

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Wizard Pharmacy.

Gannon slams vaping

AMA president Michael Gannon has highlighted the cigarette "gateway" risks associated with nicotine vaping, or e-cigarettes, in a Sky News interview.

He was reacting to Conservatives leader Cory Bernardi's recent stunt of driving around Canberra in "Vape Force One", a van promoting the legalisation of vaping (pictured).



"Vaping is a much safer way for people to satisfy their nicotine addiction and cravings," he was quoted as saying in *The West Australian*.

Research reported in PD has supported both sides of the argument over many months (PD 16 Jan 18, 05 Oct 17, 29 Sep 17, 11 Aug 17, 13 Dec 16 and more).

See Gannon quotes - ama.com.au.

'Pharmacy first' says NHS

PARENTS of young children with minor illnesses should take them to pharmacies rather than GPs or an A&E, a new NHS England campaign says, reports the BBC.

It follows a survey which found just 6% of parents with under-fives would go to a pharmacist first.

NHS England said visits to GPs and A&E for these "self-treatable" conditions, like stomach ache, cost £850m a year.

GP leaders said parents of children with a persistent very high temperature should still seek help from a medical expert.

NHS England's 'Stay Well Pharmacy' campaign is urging people to visit their local pharmacist first to help save the

service money and free up time for the "sickest patients".

It said each year there were about 18 million GP appointments and 2.1 million visits to A&E for so-called self-treatable conditions - costing the service the equivalent of more than 220,000 hip replacements or 880,000 cataract operations.

Dr Bruce Warner, deputy chief pharmaceutical officer for NHS, said: "Pharmacists are highly trained NHS health professionals who are able to offer clinical advice and effective treatments for a wide range of minor health concerns" and "have the right clinical training" to know when to refer.

FDA guidance x seven

THE US Food and Drug Administration (FDA) last week released seven draft, revised draft and final guidance documents on everything from how to develop new drugs to treating early Alzheimer's, Duchenne Muscular Dystrophy and acute migraines and more.

CLICK HERE for access.

Potent new flu vaccine

A NEW high dose influenza vaccine will be made available to over 65's on the National Immunisation Program (NIP) ahead of 2018 influenza season.

Fluzone High-Dose from Sanofi-Pasteur is a trivalent seasonal influenza vaccine with four times the amount of antigen for each of the three strains in the vaccine, designed to stimulate older immune systems to mount a stronger response.

Arthrem safety alert

NEW Zealand Medicines and Medical Devices Safety Authority, Medsafe, has issued an alert communication saying that natural dietary supplement joint-health and joint-mobility product Arthrem carries "potential risk of harm to the liver".

Arthrem soft gel capsules contain 150 mg of *Artemisia annua* extract in grape seed oil and are registered on the ARTG for sale in Australia, sponsored by Promisia Australia.

Medsafe says the Centre for Adverse Reactions Monitoring (CARM) has received 14 reports of liver toxicity associated with the use of Arthrem.

See medsafe.govt.nz for more.

Roche to buy Flatiron

ROCHE has announced it has signed a definitive agreement to acquire Flatiron Health, a maker of oncology-focused electronic health records.

The Swiss multinational healthcare company, with a strong focus on oncology products, already has almost 13% stake in the New York City-based firm and has said it will pay \$1.9 billion to Flatiron Health to close the deal in the first half of this year.

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NOMINATIONS are open for the election of a Pharmacy Guild of Australia (PGA) Western Australia Branch Vice President and an Alternate National Councillor.

Written nominations must reach the office by 5.00 pm (AWST) 01 Mar - see guild.org.au for details.



Welcome to PD's weekly comment feature.

This week's contributor is Heidi Dariz, General Manager at Raven's Recruitment.



Promoting your personal brand

THE term "personal brand" has become a buzzword recently. What is it? It's all about creating a reputation that represents the sum total of your career and professional identity - going beyond the basic CV to deliver a more complete picture of who you are professionally.

A recent report by Microsoft stated that 75% of hiring managers think it is appropriate to look at online profiles of prospective candidates, and nearly 50% have rejected applicants as a result.

Your online presence is fast becoming part of the recruitment process. It is therefore important to ensure you are promoting your personal brand effectively and not potentially harming your career prospects.

Where to start? Social media is an excellent platform for positively promoting your brand. You can share articles, blog posts, and achievements. LinkedIn is ideal for promoting your career - in essence, it is your digital, public CV, showing all your accomplishments.

Building a personal brand means communicating your passions. It means having a conversation and expressing your opinion. At the same time, think carefully about what you post. Do you really want to post about your bad day at work, complaining about colleagues or customers, when your future employers may be looking?

Being aware of, and managing your personal brand, is an essential component of building a successful career.

Med cannabis challenges

WITH society's growing demand for access to medicinal cannabis, physicians and regulators are facing "significant challenges" keeping pace, according to Royal Australasian College of Physicians (RACP) authors writing in the *MJA*.

Clinical Associate Professor Adrian Reynolds, Professor Jennifer Martin and Associate Professor Yvonne Bonomo wrote in their 'Perspective' that "Australians' acceptance of cannabis is higher than it has been for generations.

"The pace and scale of the introduction of medicinal cannabis are unprecedented and have raised challenges for health professionals, not so much because of its known addictive and psychoactive properties, but because its introduction has not followed the usual research-based safety and effectiveness processes."

The authors said that the RACP understands the community's interest in medicinal cannabis as a therapeutic product, but wants to highlight that "the usual regulatory processes designed

to protect patients from serious harms are incomplete for medicinal cannabinoids, and that evidence of their effectiveness for many medical conditions is at present limited."

The medicinal cannabis product cannabidiol is a promising but as yet sparsely researched treatment for paediatric epilepsy, Reynolds said, emphasising there needed to be a balance between compassion and careful assessment for patients for whom cannabis products might be beneficial - see mja.com.au.



Dispensary Corner

PEOPLE can remain very loyal to their doctor, often citing trust as a major factor in the selection process, however when a GP retires it can present patients with a stressful search to locate a new medico they have confidence in.

When Dr Martin Rees from New Zealand recently announced he was hanging up his stethoscope, the doc's book of clients were naturally concerned.

Thankfully his incoming replacement is a lot like him, actually for that matter, he's **EXACTLY** like him.

Dr Tristan de Chalain will be taking over the practice and just so happens to be Dr Rees' doppelganger.

It's great to see a doctor walking in the exact footsteps of another, the trick is to do so without appearing two-faced, we assume.



IF YOU are ever unlucky enough to be robbed by a gang of thieves, you might be expecting to have your wallet stolen but certainly not bodily fluids.

Unfortunately this is exactly what happened to some women in Pakistan recently who had their spinal fluid taken by a group of men pretending to take blood.

The unscrupulous gang then attempted to sell the ill-gotten bodily gains on the black market.

We'd like to call these guys spineless but technically ...

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