



Genzyme appoints

GENZYME Australia has promoted its managing director, Dan Brown, to the position of vice president of Biosurgery International in the United States.

Brown is set to be replaced by an interim managing director for the local Australia & New Zealand affiliate, Robert Hendriks, from 01 Aug.

His new role will see Hendriks will take on responsibility and accountability for operations and management of Genzyme in Australia and New Zealand.

TGA IVD framework

THE Therapeutic Goods Administration has published the new regulatory framework for IVD's regarding the Therapeutic Goods (Excluded purposes) Specification 2010.

The new framework sets out the purposes (and excluded purposes) for which a kind of in-vitro diagnostic medical device for self-testing may not be used.

The TGA also advises that medical devices that are excluded cannot be included in the ARTG - see www.tga.gov.au.

Butler moves on promotion

THE Parliamentary Secretary for Health, Mark Butler, has convened a working group on the Promotion of Therapeutic Goods.

The move follows the recent release of the gov't's Position Paper on the Promotion of Therapeutic Goods (**PD** 01 Jul) which called for stronger self-regulation by the pharmaceutical and therapeutic industries in relation to their promotional activities directed at healthcare professionals.

Chaired by Anne Trimmer, ceo of the Medical Technology Association of Australia, the Working Group is set to be comprised of pharmaceutical and therapeutic industry association members as well as consumer and healthcare representatives who will be tasked with addressing the key issues raised in the Position Paper.

In particular the Working Group will look into: the need to achieve a greater consistency of standards between the current industry codes to strengthen and standardise self-regulation, mechanisms to extend the application of codes to non-members of industry associations and the alignment of industry

codes and professional standards developed in conjunction with national registration of healthcare professionals.

So far the list of organizations invited to participate include the Australian Dental Industry Association, ASMI, AusBiotech, GMiA, IVD Australia, Medical Technology Association of Australia and Medicines Australia.

Going in to bat on behalf of consumers will be Dr Ken Harvey of the Consumers Health Forum of Australia Inc, whilst the Australian Medical Association, Australian Nursing Federation, Pharmacy Guild of Australia, Royal Australasian College of Physicians and the Royal Australasian College of Surgeons will be representing the healthcare sector.

The first meeting of the Working Group is scheduled for 21 Jul.

Lizards lick diabetes

FROM 01 Aug patients will be able to access the pre-filled set-dose injectable medication Byetta for the management of type 2 diabetes.

The first in the GLP-1 class of treatments to be listed on the PBS, Byetta is a synthetic version of the sugar-controlling protein exendin-4, found in the saliva of gigantic Asian lizard the Gila Monster.

The lizard's protein exendin-4 allows it to survive on just three to four meals per year.

"Exendin-4 was found to be very similar to the human intestinal hormone GLP-1 (glucagon like peptide-1), secreted by intestinal cells and released into the bloodstream when food is eaten, providing multiple glucoregulatory functions across a number of organs," said Byetta manufacturer Eli Lilly.

The medication enhances glucose-dependent insulin secretion, suppresses postprandial glucagon secretion, reduces the amount of glucose released by the liver, slows gastric emptying and promotes satiety and reduces appetite, improving overall glycaemic control, according to Dr Gregory Fulcher of Royal North Shore Hospital.

Although well tolerated in trials, some common Byetta side-effects include nausea, vomiting diarrhoea, and mild weight-loss.

PSA manages pain

THE Pharmaceutical Society of Australia has launched a new Quality Use of Medicines (QUM) kit on pain management.

Designed for use by pharmacists the kit covers the best practice in identifying and treating pain, with a particular focus on the risks and benefits of common analgesics.

The kit also looks at over OTC, prescription and complementary medicines pain medications, and investigates various non-pharmacological treatments as part of a multidisciplinary approach to pain management.

Two ready-made sets of slides based on the *Essential CPE: Persistent pain* module are also included in the kit, allowing pharmacists prepare and deliver presentations to nursing staff or to community groups.

Pharmacists can earn up to 22 CPD points with the kit, which also includes comprehensive facilitator guides, handouts for presentation participants, relevant Self Care leaflets, a copy of *Essential CPE: Persistent Pain* and a sample pain management diary.

The QUM kit on pain management can be ordered now from the PSA bookshop free of charge for members (plus freight and handling fee of \$12.00, limit of one free kit per member) or at \$67 for non members.

For more information see www.psa.org.au/books.

Reform blueprint out

THE government has released an implementation plan for its proposed health system reforms, giving milestones and timelines for the changes agreed to by COAG in April this year.

See www.yourhealth.gov.au.

Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

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WIN A PURE SPA PACK



Pharmacy Daily is once again giving readers the chance to win an All Pure Spa® baby pack every day this week, courtesy of Aromababy.

Valued at \$45, Pure Spa® offers a simple choice in pure and natural baby skincare and an easy way to care for your precious baby and yourself the way Mother Nature intended.

To win an All Pure Spa® baby pack, simply send in your answer to the question below to comp@pharmacydaily.com.au

Name 3 ingredients that you will never find in Pure Spa® products

The first correct entry received wins!

Hint! Visit: www.purespa.com.au.

Congratulations to yesterday's lucky winner: Kate Wennerbom from Sigma Pharmaceuticals. The correct answer was: 125 ml bottle.

Accounting

Legal

Financing

Investments

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it all with
advice that
matters.

 Guild

Merck buys new tools

THE European Union has granted regulatory approval to Merck KGaA for its US\$6 billion buy-out bid of US biotech tool maker, Millipore.

The takeover will add Millipore's biotechnology drug portfolio and its manufacturing operation of filters and purifiers for laboratory water to Merck's portfolio.

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.

SKIJAPAN is offering a fantastic 20% off accommodation deal for all bookings made and paid in full before 30 July.

Accommodation styles on offer include studio, one, two, three, four and five bedroom apartments as well as self-contained units.

Contact Skijapan.com for more details on 133 137 411.

BROOME'S Cable Beach Club Resort & Spa is offering all guests who stay four nights four 'premium' extras, including a \$100 Dining Tab, 50% off Chahoya Spa treatments, complimentary Sunset Bar cocktails and 50% off at the Resort's Hair Salon.

Four night stays are priced from \$814pp twin share; for more details call 1800 199 099.

GUESTS can save 20% off on selected 2011 **Hurtigruten Norwegian Coastal Voyages** when booking with Bentours.

The offer is valid on select sailings booked before 30 Sep.

An extra 10% discount is also being offered for past passengers over the last three years.

For details contact Bentours on 1800 221 712.

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New children's formulary

MIMS Australia, in conjunction with The Royal Children's Hospital in Melbourne has developed the newest World Health Organization (WHO) Model Formulary for Children.

Based on the second Essential Medicines List for Children, and the latest clinical evidence, the new Formulary covers a total of 310 medications.

As the first-ever worldwide standardised information compilation, the Formulary provides healthcare professionals with information on the individual medications, as well as their correct use and dosage.

The Formulary also includes detailed information on the medicines' dosage, adverse effects and contraindications of these medicines for use in children.

Unlike former Formulary incarnations, developed by individual parties and countries, the WHO model provides one single comprehensive guide to using medicines in children for all countries.

Changing HIV market

HALF of all antiretroviral sales in 2019 will be attributed to current pipeline products, according to market analyst Datamonitor.

The company also predicted that the rising population, increase in life expectancy and better testing methods will push up demand for antiretrovirals.

However sales of existing products are still expected to shrink by a compound annual growth rate of -6%, due largely to patent expiries and increasing reductions in healthcare spend post-economic downturn.

"A current abundance of efficacious human immunodeficiency virus treatment options means that convenience is becoming an increasingly important factor in HIV therapy," said Nele Jensen, healthcare analyst at Datamonitor.

"Consequently, the development of pipeline cross-class fixed dose combinations will be the key strategy to ensuring market share for HIV drug developers over the next decade," he added.

"MIMS was proud to be able to provide the editorial review and prepare the publication for print" said Margaret Gehrig, National Business Manager for MIMS.

"Partnering with the RCH and WHO and helping to prepare such important information that will enable medical practitioners, especially in developing countries, to be better informed on medication administration has been a great experience," she added.

Having spent countless hours sourcing and preparing all the clinical information for each of the 310 medications, The Royal Children's Hospital in Melbourne welcomed the project's completion, with RCH Director of Pharmacy, Dr Brian Lilley, saying: "Working on such a key project that will improve the treatment of children around the world has been rewarding and exciting."

SignIQ - just the ticket

SHELF-edge promotional ticketing company, SignIQ, has released a new ticketing solution designed for specifically for Pharmacy.

The new system is a tailored all-inclusive bundle for use in both Independent and banner group pharmacies, and allows pharmacies to transform their ticketing into shelf-edge promotions.

The package includes the SignIQ software system and upgrades, implementation and training services, template design and support service and is charged at a flat monthly fee.

For more info, or to organise a free month's trial see signiq.com.

Oramed Sanofi pact

SANOFI-AVENTIS has entered into an agreement with Oramed Pharmaceuticals which will see it supply Oramed with recombinant human insulin which will be used in Oramed's US clinical trials.

"Oramed's oral delivery technology together with sanofi-aventis' capabilities to produce insulin on a large scale supports Oramed's efforts to conduct clinical development of Oramed's oral insulin capsule in the growing diabetes market in the US," said Nadav Kidron, Oramed's ceo.



DISPENSARY CORNER

DESPERATE times call for

A UK Parliamentary enquiry has discovered that an English hospital hired out a fully-equipped but closed down ward to a film production company in order to generate extra funds.

Much to the astonishment of parliamentary members, it turned out that the film in question was not a Hollywood blockbuster, but rather an "adult entertainment" production.

"Although I cannot claim to have seen the final picture - as I understand, these things are no longer claimable on parliamentary expenses - it was a big-budget affair and generated substantial income for the hospital," Tory MP Penny Mordaunt told the House of Commons earlier in the week.

"But apart from cheering up a few of the in-patients, it cannot be said to be contributing to the objectives of the primary care trust (PCT)," she added.

FISH can talk!

Researchers at the University of Auckland have discovered that fish can talk to each other through a series of popping, grunting and chirruping noises.

According to the scientists the reasons fish communicate can vary from finding a mate, scaring off predators to just simply orienting themselves.

It does seem however, that not all fish are created equal, in the same way that bird calls are different so are the noises from fishes.

Sadly for those of us who have the obligatory pet goldfish, the scientists said whilst they have amazing hearing they do not make any sound whatsoever.

SERIOUS cimicidae infestation.

A total infestation of Abercrombie & Fitch's NYC fashion store has forced the retail giant to close its doors indefinitely to deal with the biting critters.

Although calling in serious fumigation firepower, Abercrombie has not been able to explain how the bugs got there in the first place.