

## Today's issue of PD

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

### Hedrin incentive

**NICEPAK** has launched a promotion for Hedrin offering customers a grand prize of a family trip to the Gold Coast including flights, accommodation, a seven-day Theme Park Super Pass and \$500 in spending money.

There are also 200 back-to-school packs up for grabs - for more details see **page three** of today's issue.

### Cancer blood test

**SOUTH** Australia's Flinders Centre for Innovation in Cancer has been awarded a major \$553,196 grant to improve the survival and recovery of colorectal cancer patients via a simple blood test.

The Australian-developed "Colvera" test, which targets tumour DNA, promises early notification of risk of recurrence, researchers say, with a significant proportion of patients seeing their bowel cancer return within three years despite having surgery.

Chief investigator Dr Erin Symonds said the test could allow specialists to focus chemotherapy, on patients who are most likely to benefit, while avoiding it in those who do not need it.

The Colvera test was developed in partnership with cancer diagnostics company Clinical Genomics, and is currently being used for research purposes in Australia.

More info at [news.flinders.edu.au](http://news.flinders.edu.au).

## TGA fake drug conviction

**THE** Therapeutic Goods Administration has successfully prosecuted a case against a South Australian man in relation to dealing with counterfeit and unapproved medicines.

According to a TGA update last week the Adelaide Magistrates Court heard the case late last year, with the man facing four counts including "use of therapeutic goods in reliance of advertising that causes harm or injury to a person" as well as import and supply of therapeutic goods which were not included on the Australian Register of Therapeutic Goods.

The man pleaded guilty to all of the charges and was convicted, with a \$1,500 fine and a five month

suspended sentence with a two year good behaviour bond.

The TGA used the example to highlight that selling fake medicines is illegal and can cause serious harm to others.

"This situation is a reminder to consumers that counterfeit medicines do exist in the market," the agency said, saying consumers should be particularly wary of purchasing items online.

"It is recommended that consumers only buy therapeutic goods from reputable sellers such as pharmacies and supermarkets," the TGA concluded, noting its powers to investigate and take action against individuals or organisations found to be guilty of dealing with counterfeit medicines.

### Cannabis cuts opioids

**AVAILABILITY** of medical marijuana is being cited as having a potential impact on the global opioid crisis, with US research showing adult use of medicinal cannabis may reduce opioid use.

A cross-sectional study comparing prescribing trends between states found a 5.88% lower rate of opioid prescriptions in jurisdictions that started to implement medical and adult-use marijuana laws between 2011 and 2016.

Researchers concluded the potential of marijuana liberalisation laws to reduce opioid consumption was worthy of further investigation when making policy decisions.

Other marijuana impacts were not evaluated in the study.

Visit [jamanetwork.com](http://jamanetwork.com) for more.

### Transition to eCTD

**THE** Therapeutic Goods Administration's proposed transition from paper to "electronic common technical document" (eCTD) format for prescription medicines was met with broad approval from stakeholders.

A consultation last year saw 22 submissions received, with the majority urging alignment of TGA systems with those used by the European Medicines Agency in order to reduce complexity.

The TGA said it would publish an outcome summary and a revised transition plan early in 2019.

### ASHP AMS ramp-up call to pharmacists

**AMERICAN** Society of Hospital Pharmacists (ASHP) Director of Clinical Guidelines and Quality Improvement Dr Anna Legreid Dopp has called upon pharmacists to step up to leadership roles to manage antimicrobial stewardship (AMS) programs in hospitals.

She advocates for the use of intelligent use of antimicrobials, stronger infection control measures, minimising adverse events associated with antimicrobials and participation in formulary management and meds education - see [drugtopics.com](http://drugtopics.com).

### Vale Hossam Ibrahim



**THE** Australian pharmacy sector is mourning the tragic sudden death of Sydney pharmacist Dr Hossam Ibrahim, who was killed in the front yard of his home on the weekend after coming into contact with fallen electrical wires.

The 38-year-old (pictured) was killed instantly on Sat evening after an 11,000V power line was brought down on his driveway during a lightning storm.

The father of three was Chairman of the Board of Trustees of Islamic Relief Australia, and worked as Business Development Manager with The Pharmacy Collective, which works with landlords to establish pharmacies in shopping centres and medical centres.

### UK irbesartan recall

**THE** UK Medicines and Healthcare products Regulatory Agency (MHRA) is recalling certain irbesartan containing products made by Actavis (now Accord) as a precautionary measure, due to possible N-nitrosodiethylamine (NDEA) contamination.

There is no evidence at present that the impurity has caused any harm to patients and not all irbesartan products are affected, the regulatory agency said.

The recall follows a Europe-wide investigation into contamination of sartan products, which during 2018 saw two batches of valsartan containing medicines recalled.

MHRA's Director Sam Atkinson said the investigation into potential contamination of sartan containing medicines, including irbesartan, was ongoing, adding that at present there was no evidence that medicines containing NDEA or another contaminant, NDMA, had caused any harm to patients.

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## Dispensary Corner

THE information wonderland that is social media has produced a new so-called health trend - drinking your own urine.

Several groups on Facebook with tens of thousands of followers advocate that drinking your own pee can help with a range of medical ailments such as improving cardiac health, preventing hair loss, reverse ageing and eliminating acne.

Perhaps most disturbingly, some groups encourage users to brush their teeth with urine in order to get rid of mouth toxins.

Apart from being completely deluded, surely that can't help with keeping your teeth at their whitest can it?



AND while we're on the topic of unfortunate technologically-driven obsessions, new figures released in Britain have confirmed that the "Fortnite" online computer game is being blamed for one in 20 UK divorces.

The report by Divorce Online included an analysis of divorce petitions filed during 2017 and found a total of 200 - or about 5% - cited Fortnite as a reason for the couples separating.

The compulsive multiplayer game is widely available, and while it is free to download it allows "in-play purchases" which bring in about US\$300m a month for its developer, Epic Games.

## MM2018 video

THE Society of Hospital Pharmacists of Australia has released a video wrap-up of its recent Medicines Management 2018 conference.

The 44th SHPA National Conference took place in Nov at the Brisbane Convention and Exhibition Centre with more than 1,300 delegates attending the four day event.

This year's event is scheduled for 14-16 Nov 2019 on the Gold Coast - view the MM2018 video online at [pharmacydaily.com.au/videos](http://pharmacydaily.com.au/videos).

## TGA digital webinar

THE Therapeutic Goods Administration will next month host a webinar about its role in regulating digital health products.

The interactive session on 07 Feb will allow participants to pose questions after the presentation, which is being targeted at those who are designing or manufacturing digital health products and are unsure if they are regulated by the TGA.

Registrations can be made online at [www.tga.gov.au](http://www.tga.gov.au).

## No-deal Brexit plan

BRITAIN'S Medicines and Healthcare products Regulatory Agency (MHRA) has issued updated guidance setting out proposed arrangements for regulation of medicines in the event of a "no-deal" Brexit.

The UK is leaving the European Union on 29 Mar 2019, with the government continuing to focus on delivering the deal which has been negotiated with the EU.

However preparations for all scenarios are also under way, and in the event a deal is not finalised the new guidance specifies a range of key arrangements.

These include automatically converting Centrally Authorised Products (CAPs) to UK Marketing Authorisations, a process known as "grandfathering".

The MHRA will also undertake targeted assessment of new applications for products containing new active substances or biosimilars which have received a positive outcome from the European Medicines Agency.

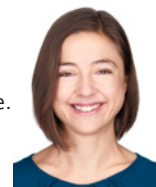
Free scientific advice will be provided for UK-based small and medium enterprises, including for orphan medicines, and the plan also provides for a period until the end of 2021 to amend packaging and leaflets for items already on the market in Britain.

Prescriptions issued in EU countries will continue to be recognised, and parallel imports will be allowed for products holding an EU marketing authorisation.



Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is **Sally Benedek**, Pharmacist, Diabetes Consultant & Trainer and Professional Services Account Manager at instigo Pharmacy Consulting.



## The Impact of Language in Diabetes Care

LANGUAGE and the way healthcare professionals use language is powerful in affecting motivation, behaviour and outcomes, especially in patients living with diabetes. Diabetes is a complex condition and the "diabetes dialect" is often unintentionally negative which can have negative impacts on the person managing their condition. However, using positive and encouraging words can build relationships to enhance health outcomes and improve mental wellbeing.

An example is to use "condition" instead of "disease" which has negative undertones and is often used to describe an illness that can be contagious and incapacitating. Using "condition" is less stigmatising. Another example is to use "check" or "monitor" instead of "test". People with diabetes "check" or "monitor" their blood glucose to steer their decision making. It is not a pass or fail. One of the most common errors is using "diabetic" which defines the person by their condition. The more preferred phrase is "a person living with diabetes".

Using language that is non-judgemental, free from stigma, respectful and person-centred will change the way people feel and foster collaboration between patients and their healthcare professional. The most important thing is to listen to your patient and be considerate about the words you choose to build a trusting relationship with your patients and enhance their ability to manage their diabetes.

## Win with Dermal Therapy

Everyday this week Pharmacy Daily and Dermal Therapy are giving away a selection of the pictured products to the value of \$45.



**Dermal Therapy™ Medicated Lip Balm** is formulated with a synergistic

blend of ingredients designed to hydrate and soften severely dry lips, keeping them smooth and healthy looking. With visible results in 1 day, Dermal Therapy lip balm may assist dry and chapped lips associated with cheilitis, and is specifically recommended by dermatologists for patients on severe acne oral medications. Visit [www.dermaltherapy.com.au](http://www.dermaltherapy.com.au) to find out more.

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

True or False? Dermal Therapy Medicated Lip Balm is recommended by dermatologists for patients on severe oral acne medication?

Check here tomorrow for today's winner.



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