



Paperless

“Our staff find it extremely easy to use with little to no training required and allows us to focus on the customer.”

GEORGINA TWOMEY  
- Alive Pharmacy Warehouse Innisfail

MedView



## Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from Pharmacy 4 Less.

## Testimonials tool

THE Australian Health Practitioner Regulation Agency has launched a new tool to help advertisers understand their obligations about using testimonials and reviews to promote regulated health services.

Information and flow charts provide information on why testimonials are not permitted, and which reviews or feedback can be used in advertising.

AHPRA ceo Martin Fletcher said the resources reflected dramatic changes in advertising in the last decade, with websites and social media increasingly evolving into key marketing tools - [ahpra.gov.au](http://ahpra.gov.au).

## Pfizer epoetin ticked

THE US Food and Drug Administration (FDA) on Tues approved the first biosimilar to Amgen's blockbuster Epogen/Procrit (epoetin alfa), bringing the total number of biosimilars approved by the agency to 10.

The biosimilar, called Retacrit (epoetin alfa-epbx), will be marketed by Pfizer's Hospira unit and is approved for the same indications as Epogen/Procrit, including treatment of anemia caused by chronic kidney disease, chemotherapy or use of zidovudine in patients with an HIV infection, and for use before and after surgery to reduce the need for red blood cell transfusions.

Epoetin alfa is marketed in Australia by Janssen-Cilag as Eprex.

## Sigma sees branded growth

SIGMA Healthcare ceo Mark Hooper yesterday confirmed the company was "starting to see a return to growth in our brand member pipeline," but said general trading conditions have continued to be challenging in the last quarter.

Speaking at the Sigma annual general meeting, Hooper also updated investors on recent successes with the mps dose administration business and in tendering for new contracts within the Sigma Hospitals division.

"We will begin reaping the rewards from our current investment cycle that will add to our performance in the years ahead," Hooper promised.

During his presentation the Sigma ceo also reiterated the company's current concerns around the National Medicines Policy, which ensures patient access to essential medicines anywhere in Australia usually within 24 hours.

"It is the leading system anywhere in the world...CSO Wholesalers like Sigma are the arms and legs that make this possible," he said.

However, as he highlighted during APP2018 (PD 04 May), the issue of exclusive direct distribution is a key

## Ibuprofen not for UTI

IBUPROFEN, given instead of antibiotics to women with uncomplicated urinary tract infection (cystitis), leads to longer duration of symptoms and more serious adverse events related to the spread of the primary infection, according to a new study in *PLOS Medicine* from the University of Oslo, Norway - [CLICK HERE](#).

worry because some manufacturers are cherry-picking the most profitable products to deliver to pharmacy bypassing wholesalers.

"In a cross subsidised system such as this, allowing the more profitable products to be selectively removed from the system cannot be sustained.

"This is the reverse of normal disruption - it is the equivalent of telling consumers you can only use Telstra for your mobile phone service," Hooper said.

The other key issue that Sigma is seeking government resolution on is the wholesaler funding model, which sees them paid a percentage margin on the value of the PBS products they distribute - meaning their income has declined in line with the PBS pricing reforms.

Hooper said the company continues to consult on de-linking wholesalers from the ongoing price decline - similar to the Administration Handling and Infrastructure measure implemented for pharmacists.

## CP2025 scenarios

THE Pharmacy Guild's Community Pharmacy 2025 project is now moving into its second and final phase, which will focus on the development of practical action plans to enable pharmacies and the broader sector to realise the benefit of potential growth paths.

Yesterday Guild executive director David Quilty detailed several findings from the last six months of CP2025 analysis, market research and stakeholder engagement by strategy adviser Pottinger and market research group Orima.

Three scenarios were considered - 'do nothing', 'worst case' and a 'preferred realistic scenario'.

Implementing the preferred strategy will require a "proactive approach to changes in the industry," Quilty said.

Change must be embraced on a whole-of-pharmacy basis, he added, "recognising that medications advice, management and safety is the strategic destination for pharmacy going forward and lies at the core of multiple growth pathways".

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## Dispensary Corner

**DON'T** wait to be told... That was our initial reaction yesterday when the *Pharmacy Daily* office received a package containing a bar of soap. But it turns out rather than being a hint about our personal hygiene, it was a follow-up to a Mother's Day stunt undertaken by Unilever last week.

Limited edition Dove Engraved Beauty Bars were available to purchase in major supermarkets, with a special engraving station for personalised messages in store at Woolworths in the Sydney suburb of Caringbah.

For those concerned about the smell of our editorial team, don't worry - the personalised version (pictured) will be put to good use in the shower tomorrow.



A US woman from Michigan has lost her job after admitting to putting laxatives in some chocolate treats she baked for a colleague's farewell morning tea.

Police were called in to investigate the brownies after a tip-off from another co-worker.

According to the *Ann Arbor News* the 47-year-old initially denied the laxative-lacing, but confessed when officers said they planned to have them tested.

Apparently there had been unspecified office tensions in the lead-up to the incident.

No charges were laid, with police saying if anyone had eaten the brownies it would have been considered a criminal act.

## TGA warns on illicit CBD

THE Therapeutic Goods Administration has issued an alert about "false and misleading claims" being made by some companies supplying cannabidiol (CBD) products in Australia.

In an update issued yesterday the TGA said companies located in the US have been illegally exporting CBD and hemp products to recipients in Australia without import permission.

## New PBS antiepileptic

AN ANTIEPILEPTIC add-on treatment shown to be effective without the need to titrate for tolerability, is now PBS funded.

Briviact (brivaracetam) from UCB is an add-on therapy for the treatment of partial-onset seizures (POS) without secondary generalisation in patients from 16 years of age with epilepsy.

Available in both tablets and oral solution, Briviact is an Authority Required (streamlined) PBS listed product although the injectable form is not funded on the PBS.

See the PI at [ucbpharma.com.au](http://ucbpharma.com.au).

"The TGA is aware of at least one company who has claimed that the TGA has invited them to register their CBD and hemp products on the Australian Register of Therapeutic Goods (ARTG) due to growing demand," the agency said.

"This is incorrect...the TGA does not 'invite' businesses or sponsors to register a product on the ARTG.

"The onus is on the sponsor to apply to the TGA and follow due process," the update continued.

In this case the company has also claimed it will have its products registered and approved by the TGA 'very quickly,' the items in question are not currently registered by the US Food and Drug Administration "and they are therefore unlikely to receive registration by the TGA".

The items are also subject to regulation and export control by the US Drug Enforcement Agency.

The TGA warned that illegal imports would be seized at the border, and noted that any importers of CBD/hemp oils are also breaking the law on supply and use of prescription medicines.

More details at [www.tga.gov.au](http://www.tga.gov.au).



## Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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WEEKLY

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CRUISE for less than \$100 per night with Carnival Cruises Pack & Go deals such as the exciting nine-night voyage to New Caledonia in an Ocean View room - cruise in comfort and luxury while gazing at the sort of vistas you simply won't find on land.

Ocean Rooms for this departure on 24 Jul 2018 are only \$899 per person twin share.

Consult your travel agent or visit [carnival.com.au](http://carnival.com.au).

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See [rsc.com](http://rsc.com) for details.

## Win with SkinB5

This week *Pharmacy Daily* & *SkinB5* are giving away each day the Acne Control Mousse and Moisturiser.

Utilising the power of vitamin B5, SkinB5's innovative Natural Acne Treatment System combines supplements and skincare to eliminate and treat the underlying causes of Acne from the INSIDE OUT.

See [www.skinb5.com](http://www.skinb5.com) for more.

To win, be the first person from SA or NT to send the correct answer to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)



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