eight recommendations presented to Congress last week by the National Community Pharmacists Association (NCPA), which says small business health care providers are able to help combat the problem at the local level.

NCPA represents over 22,000 independent community pharmacies comprising a US\$81.5b health care marketplace employing more than 250,000 individuals.

As well as expanding the role of pharmacists in wider distribution



of naloxone, NCPA also recommended limits for maximum day supply for controlled substances, mandating electronic prescribing of controlled substances, as well as enhancing Prescription Drug Monitoring Programs (PDMP) by creating national standards.

Another significant proposal was to expand the ability of pharmacies to identify individuals with substance abuse disorders by participating in formal screening, brief, intervention and referral to treatment activities.

Visit ncpanet.org for details.

FMCG awards

LAST night's 2017 POPAI Marketing at Retail Awards saw gongs go to several health brands including Panadol Optizorb, Revlon and Coty Australia which were all honoured for in-store displays.

New AusPARS

THE TGA has posted new Australian Public Assessment Reports (AusPARs) covering CSL Behring's IV haemophilia treatment Idelvion (albutrepenonacog alpha), Takeda's Adcetris (brentuximab vedotin) for Hodgkin lymphoma and GSK's Volibris (ambrisentan) for treatment of COPD - see tga.gov.au.

WIN WITH PLAQUEAWAY

Each day this week, Pharmacy Daily and PlaqueAway are giving away one bottle of PlaqueAway capsules valued at \$37.95.

PlaqueAway is a new and unique food supplement in Australia with significant oral health benefits. The capsules contain organic *Ascophyllum nodosum* (seaweed) powder which reduces plaque and tartar on teeth. Oral health benefits include a reduction in bad breath. As plaque is often stained, teeth will be whiter.

For more info visit www.plaqueaway.com.au.

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



Can PlaqueAway help reduce gingivitis and periodontitis?

Congratulations to yesterday's winner, Anna Phan from Pooraka Compounding Pharmacy.

Assessing health apps

THE New Zealand Ministry of Health has developed a document titled 'Guidance on Evaluating or Developing a Health App'.

The guidance supports clinicians and consumers as well as guiding app developers on key points to consider when creating an app.

An assessment framework for clinical apps is also being developed. Visit health.govt.nz for access.



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.

17-19 Oct: World Self Medication Industry General Assembly 2017; ICC Sydney; for details and to register see: www.wsmiga2017.com

21-22 Oct: 2017 Queensland Medicines Update; Pullman Brisbane; register now: www.psa.org.au

26 Oct: CMA Annual Conference and Industry Awards; Sydney; details here: www.cmaustralia.org.au

26-28 Oct: Pharmacy Assistant National Conference; QT Gold Coast; for details see: www.pharmacyassistants.com

16-19 Nov: Medicines Management Conference 2017; ICC Sydney; register here: www.shpa.org.au

5-8 Dec: APSA-ASCEPT 2017 Joint Scientific Meeting; Brisbane Convention & Exhibition Centre; to register visit: www.asceptasm.com



Achoo! Bless you!



Preservative-free

To unblock noses, try **preservative-free** Flo Rapid Relief.

Australia's only preservative free nasal decongestant spray¹

Flo® Rapid Relief is a preservative-free, medicated nasal decongestant spray designed to clear a blocked or runny nose caused by colds, hayfever, allergies and sinus congestion.² Starts working in minutes. Lasts up to 10 hours.

¹IMS Health Data, Dec 2016 ²The nasal decongestant effect of xylometazoline in the common cold. Eccles R et al. American Journal of Rhinology (2008) Vol 22 pp 491-496

Always read the label. Use as directed. Consult your healthcare practitioner if symptoms persist.