



## Upjohn Australia splits from Pfizer Direct

**PFIZER** has confirmed that its off-patent branded and established medicines business, Upjohn Australia, will transition to a traditional distribution model through Community Service Obligation (CSO) wholesalers in Feb 2020 (*PD* breaking news).

The move will see Upjohn no longer distribute via the Pfizer Direct platform, with the company saying it “sees the traditional wholesaler model as a good strategic fit for the Upjohn business in Australia”.

A total of 18 medicines will shift to wholesale distribution effective from 24 Feb 2020, with Upjohn GM Australia and NZ, Gareth Richmond, saying the repositioning was a “commercial decision to ensure the business is in the best position for growth going forward, and to ensure patients continue to have access to its medicines”.

“Upjohn has been tasked with embracing an innovative mindset, being agile and essentially thinking like a start-up,” he said.

“Given our diverse product portfolio and the breadth of sales we have in Australia, re-evaluating our distributor relationship and working with wholesalers was the best option for our business to evolve,” he said.

Pfizer Australia Finance Director, Bradley Apps, said the Upjohn move would not impact the remaining BioPharma business of Pfizer in Australia, which would continue to distribute via the Pfizer Direct model.

He said the BioPharma products would continue to be available via next business day delivery to “virtually all pharmacies in Australia”.

“Pfizer remains committed to continue partnering with our



existing logistics supplier to ensure all customers and patients have access to our medicines at every location in Australia as part of our direct distribution agreement,” Apps said.

Upjohn Australia has already signed a new contract with Symbion, and expects to finalise negotiations with other wholesalers shortly.

The move follows AstraZeneca’s decision to drop its direct distribution model in Oct (*PD* 12 Sep).

### Today's issue of *PD*

*Pharmacy Daily* today has two pages of news.

### Pharmacies key to MHR success

**NEW** figures released by the Australian Digital Health Agency have confirmed that pharmacies are currently the biggest contributors to the My Health Record system, uploading more than four million documents to the platform every month.

GPs are also playing their part with the addition of between two and three million monthly documents, and they are the highest users of the system, regularly accessing documents uploaded by other GPs and healthcare providers to inform their clinical decision-making.

The number of My Health Records containing Medicare, clinical or medicine documents has more than doubled since Jan to over 12.5 million.

The ADHA said about 90% of public hospital beds, general practices and pharmacies were now registered to use My Health Record, with around 70% uploading or viewing documents.

There are also more than six million records with immunisation information, and over 1.2 million records containing organ donor register information.

### Script fraud case

**FOUR** Auckland-based pharmacists are facing potential disciplinary action after dispensing 600 tramadol pills to a patient who used fraudulent prescriptions.

A Health Practitioners Disciplinary Tribunal heard each pharmacist dispensed quantities of the medication to Ramona Deane, despite receiving unsigned and undated prescriptions, in breach of dispensing rules.

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## Christmas Team Photo Competition

Share your holiday spirit with your best Christmas team photo.

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## Dispensary Corner

**IS IT** possible for someone to simply smell too sweet?

A hapless British man has tested that proposition this week by blowing up his vehicle with the help of liberal overuse of in-car air freshener.

Emergency services were called to the bizarre scene in the Yorkshire town of Halifax, with the car exploding when he lit a cigarette moments after flooding the cabin with the scented aerosol.

The *BBC* reported the ensuing blast blew out the car's windows and buckled the doors as well as damaging a number of nearby businesses.

A witness posted photos of the incident on Twitter (**below**), hailing the quick response of paramedics and noting that "unbelievably the driver just climbed out".



## New "Made in Australia" regulations

THE complementary medicines (CM) sector has hailed the introduction of new rules around claims that products are locally manufactured, as the outcome of changes proposed to the Australian Consumer Law (ACL) to give CMs greater access to Australian origin claims.

The long-running saga follows an adverse court ruling just over 12 months ago, in which Nature's Care was denied permission to label its capsules "Made in Australia".

The company's licence renewal with the Australian Made Campaign Limited was rejected, meaning it was not allowed to use the associated kangaroo logo for its Fish Oil 1000+ Vitamin D3 product which, although manufactured from primarily imported ingredients was "substantially transformed" during its Australian manufacturing processes.

Subsequently a governmental taskforce was established, with the government releasing regulatory



impact statements and seeking input from States and Territories.

New regulations, designed to create greater access to an Australian origin claim for locally manufactured complementary medicines passed the Federal Executive Council, and were signed by the Governor General last Fri.

Once they are posted on the Federal Register of Legislation, expected sometime this week, the new regulations will become effective, including details of an example process undertaken for items that meet the "substantial transformation test" under the ACL.

If a product has had "at least the last step in the manufacture of the dosage form occur at premises in Australia" its manufacturer can seek to license the Australian Made, Australian Grown logo.

It is not mandatory to claim Australian origin, with the new regulations an interim step providing immediate access to an Australian origin claim.

An ongoing solution will require a change to the ACL which is also supported by the various States and Territories, according to Warren Knight of the Department of Industry, Innovation and Science, who updated the CM sector on the changes earlier this week.

Complementary Medicines Australia CEO, Carl Gibson, said the new regulations was "the best Christmas present for our industry...we export over \$1 billion of complementary medicines, and restoring the 'Made in Australia' claims will be a real boost for our manufacturing sector".

## EpiPen Jr to be available this week

MYLAN has confirmed that stock of a new batch of EpiPen Jr is now in Australia and will be available for pharmacies to order effective from today.

The products are being conditionally released despite not meeting normal quality specifications, due to very low contamination with pralidoxime.

## Cheaper music

PHARMACIES can now access lower prices for in-pharmacy music through revised pricing from licensor OneMusic - [onemusic.com.au](http://onemusic.com.au).

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