

Today's issue of PD

Pharmacy Daily today features three pages of news.

Pitt to inspire at APP2023

THE Ann Dalton Address at next year's Australian Pharmacy Professional (APP) conference on the Gold Coast will be presented by Turia Pitt.

The well-known burns survivor will share her inspirational story with delegates, tracing her recovery through to becoming a bestselling author, a two-time Ironman and humanitarian.

Conference Convenor, Kos Sclavos, said "our goal each year is to provide delegates with a unique mix of clinical, business and motivational speakers".

"Turia Pitt's incredible story during the Ann Dalton Address is not to be missed," he said.

Pitt will be one of more than 100 speakers during the four-day APP educational program which is scheduled for 23-26 Mar at the Gold Coast Convention and Exhibition Centre.

Antivirals into Doctors Bag

THE Royal Australian College of General Practitioners (RACGP) has hailed a decision to add COVID-19 antivirals to Prescriber's Bag supplies carried by medical practitioners and nurse practitioners, saying making them available without a prescription via pharmacies is dangerous.

The Pharmaceutical Benefits Advisory Committee (PBAC) this week made the recommendation, with the update applying to Lagevrio (molnupiravir) and Paxlovid (nirmatrelvir and ritonavir), in the quantities of two bottles (80 tablets) of Lagevrio & two cartons (60 tablets) of Paxlovid.

The RACGP cited reports of patients experiencing difficulties in receiving the treatments in a timely way, even with a prescription, with President Karen Price thanking the PBAC for heeding doctors' calls for the change and saying "this is a win for patients across Australia".

"We have been advocating for these antivirals to be added to the doctor's bag in the event access to a pharmacy is problematic in emergency situations or for rural or remote locations.

"This means the medication can be dispensed directly from the GP."

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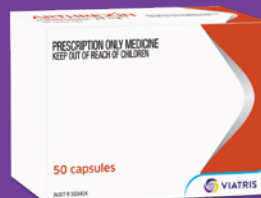
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CHP AdCheck automation

CONSUMER Healthcare Products (CHP) Australia has confirmed a new agreement with US-based Veeva Systems to create a single hub of content for Therapeutic Goods Advertising Code (TGAC) applications.

CHP operates an independent advertising advisory service called AdCheck, offering expert compliance checks and guidance on all forms of direct-to-consumer advertising of therapeutic goods in line with Australia's strict promotional regulations.

AdCheck services about 130 life sciences companies across the country, with the new deal seeing the implementation of Veeva Vault PromoMats, said to streamline previously manual content processes and expedite reviews.

Prior to adopting the platform, AdCheck managed review processes via emails, a Microsoft Access database, shared folders and Adobe PDF, with many manual steps required throughout the

feedback process.

AdCheck Advertising Compliance Manager, Kevin Christopher said the change made it easy to share feedback efficiently.

Veeva Vault for Commercial Content Management is a unified suite of cloud-based enterprise content and data management solutions built specifically for the life sciences sector.

Vault PromoMats is built on the platform, including workflows for edits and approvals to enable efficient global content management and reuse.

"This strong digital foundation to streamline content will enable better processes and efficient communication," said Veeva GM Asia Pacific, Sudhir Kandarth.

PromoMats enables marketing teams to easily publish and withdraw content to digital channels, and ensure only approved assets are in use, with the system aiming to "accelerate approval and time to market".

Korean fine for AstraZeneca

COMPETITION authorities in Korea have levied a combined fine of around \$2 million on AstraZeneca and generics maker Alvogen for allegedly colluding to delay the rollout of a generic version of Zoladex.

The Korean Fair Trade Commission issued a statement saying "we have detected and regulated collusion, in which the parties agreed to ban the production and release of a generic under development".

Local media source *Yonhap* alleged that Alvogen had suspended a plan to release its generic Zoladex in return for exclusive rights to market three other drugs made by AstraZeneca in Korea.

AstraZeneca says it respects the regulator's decision, but added that it believed at the time it was acting lawfully.

GBMA addition

THE Generic and Biosimilar Medicines Association (GBMA) has today welcomed Gedeon Richter Australia as its newest Tier 3 Biosimilar member.

Gedeon Richter is a "prominent European pharmaceutical company based in Hungary, which aims to offer high value products with a strategy firmly grounded in original research, women's healthcare and biosimilars," the organisation said.

GBMA CEO Marnie Peterson said Gedeon Richter's addition came at a critical time, with the GBMA five-year Strategic Agreement being rolled out to mitigate against medicine shortages as Australia continues to recover from the global pandemic.

Nicole Burns, GM ANZ of Gedeon Richter, said "we are very excited to join GBMA as we look to expand into the Australian market with our mix of affordable generic and biosimilar medicines and innovative research-driven treatments and products".

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Dispensary Corner



IN ANOTHER “only in America” moment this week, school authorities in Texas have this week started distributing free fingerprinting and DNA testing kits to parents, saying the move aims to help them identify their children “in case of an emergency”.

The Texas public school system is providing ink-free fingerprint and DNA identification cards to all primary aged students, allowing caregivers to store their children’s vital statistics at home so they can be turned over to law enforcement agencies if necessary.

Although the legislation mandating the move was created to “help locate and return a missing or trafficked child”, some parents are concerned at the message it sends in the wake of recent school shootings - in particular the botched police response to the attack at Robb Elementary which left 19 students and two teachers dead.

Officials have noted that use of the kits is voluntary, in the face of strong criticism that the Government appears to be enacting measures to respond to violence after the fact, rather than addressing the root causes of widespread gun availability.



SHPA launches new conference

THE Society of Hospital Pharmacists of Australia has announced a new conference for “accredited, embedded and General Practice pharmacists”.

Scheduled to take place 02-04 Mar 2023 in Hobart, Tasmania, the new PharmCare conference is “shaped by the unparalleled expertise of SHPA’s unique Specialty Practice networks,” according to SHPA President Peter Fowler.

The comprehensive two-day program will include key clinical updates, focused skills development, a “sweeping state of the nation” and plenty of networking opportunities.

“PharmCare Conference 2023 is about improving communications, connections and care and centralising the patient experience through the practice of accredited, embedded and GP pharmacists, in existing and emerging roles,” Fowler said.

SHPA is targeting an increased share of the accredited pharmacist sector by offering a \$180 discount on conference registration for Accredited Pharmacists who move their existing credentials over to SHPA recognition by 30 Nov.

Registrations for the conference can now be lodged at pharmacare.shpa.org.au.

The event is part of moves to significantly boost SHPA’s support for accredited pharmacists, with CEO Kristin Michaels saying the organisation was reaffirming its “commitment to supporting the unique expertise” of this cohort - more in **PD** tomorrow.

Continued Dispensing urgent

THE Pharmaceutical Society of Australia has called on the Federal Government to reinstate full continued dispensing arrangements (**PD** breaking news) as widespread flooding continues to impact people in NSW, Vic and Tas.

PSA National President, Fei Sim, issued a statement yesterday echoing a similar call by Pharmacy Guild of Australia Victorian Branch President, Anthony Tassone (**PD** 18 Oct) who noted that the flood crisis had hit the state just days after Premier Daniel Andrews had ended pandemic-related declarations - limiting pharmacists’ ability to provide emergency supplies of prescription medicines.

The PSA update saw Sim (**pictured**) note while pharmacists are working harder than ever to ensure patients have access to the medicines they need, “their hands are tied when it comes to supplying prescription medicines to those who have been most affected”.

“We have been speaking with pharmacists who are staying open and trying to help patients with intermittent power, water damage and without stable phone and internet lines,” she said.

“They have told us the watered-down arrangements are putting them in the impossible situation of having to deny reasonable requests for lifesaving medications or risk losing their AHPRA registration by breaking the law,” Sim added.

The PSA President noted that requests were for common medicines like anti-depressants, antiarrhythmic, anticoagulant and antiepileptic medicines, that are dangerous to suddenly stop taking.

“In a disaster situation it is the patients on these sorts of medicines who will suffer without permanent continued dispensing



arrangements in place.

“This is unacceptable...the current continued dispensing arrangements are simply not fit-for-purpose.”

Sim said despite the previous pandemic-related continued dispensing initiative running successfully for more than two years without any known safety incidents, the Federal Government had reduced the number of eligible medicines from over 900 to just 168 from the beginning of Jul.

“It is vital the full PBS continued dispensing list is restored, as it guarantees access to full PBS quantities Australia-wide for people affected by an emergency.

“After two years where this problem has been solved, it feels like we’ve gone back to Groundhog Day again,” the PSA President said.

“We cannot wait for the next natural disaster to revisit this issue yet again...restoring full continued dispensing permanently will help improve our disaster response and protect the post-disaster health of our communities,” Sim concluded.