

Pharmacy DAILY

Monday 3rd August 2009

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Congress winner

THANKS to the scores of *PD* readers who entered last week's competition to win a registration for the upcoming Pharmacy Women's Congress valued at \$495.

After much deliberation the judges have chosen Karalyn Huxhagen from AFS Friendly Care Pharmacy in Mackay, Qld as the lucky winner.

New PBS listings for August

THE Health Department has updated the PBS schedule from 01 Aug, with a number of additions including Phenasen (arsenic trioxide) for leukemia, Ganfort (bimatoprost with timorol maleate) for intra-ocular pressure, and Oxytrol (oxybutynin transdermal patches) for urinary incontinence.

Other additions include Biltricide (praziquantel) for the treatment of schistosoma infections - also known

Menadue at PAC

THE Pharmaceutical Society of Australia this morning confirmed that John Menadue will be one of the keynote speakers at the upcoming Pharmacy Australia Congress in Sydney.

Menadue, a former head of the Department of Prime Minister and Cabinet in the 1970s under Gough Whitlam and Malcolm Fraser, is one of Australia's leading experts on the health care system., and will speak on *An Extended Role for Pharmacists in Prevention and Healthcare*.

as blood fluke - as part of an initiative to address the needs of humanitarian entrants to Australia.

Also new from 01 Aug are Xarelto (rivaroxaban), Janumet (see p2), Vfend, tearsagain and Aquae gel.

Continence helpline

UP TO 75% of Australian women have literally laughed until they have wet themselves, according to a study released today to mark Continence Awareness Week.

But despite the high number of women who suffer from stress incontinence, only a quarter of them have spoken to a doctor about it, with the Pharmacy Guild saying that pharmacists and pharmacy assistants are ideally placed to provide information to those who are affected.

The Continence Foundation said its National Continence Helpline is a good first point of referral because of the sensitivity of the issue - more info 1300 33 00 66 or www.continence.org.au.

OTC Update
Oral Health

Today marks the start of Dental Health week, so this month we will be looking at oral health and how you can best advise customers on treatment and prevention of oral health issues.

Mouth ulcers.

Mouth ulcers are small sores inside the mouth, and they can affect up to 20% of people. Ulcers can be caused by many factors including mouth damage from hot drinks, brushing teeth and gums too hard, poorly fitting dentures, a high intake of spicy or acidic food, some medications, and diseases affecting the immune system.

Mouth ulcers can be quite painful, but tend to heal in about a week. Treatments are aimed at pain relief and healing of the sore. These include:

Mouthwashes: These contain antibacterial agents and are particularly useful for treating ulcers that are in an awkward place in the mouth. Some mouthwashes contain anti-inflammatory or anaesthetic compounds which are good for pain relief. These are also helpful for oral hygiene if brushing is too painful. Examples: Savacol, Listerine, Difflam, Cepacaine.

Gels: most contain choline salicylate and are effective for reducing pain and inflammation - for example SM33.

Pastes: these form a protective layer over the ulcer, helping healing. Some also contain a corticosteroid. Examples: Kenalog in Orabase.

Old fashioned remedies: There are a wide range of traditional remedies for mouth ulcers, with the most common being rinsing mouth in warm salty water or in a weak Alum solution. Mulberry juice is also said to provide relief, while other suggestions include peppermint oil, or massaging gums with coconut milk and honey.

If ulcers don't clear up after a week or become infected, patients should seek further advice from a GP or dentist.

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Sky's the limit for pharmacy



ABOVE: It's been a busy few days for Pharmacy Guild President Kos Slavos, who followed up his National Press Club speech last week (*PD*

Wed) with a number of media appearances to discuss an expanded role for pharmacy in the Australian health system.

Slavos is pictured above during his segment as a special guest on the Health Report on the Sky Business program, which has been repeated several times over the past few days.

The discussion included a number of issues raised at the Press Club, including the PBS, generics, electronic prescriptions, Project STOP, Mirixa, emergency supply, pharmacy ownership, professional services and the Fifth Agreement.



Pharmacy Women's Congress

14 - 16 August 2009 Surfers Paradise Marriott Resort & Spa, Gold Coast

Discuss the future of pharmacy - Learn more about owning your own pharmacy - Meet like-minded women - Beat the winter chill

This weekend getaway could change your life - don't miss out, book now to attend

Register now at www.pharmacywomenscongress.com.au

For more information contact Kim Thome on 07 3831 3788 or email womenscongress2009@guild.org.au



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Intradermal flu pre-orders for 2010

SANOPI-Pasteur has announced that its Intanza 9µg intradermal vaccine for the prevention of seasonal influenza in adults aged 18 to 59 is now available to pre-order for the 2010 flu season.

Intanza offers a new alternative for influenza immunisation - it's the world's first intradermal (ID) flu vaccine, with a pre-filled micro-injection system and a needle just 1.5mm long, making it much more patient-friendly than traditional intramuscular injections.

Clinical trials have shown that because it's an intradermal vaccine, a smaller dose will produce an equivalent response, working by ensuring that antigen is "accurately and consistently deposited in the dermis, where a high concentration of dendritic cells helps stimulate an immune response."

As well as the 9µg version for 2010, there will also be a 15µg presentation, indicated for patients aged 60 years and over, available for the 2011 influenza season.

Pharmacists wishing to pre-order Intanza can contact their preferred supplier or for more information see www.intradermalflu.com.au.

NZ pharmacy merger plan

TWO major pharmacy players in New Zealand have today announced plans to merge, with listed company Life Pharmacy announcing an agreement to acquire 100% of Pharmacybrands in a share swap deal.

Life Pharmacy operates about 25 pharmacies across NZ, including around 17 company owned stores as well as franchised outlets.

Pharmacybrands was created in 2003 through the merger of the Amcal, Unchem and Dispensary First brands in NZ, and is 67% owned by Australian Pharmaceutical Industries.

The deal values Pharmacybrands at about \$20 million and will make Life Pharmacy NZ's biggest pharmacy operator.

"With around 30 partly owned pharmacies, 220 franchised pharmacies and a presence in most towns and cities, the merged organisation will extend a broad national footprint and will be representative of the total pharmacy industry," said Life Pharmacy spokesman Craig Wilson.

"The merged entity's operations will range from community

pharmacies to high end retail outlets with exclusive ranges of fashion and beauty products, and will have the range, relationships, scope and expertise to meet the needs of a wide range of customers wherever they are," he added.

The company said it believes the pharmacy industry needs strong ownership structures "particularly as competition continues to build from other retailers and grocery traders."

It's not the first time that Life Pharmacy has attempted to buy Pharmacybrands, with a previous attempt in 2007 failing to proceed.

Guild endorses PCCA

THE Pharmacy Guild and its Gold Cross subsidiary have today announced the official endorsement of Professional Compounding Chemists of Australia (PCCA).

PCCA is a subsidiary of Professional Compounding Centers of America, which is a mainly pharmacist-owned organisation with more than 3500 members around the world.

PCCA's primary focus is to "grow awareness of compounding at all levels of the healthcare system in Australia, and provide relevant training and technical support to pharmacists and their staff."

Gold Cross chairman, Dipak Sanghvi, said he was "pleased to confirm support for the quality and professionalism of services delivered by PCCA Australia."

Diabetes PBS listing

MERCK Sharp & Dohme has today confirmed that its Janumet (sitagliptin/metformin/HCl) for the treatment of type 2 diabetes is now available on the Pharmaceutical Benefits Scheme.

It's the first single tablet containing a dipeptidyl peptidase-4 (DPP-4) inhibitor with metformin, with the complementary actions of sitagliptin and metformin targeting insulin resistance, insulin deficiency and hepatic glucose overproduction.

In clinical trials Janumet had no additional risk of hypoglycaemia, no clinically significant increase in gastrointestinal side effects and was generally associated with no weight gain, compared to metformin alone.



DISPENSARY CORNER

A BRITISH merchant banker is going to extreme measures to quit smoking, planning to spend a whole month on a remote uninhabited island in his bid to break the habit.

Geoff Spice, formerly with NM Rothschild in London, has been a heavy smoker for more than 40 years, but is going cold turkey when he's cast away on the island of Sgarabhaigh in the Outer Hebrides, off the north-west coast of Scotland.

"This is my last chance. I've been smoking 30-a-day as usual but I think I can crack the habit," he told a UK newspaper.

"I also hope that living on the island and surviving by myself will mean that I will not pile on the pounds as other people do when they give up," he added.

Spice will certainly be roughing it during his stay - the island has no electricity or running water, and only three ruined shelters.

He's taking 120 books with him to read during the sojourn, and the island's owner has advised potential visitors during Aug to just "sound your klaxon and give Geoff a wave - but keep your distance."

THERE are probably a few sore throats in the Thai resort town of Pattaya this morning, after it hosted an international screaming competition over the weekend.

More than 1500 screamers lined up to participate, with 11 finalists selected and the overall event being won by Sergey Savelyev of Russia (pictured below), whose scream came in at 116.8 decibels - about the same as an ambulance siren.

However he fell short of the Guinness World Record of 129 decibels set in London in 2000.

"I was only getting warmed up," he said, vowing to be even louder at next year's event.

He walked away with a cheque worth about \$1000.



WIN A BURT'S BEES PRIZE



Each day this week Burt's Bees is giving **Pharmacy Daily** subscribers the chance to win a fabulous Burt's Bees product featuring the highly nourishing goodness of Royal Jelly.

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sesame seed and castor oils and glycerine in a rich, emollient mix to nourish, moisturise and increase radiance and firmness.

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For your chance to win your very own Radiance Eye Crème jar, simply be the first reader to email through the correct answer to the question below to comp@pharmacydaily.com.au.

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