

# A different way to relieve sleeplessness and support healthy mood



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- ✓ Low hyperforin content, for the reduced risk of drug interactions



**Clinically researched to help falling asleep faster, reduce night time waking and improve healthy sleep patterns<sup>1-3</sup>**

- ✓ Clinically researched herbal extract combination of hops and valerian Ze 91019
- ✓ Non addictive extract that does not leave a sedated feeling the next day

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**REFERENCES:** 1. Koetter U, et al. A randomized, double blind, placebo-controlled, prospective clinical study to demonstrate clinical efficacy of a fixed valerian hops extract combination (Ze 91019) in patients suffering from non-organic sleep disorder. *Phytother Res* 2007;21(9):847-51. 2. Füssel A, et al. Effect of a fixed valerian-hop extract combination (Ze 91019) on sleep polygraphy in patients with non-organic insomnia: a pilot study. *Eur J Med Res.* 2000;5:385-90. 3. Notter D, et al. Efficacy and safety of a valerian-hops combination-preparation in different sleep disorders, a therapy observation. *Phytotherapy.* 2003;3:9-13. 4. Brattstrom A. Long-term effects of St. John's wort (*Hypericum perforatum*) treatment. *Phytomedicine* 2009;16:277-83. 5. Schrader E. Equivalence of St John's wort extract (Ze 117) and fluoxetine. *Int Clin Psychopharmacol.* 2000;15:61-8. 6. Schrader E, et al. *Hypericum* treatment in a placebo-controlled study. A prospective, double-blind, randomized, placebo-controlled, multicentre study. *Hum Psychopharmacol* 1998; 13(3):163-9.



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## Today's issue of PD

Pharmacy Daily today features two pages of news, plus a front cover page from **Flordis**, a fact sheet from **CHP Australia** and a full page from **Essity**.

## Sleep easy

**WHEN** life gets stressful it can be difficult to unwind and find sleep.

However, natural supplement brand, **Flordis's Remotiv** and **ReDormin Forte** products aim to help patients combat stress and anxiety, and to find sleep a little easier.

See today's **cover page** for more.



## Please look after yourselves: Board

**PHARMACISTS** are being urged to pay attention to their health and wellbeing, amid growing cases of substance abuse within the profession.

The issue was raised by Pharmacy Board of Australia Chair, **Brett Simmonds**, during the Pharmaceutical Society of Australia's (PSA's) national conference at the weekend.

"We are seeing a significant number of health issues around pharmacists, particularly from substance abuses and things like that, which could possibly result from the extra stress that everyone is under at this time," he said.

"I would really request that pharmacists please do not neglect themselves, their own physical and mental health and wellbeing at this time when we know everyone is under a lot of stress being on the frontline of this pandemic."

While flagging concerns around pharmacists' wellbeing, Simmonds

noted that the number of notifications being made against members of the profession were "relatively stable - unlike some of the other health professions that are going up at quite a rapid rate".

"There are a couple of things I would like to highlight," he said.

"Generally speaking labelling issues and minor dispensing issues are decreasing - probably because of the use of scanners and things like that that are happening now.

"But we're getting increasing numbers of [notifications about] poor communication-related behaviours around interactions with the public.

"We're also seeing an increase in dose administration aid (DAA) errors, which is mainly due to entering data, so can I just suggest to pharmacists who are supplying DAAs to really ensure that they check before they're supplied to their patients."

While noting the issues facing



the profession, Simmonds praised pharmacists' performances during the COVID-19 pandemic.

"A large proportion are really performing to a high standard of practice," he said.

"There's only a small number we see in terms of notifications, where their practice falls below the standards.

"So I just want to highlight that everyone is doing a wonderful job and [I] applaud everyone for the work that you're doing at the moment."

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## Dispensary Corner

**WE ALL** know sugary soft drinks are bad for your health, but this is ridiculous.

A US man has been taken to hospital for checks after shooting at his refrigerator because a soda can exploded.

Officers said they responded to a scene on the weekend after reports of gunshots, arriving to find him lying on the ground outside his home "yelling incoherently".

Witnesses said the offender had been stocking his fridge with the cans when one of them popped, causing him to respond by pulling a pistol out of his waistband and firing a round into the bottom of the fridge.

He told investigators that "the people who live in the basement want to kill me" so he was firing in self-defense.

However detectives advised that in fact there was no basement under the building at all, making it difficult for attacks to come from that angle.

The man was charged with unlawful possession of a gun.

## Corum restructures team

**PHARMACY** software specialist Corum Group Limited has appointed James Nevile as its new Chief Operating Officer, as part of changes to "build a more effective and appropriate structure for future growth".

Nevile, who is a pharmacist by training, joins Corum from Fred IT where he oversaw the firm's e-prescribing rollout, while other appointments at the company include Eric Moschietto-Fransa who is leading the PharmX sales team.

Moschietto-Fransa joins Corum with extensive industry experience including roles with L'Oreal and PZ Cussons.

Zoe Hillier has also been promoted to Chief Financial Officer.

Redundancy costs associated with the restructure amounted to \$434,000 during the last quarter, which also saw some "customer churn" after Corum discontinued one of its legacy dispensing products, Amfac.

An investor update noted the ongoing development of Corum Clear Suite which was showcased at APP2021 in May, in a series of interactive demonstrations with groups and pharmacy owners which were "well received and



offered an opportunity to gain further customer insights and importantly, a number of new business opportunities," the company said.

Five new integration partners were added to the PharmX gateway during the quarter which saw utilisation increase 2.8% "indicative of increasing awareness and adoption of the platform and its services by pharmacy".

Corum ended the quarter with a cash balance of \$6.5 million, with operating cashflow up 38% quarter on quarter, excluding redundancies.

## QUT's Robinson claims PSotY 21

**QUEENSLAND** University of Technology's (QUT's) Zoe Robinson claimed the 2021 Pharmacy Student of the Year (PSotY) title at last weekend's Pharmaceutical Society of Australia (PSA) national conference.

University of South Australia's Dharshan Rasiah, took out the People's Choice award.

PSA National President, Associate Professor Chris Freeman, noted the high quality of this year's finalists.

"It is heartening to see the future of our profession on show, demonstrating a high level of clinical knowledge, capability and passion – evidently, the future of pharmacy is incredibly bright," he said.

"I congratulate Zoe on her achievement and would like to thank all the finalists in what was a difficult decision for the judging panel."

Robinson has received a travel prize for pharmacy-specific education to the value of \$5,000.



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## PBS lists chronic migraine treatment

**TEVA** Pharma Australia's Ajovy (fremanezumab) has been listed on the Pharmaceutical Benefits Scheme (PBS) from 01 Aug, for the prevention of chronic migraine.

Ajovy is the first anti-calcitonin gene-related peptide (Anti-CGRP) to be listed on the PBS that does not require patients to take a loading dose when commencing treatment.

To be eligible for reimbursement of Ajovy, patients must have experienced an average of 15 or more headache days per month, with at least eight days of migraine, over a period of six months prior to receiving treatment.

Ajovy has been available in Australia since Sep 2019, and is available for episodic migraine under private prescriptions.

## Advertising Therapeutic Goods? What you need to know

*one year on from TGA mandatory pre-approvals*

Since 1 July 2020, advertisers have had to manage their compliance obligations and liabilities without the compliance safety net of TGA mandatory pre-approvals.

In this new compliance environment, advertisers need to be confident they not only understand what the compliance requirements are, but also how to appropriately apply them to advertising.

AdCheck – an expert advertising advisory service – was established to help responsible advertisers minimise their risk in this new compliance environment, and has helped over 100 businesses comply with confidence.

### Insights from the AdCheck Experts

1. The TGA has taken strong action against advertising breaches, issuing over \$1,026,500 in fines in the last 12 months.
2. Ensuring advertising is consistent with public health campaigns and advice has never been more important or more scrutinised.
3. With consumer expectations that businesses behave socially responsibly at an all-time high, noncompliance risks not only heavy fines but also brand and reputational damage.
4. Most common compliance issues:
  - a. Missing or incorrect presentation of mandatory statements
  - b. Misleading presentation of claims or benefits
  - c. Restricted representations.
5. An estimated 8 out of 10 ads submitted to AdCheck were assessed to require some form of compliance amendment.
6. Navigating TGAC compliance for digital & social media ads is particularly dynamic and complex. Given the practical limitations of some platforms, advertisers investing in this area should reassess their compliance capabilities and liabilities.



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