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Today's issue of PD

Pharmacy Daily today features three pages of news, plus a full page from **EllaOne**.

EllaOne gets fresh OTC pack

EMERGENCY contraceptive pill (ECP), EllaOne (ulipristal acetate) is introducing its new over-the-counter (OTC) packaging.

The Pharmacist Only medication reports to reduce the risk of pregnancy to less than 1% if taken within the first 24 hours.

EllaOne is now being distributed in Australia by sales and marketing firm, Brand Solutions Australia.

For more information see **page four** or contact your Brand Solutions Australia representative or email support@bsaus.com.au.

Up-to-date OS key to e-script security

PHARMACY owners and managers are being urged to ensure they keep their computers' operating systems (OS) and malware protection up-to-date ahead of the rollout of electronic prescriptions.

Australian Digital Health Agency (ADHA) Medicines Safety Program Director, Andrew Matthews, told a Pharmaceutical Society of Australia (PSA) webinar on Wed that the prescription exchange services had demonstrated their security settings, when asked about possible cyber threats.

"We're in a world where those things can happen, and I don't think anybody can say hand-on-heart that there's absolutely 100% guaranteed no way for any attempted hack," he said.

"But prescription exchange services have been around for 10 years, they are secure, they are encrypted, the data in there meets the standards and requirements under our security and ISM



(Information Safety Manual) protocols for Government data.

"But that doesn't dismiss the importance of making sure that you as a pharmacist and a pharmacy have good virus and malware protection software on your computers.

"I'm pretty confident about the prescription exchanges' security, they've demonstrated that.

"I think there's potential for

breaches at a local level, and pharmacists should be aware that as more digital data is available, they need to ensure that they comply with keeping their software up-to-date.

"You as a pharmacist and pharmacy owner have commitments under data breach legislation to ensure that you secure access [to pharmacy computers]."

SHPA reflects on Indigenous progress

THE Society of Hospital Pharmacists of Australia (SHPA) is marking National Reconciliation Week by looking back at the achievements of its Aboriginal and Torres Strait Islander Specialty Practice stream.

Led by Yugambeh pharmacist, Aleena Williams, the volunteer group has demonstrated a commitment to raising awareness of the health issues affecting Aboriginal and Torres Strait Islander communities within the hospital pharmacy profession.

"Since submitting our application for the specialty

practice stream one year ago, we've worked with SHPA to form a Leadership Committee, tackle difficult conversations as a group and work together to plan relevant CPD for the profession," she said.

"More recently, issues discussed by stream participants led to an editorial on rheumatic disease published in the Apr issue of the *Journal of Pharmacy Practice and Research*, an excellent opportunity for hospital pharmacists nationwide to take steps towards closing the health gap associated with these conditions."

Aged care antibiotic concerns flagged

HIGH rates of antibiotics being used to treat patients in Australian aged care facilities could fuel rising rates of antimicrobial resistance organisms, new research reveals.

University of South Australia Allied Health and Human Performance Senior Research Fellow, Dr Janet Sluggett, said data from the Registry of Senior Australians over an 11-year period from Jun 2005 to Jul 2016 showed "substantial increases in both the percentage of people who received an antibiotic and the total number of antibiotic doses supplied".



"In the first year of the study, almost 64% of residents received an antibiotic at least once," she said.

"By the final year that figure climbed to more than 70%, at an annual rate of increase of 0.8%."



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Embed culture of integrity early

FACULTY members in pharmacy schools around the world need to foster a culture of integrity amongst their students, to mitigate against potential cheating, Monash University Faculty of Pharmacy and Pharmaceutical Sciences Education, Senior Lecturer, Professor Dan Malone believes.

Addressing an International Pharmaceutical Federation (FIP) webinar last night, Malone said that promoting ethical behaviour from an early stage in students' time at university was key to combatting the urge to cheat.

"It is really important to normalise the conversation of integrity to assist in creating a culture where students will be less inclined to cheat," he said.

"This can include talking to students early and often about aspects of integrity, giving examples of academic integrity breaches and discussing it with students - notice learners in particular don't understand university rules around plagiarism and collusion.

"Getting all students into the



mind set of being a pharmacist in training [is also useful].

"Reminding students of the Oath of the Pharmacist, that talks about holding oneself to the highest standards and ethical conduct."

Speaking about planning for student assessments during the COVID-19 crisis, University of Sydney Faculty of Medicine and Health, Pharmacy Practice, Associate Professor Rebekah Moles, advised her peers around the world to "think like a naughty student".

"The way we have to get around that is we actually need to think like a naughty student," she said.

"We have to work out how they

might cheat."

She added that pharmacy schools might need to reassess their written exams to allow them to be conducted online.

"Why don't you think about 'what if it's open book and they can look up things on the internet'?" she asked.

"If we ask more of the what questions and more of the why questions perhaps we can mitigate or limit the amount they can look up, because they're much more difficult to explain."

She added that text matching software could be used to identify possible plagiarism.

Corum stake up

CORUM Health has invested \$785,000 in the PharmX electronic ordering gateway to boost its stake in the business to 43% (*PD* 24 Mar).

The opportunity to invest further came after units held by Fred IT were put up for sale after a preliminary ruling from court proceedings undertaken by Fred against PharmX.

Corum said it views the purchase as a "long-term investment in this important piece of community pharmacy infrastructure".

MM2020 live?

THE Society of Hospital Pharmacists of Australia (SHPA) CEO, Kristen Michaels, says time is on the organisation's side to host its National Conference and Medicines Management 2020 (MM2020) as live events, with both scheduled to take place in Adelaide in Nov.

However, she said the SHPA was working on a range of contingencies, with a formal decision to proceed and a final event format to be determined before the opening of registrations.

TWC, Minfos deal

TERRYWHITE Chemmart Armidale will become one of NSW's first pharmacies to dispense electronic prescriptions through its partnership with Minfos.

The pharmacy will pilot the Minfos ePrescription dispense workflow, as one of the Australian Digital Health Agency's communities of interest testing sites (*PD* 28 May).

Minfos ePrescription will be available free of charge to subscribers in Jun.

New Mayne pill

ASX-LISTED Mayne Pharma has executed a 20-year license and supply agreement with Mithra Pharmaceuticals to commercialise a novel oral contraceptive in Australia.

The pact relates to E4/DRSP, a next generation oral contraceptive containing Estetrol (E4) 15mg and drospirenon (DRSP) 3mg.

E4 is a naturally occurring oestrogen which is produced by the human foetal liver during pregnancy.

The product is expected to be filed with the Therapeutic Goods Administration (TGA) this year, with a potential commercial launch in the second half of 2021.

"On approval, the product is expected to receive five years of data exclusivity from the TGA as it is a new chemical entity," Mayne Pharma said.

The company also has the option to obtain a license to register and launch E4/DRSP in New Zealand.

Mayne CEO, Scott Richards, said the product has a unique mode of action that has shown promising results in two phase 3 clinical studies conducted in 4,400 women, positive outcomes in efficacy & safety.

It's Mayne's third transaction with Mithra, with which Mayne also partners for generic Nuvaring and E4/DRSP oral contraceptive in the US.

Mithra CEO, Francois Fornieri, said he was delighted to strengthen the company's strategic partnership with Mayne which has "extensive commercial capabilities and infrastructure to support the launch in Australia".



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Dispensary Corner

CAR manufacturer Ford has come up with an innovative solution to help keep its vehicles COVID-19 safe.

The company is particularly responding to requests from American law enforcement, with the ongoing spread of coronavirus making disinfecting police cars a major problem.

The New York City Police Department asked for a better way to sanitise its vehicles, and Ford rose to the occasion via a software update to its Ford Explorer Police Utility.

A secret sequence of presses to the car's cruise control buttons initiates a process which locks the doors and makes the engine run at a high idle speed, heating the coolant and pumping hot air into the cabin for 15 minutes.

The interior temperature goes up to about 56°C which is sufficient to kill "more than 99% of disease-causing germs in the vehicle," according to Ford.

SCHOOLS in Los Angeles plan to avoid spreading COVID-19 with some innovative new playground rules.

The city's Office of Education has released a 45-page framework for the reopening of schools, including limits of 16 students per class, the implementation of one-way hallways and staggered class schedules.

However a particularly interesting measure is assigning each student an individual ball to play with on their own during recess and lunch.

MedAdvisor restructures

LISTED medication compliance technology provider, MedAdvisor, has announced a revamped senior executive team, including the departure of GM of Strategy, Simon Chamberlain after almost four years in the role (**PD** 13 Oct 2016).

CEO Robert Read said "we have spent the last few years establishing the foundations for MedAdvisor's diversified global growth strategy.

"MedAdvisor has matured as a business over this time and now requires an elevated skill-set to deliver operational discipline to scale and execute in order to achieve investor expectations," Read said.

The new team reporting to Read includes Chief Financial Officer, Simon Glover, Executive GM of People and Culture, Ruba El-Afffi, Company Secretary, Carlo Campiciano, and Chief Revenue Officer (CRO), Steve Watt.

"I'm confident that this team of executives demonstrate the capabilities needed to drive growth and operational excellence."

Read also confirmed the departure of Chief Technology Officer (CTO), Victor Kovalev, who next month will relocate to the US to live with his family.

The interim CTO role will be filled by MedAdvisor's Head of Architecture, Craig Shnuriger, who was one of the original founding members of the team.

Campiciano will retire later this year, with hiring efforts for his replacement already under way, while CRO Watt has also strengthened his team with several experts hired to run key functions such as marketing and PR.

"Hiring a world-class team to help drive MedAdvisor's global growth is a key strategic pillar for the coming financial year," Read said.

"As we scale for the next phase of growth, the team we need to help us achieve our targets looks very different...we now have a more senior executive team to help the business further mature, supported by more specialised expertise as we go deeper into various functions like sales and marketing.

"These changes provide clarity within the organisation and help us execute on our go-to-market strategy," the CEO added.

MedAdvisor also recently added former Xero MD Chris Ridd and Jeff Sherman to its Board, while Read thanked the departing Kovalev and Chamberlain for their contributions.

\$50k TGA fine

THE Therapeutic Goods Administration (TGA) has issued four infringement notices totalling \$50,400 to Qld firm Allpulse Technologies Pty Ltd, which allegedly advertised an unapproved medicine containing hydrogen peroxide for internal therapeutic use.

The TGA noted ingestion of hydrogen peroxide can cause serious adverse reactions and poses a significant risk to health.

Win With Aromababy

Everyday this week Pharmacy Daily and AROMABABY are giving away a set of their products worth RRP\$39.95

Aromababy is celebrating 25 years of caring for sensitive skin. From newborn to older children, choose from a complete range of naturally soothing products to cleanse, moisturise, protect and pamper. Offering a variety of unscented options, AROMABABY prides itself on a long history of safety and efficacy as a pharmacy specialist brand. To learn more about the products click **HERE**.

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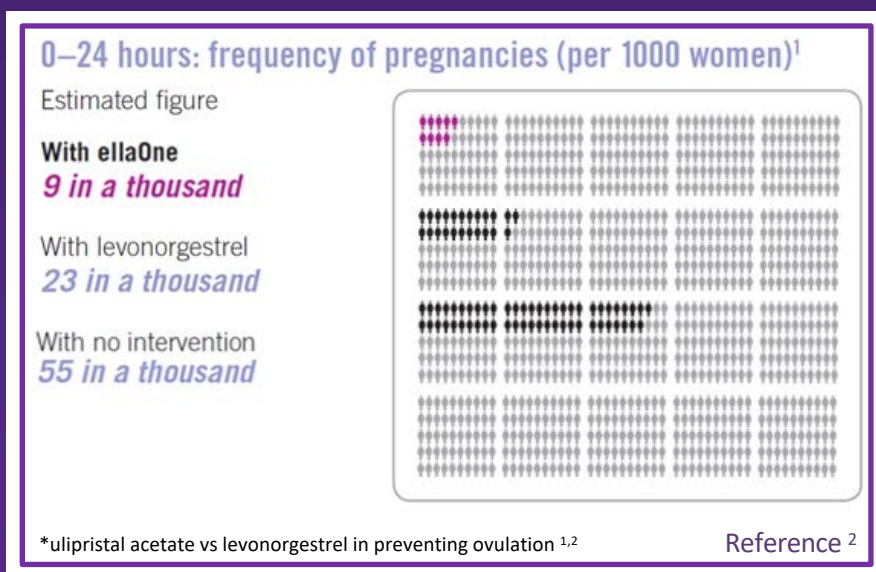
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*ulipristal acetate vs levonorgestrel in preventing ovulation^{1,2}

1. Brache, V. et al. Ulipristal acetate prevents ovulation more effectively than levonorgestrel: analysis of pooled data from three randomized trials of emergency contraception regimens. *Contraception* 2013; 88(5): 611-618.
2. Glasier, A. F. et al. Ulipristal acetate versus levonorgestrel for emergency contraception: a randomized non-inferiority trial and meta-analysis. *Lancet*. 2010 Feb 13;375(9714):555-562. Erratum in: *Lancet*. 2014;384(9953):1504.
3. Glasier A. et al. ISGE Statement of Emergency Contraception. *Gynecological Endocrinology Informa Healthcare*. 2014; 30(10): 681-682

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