

Board releases proprietor guidelines

THE Pharmacy Board of Australia has finally published its long-awaited Guidelines on the responsibilities of pharmacists when practising as proprietors.

As foreshadowed during the development of the new guideline, the document stipulates that registered pharmacists who are proprietors of, or who have a pecuniary interest in a pharmacy business "must maintain, and be able to demonstrate an awareness of the manner in which that pharmacy business is being conducted and, where necessary, intervene to ensure that the practice of pharmacy is conducted in accordance with applicable laws, standards and guidelines".

The Board says that its policy is that a pharmacist who owns a pharmacy is, by definition, practising pharmacy, because ownership of a pharmacy business is a role that impacts on safe, effective delivery of services in the profession and involves the use of professional skills.

The policy also applies to a pharmacist "who holds a position of authority in a corporate pharmacy services provider, or who acts as a pharmacy services provider as a trustee of a trust."

In cases where the owner or part-owner of the pharmacy is not usually in charge, "he or she must determine regularly how the practice of pharmacy is being conducted" to be satisfied that it is in accordance with any laws, policies or guidelines.

This includes ensuring appropriate risk management procedures are in place, understanding the range of goods sold and services provided, ensuring that the pharmacy is resourced suitably and that all staff members are sufficiently trained, ensuring policies are being followed and "maintaining a direction over the kinds of services being provided and goods being sold, particularly those known to be subject to abuse and misuse," the Board said.

Spelling it out, the Guideline specifies that proprietors or part-owners cannot abdicate their professional obligations "even if that partner is silent operationally or present only infrequently," in all forms of business structures.

Nicabate goes onto PBS

HEALTH minister Nicola Roxon this morning announced that effective 01 Feb 2011 Nicabate transdermal patches would become available under the Pharmaceutical Benefits Scheme.

The move will see concession card holders able to access Nicorette, Nicabate P and Nicotinell as part of a smoking cessation program.

Roxon said the move was a major blow against cancer in Australia.

"Cancer scars the lives of too many Australians and we know that

...and more approvals

FURTHER announcements from Minister Roxon today included the listing of dutasteride (Avodart) for the treatment of benign prostate enlargement from 01 Feb.

Roxon said that about 84,000 men across the country would use Avodart in its first year of listing to help treat prostate enlargement and reduce the likelihood of surgery.

Other approvals include the addition of azacitidine (Vidaza) to the PBS for the treatment of the symptoms of bone marrow disorders, and "significantly improve survival rates for over 670 Australians per year".

From 01 Jan 2011 the Life Saving Drugs program will also give access to Soliris (eculizumab) for the treatment of paroxysmal nocturnal haemoglobinuria (PNH).

"I know this will be welcome Christmas news to those 73 patients across Australia needing access to this very expensive drug," Roxon said.

The Soliris move was welcomed by the PNH community, which has been lobbying for the availability of the drug since the government excluded funding from the 2010-11 Federal Budget.

PNH kills one third of sufferers within five years of diagnosis if left untreated.

New GMiA member

THE Generic Medicines Industry Association has announced that Spirit Pharmaceuticals is its newest member company.

Spirit Pharmaceuticals has more than 20 products currently approved by the Therapeutic Goods Administration, with a further 15 items under evaluation.

reducing the smoking rate is one of the most effective ways to reduce the rate of death from this terrible disease," she said.

Roxon said the move would help support more than 70,000 Australians to kick the habit, and was another part of the govt's "innovative anti-smoking approach, including world leading action to mandate plain packaging on tobacco products".

Special packaging will be offered for the prescription versions of Nicabate, which will also continue to be available in supermarkets and pharmacies.

GSK Consumer Healthcare marketing manager, Rod Stosic, said the company was "proud to support Aussie smokers in their fight to quit smoking".

He said that all patients using Nicabate products also gain access to Nicabate QuitPartner, a personalised quitting support program to help smokers manage their cigarette cravings.

MEANWHILE Roxon also suggested an extension of the indication for varenicline (Champix) which she said would "also assist smokers wanting to quit".

Asthma Council launches new video

THE National Asthma Council of Australia has launched a new online instructional video to help patients correctly use nasal inhalers.

It's the latest in a series of Asthma Council videos which are available free online at www.nationalasthma.org.au.

The new addition demonstrates the correct technique for the three most commonly used intranasal corticosteroid spray inhalers on the market in Australia: Nasonex, Rhinocort and Avamys.

Each short clip features asthma educator Marg Gordon demonstrating the correct technique with an adult patient.

In particular the video aims to help patients and carers reduce the chance of causing nosebleeds.

The Council has also developed an accompanying information leaflet for health professionals, to provide pharmacists, practice nurses and doctors with a summary of supporting evidence, key patient messages and details of the most common usage errors to avoid.

The production of the new video was jointly funded by AstraZeneca, GlaxoSmithKline and MSD.

WIN AN AROMABABY PURE HAIR CLEANSE



Every day this week, **Pharmacy Daily** is giving one lucky reader the chance to win a Pure Hair Cleanse from **Aromababy**.

Aromababy's Pure Hair Cleanse has been soothing Babies' scalps for more than fifteen years now. As the first sulphate-free baby shampoo enriched with natural oils, this mild shampoo-substitute is also suitable for older children and for those with dry scalps. The uplifting aroma of natural geranium and orange ensure this product doubles as a great shower gel for adults too. Now available Nationally at Priceline.

For your chance to win this great product, simply be the first person to send through the correct answer to the daily question below:

Which natural oils are contained in Aromababy's Pure Hair Cleanse?

Email your answer to: comp@pharmacydaily.com.au

Hint: Visit: www.aromababy.com

Congratulations to yesterday's lucky winner: Elkje Perry from Chinatown Pharmacy Broome.

Just one click away from keeping up to date with all the breaking news as it comes to hand...



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature.

Each week we highlight a couple of great travel deals which we're sure will be of interest to everyone in the pharmacy industry.

ORION Expedition Cruises is offering bird lovers and photographers the chance to see New Zealand and Sub-Antarctica and Antarctic during a 12 night cruise departing 15 Jan.

Priced from \$8830ppts the cruise departs New Zealand's Otago harbour, Dunedin, and ends in Hobart. During the voyage luxury vessel will visit Stewart Island, Dusky and Doubtful Sounds, Milford Sound, Snares Island, Auckland Islands, Campbell Island and Macquarie Island - orionexpeditions.com.

MIRVAC HOTELS is offering deals at 11 of its properties in Victoria and Tasmania including accom for two adults, welcome drinks, brekkie & 12pm check out.

Prices start from \$154 per night at The Sebel Deep Blue Warrnambool, with other hotels including The Sebel Heritage Yarra Valley, Citigate Melbourne, Hotel Lindrum and The Sebel Launceston.

To purchase the 'Hot Summer Favourites' deal quote HOTDEAL at www.mirvac-hotels.com.

ADVENTURE World is offering 15% off its seven night China Adventure itinerary, now priced from \$1228pp.

The tour takes in China's Middle Kingdom including the Forbidden City, Tiananmen Square, the Great Wall & Terracotta Warriors.

It's on sale until 10 Jan and for travel from 01 Apr to 31 Mar 2011 - adventureworld.com.au.

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Health 'investment' - MA

MEDICINES Australia says that government health spending should be regarded as a "key investment in Australia's ageing population and productivity, rather than a burden on the public purse".

Addressing the National Press Club in Canberra yesterday, MA co Brendan Shaw said investment in new medicines and other health technologies "will play an important role in ensuring Australia's ageing population remains healthy and productive".

He said that health spending is often not regarded in the same way as spending on education "and it absolutely should be.

"Medical technologies like medicines and medical devices play an important role in improving the health of Australians as well as the

economy," he said.

Shaw cited the example of new treatments for arthritis, which would allow sufferers to continue working, while future treatments for Alzheimer's Disease could have "significant cost savings for the health system and carers".

He also highlighted the way that medicines keep patients out of hospital, shorten hospital stays when they are required, reduce the number of surgical procedures and delay the need for aged care.

"The chief problem is that the benefits of medical technology are not being given sufficient air time in the debate over health spending," he said.

"Health budgets need to be managed, but health also offers great opportunities for society".

Not quite the Oprah house



ABOVE: They may look a little bit like a crowd of excitable Americans, but the group above are actually Sydney-based pharmacists and pharmacy students.

Yesterday they enjoyed an exclusive tour of iNova Pharmaceuticals' corporate headquarters, for a rare look into the development and manufacture of medicines as they head for local and overseas pharmacy shelves.

The manufacturing and laboratory plant tour is accredited for CPD points by the PSA, with participants taken on a magical mystery tour from "formulations and factory floor, to finished goods in pharmacy store" for a variety of solid and liquid dosage forms.

As well as seeing how several pharmacy only brands such as

DuroTuss, Difflam, CalSup and Metsal are made, the group were given an overview of iNova's world class quality control systems and its analytical laboratory where extensive testing and validation of products is undertaken.

The tour included an address from iNova ceo Andrew Howden, who described the company's focus on a "strong pipeline of products that deliver value for patients and consumers".

He said that iNova had a well balanced product mix, with about half of its range being prescription medications and the rest being non-prescription.

iNova gm Australia/NZ Peter Mayrick also reiterated the firm's strong commitment to pharmacy-only brands.

DISPENSARY CORNER

AS if emergency services in icy, snowbound Britain don't have enough to deal with already, a woman has dialled the police hotline to report the theft of a snowman from outside the front of her house.

The caller, from the village of Chatham in Kent, has been labelled as "completely irresponsible" by police officers, who released a transcript of the woman's call.

"There's been a theft from outside myhouse," she told the gobsmacked operator.

"I haven't been out to check on him for five hours but I went outside for a fag and he's gone," she said.

When the operator asks for further details of the supposed kidnapping, the woman explains that she's talking about a snowman she had made herself, adding "I thought that with it being icy and there not being anybody about, he'd be safe".

CLEARLY hippies celebrate Christmas too, according to German police who have discovered that a two-metre high Christmas tree in a home in the western city of Koblenz was in fact a cannabis plant.

Officers said the plant was being held up in a Christmas tree holder and was even decorated with fairy lights, with the owner saying he planned to put all his presents beneath the "tree".

AND while we're on the topic of the festive season, retailers in the UK are being forced to demand proof of age from shoppers who want to buy Christmas crackers.

Under new health and safety regulations, the festive table decorations have been classified as "category 1 fireworks," meaning they can only be sold to people aged 16 years and above - with fines of up to £5000.

The British Retail Consortium slammed the "daft" legislation, saying "it's the health and safety rules which have gone crackers, and not retailers themselves".