



### Guild Update

#### This week's update from the Guild

##### GuildSuper

Rural pharmacies and hospital authorities have the opportunity to attract young pharmacists and gain extra funding, under the Pharmacy Guild of Australia and Department of Health and Ageing incentive schemes.

The Rural Pharmacist Pre-Registration Incentive Allowance provides financial encouragement for rural and remote pharmacies to employ much-needed graduate pharmacy students.

Each eligible pharmacy and hospital authority can receive up to \$10,000 for every pre-registrant employed for 12 months.

Eligible pharmacies and hospital authorities also have the option of employing pre-registrants full-time for six months (or equivalent) to receive a \$5000 incentive payment.

Applications submitted between six and 12 months will be calculated on a pro rata basis.

Joint applications between eligible pharmacies and hospital authorities wishing to share 12-month placements of pre-registrant pharmacy students can also be submitted.

To find out more about the allowance visit [www.ruralpharmacy.com.au](http://www.ruralpharmacy.com.au) or contact the Rural Pharmacy Workforce Team on 02 6270 1888 or [ruralpharmacy@guild.org.au](mailto:ruralpharmacy@guild.org.au).

Applications are open to all remote, rural and regional pharmacies, with the following exclusions: Sydney and suburbs; Melbourne and suburbs; Adelaide and suburbs; Perth and suburbs; Brisbane and suburbs; Hobart and suburbs; Canberra and suburbs; Cairns; Sunshine Coast; Gold Coast – Tweed; Townsville; Geelong; Newcastle; Wollongong and Queanbeyan.

Applications must be received by the Guild within three calendar months of the commencement date of the graduate.



The Pharmacy Guild of Australia

## AACP welcomes HMR move

THE Australian Association of Consultant Pharmacy says the foreshadowed changes to the Home Medicines Review model (PD 13 May) are likely to create the opportunity for more HMRs.

AACP chair Debbie Rigby has issued a statement welcoming the changes, which will see HMRs and RMMRs continue to be funded under the Fifth Community Pharmacy Agreement.

However changes to the HMR model will include the introduction of direct referrals and post-discharge HMRs initiated by hospitals for high-risk patients.

RMMR changes would see funding of QUM services separated from the review component and an increased focus on collaborative services.

Rigby says direct referral (and payment) will develop closer collaboration between GPs and accredited pharmacists, improving the links within the health care team - and in particular accredited pharmacists with specialist skills in such areas as HIV, ADHD, palliative care and warfarin management "will be able to foster links with GPs who also have an interest in those areas."

"Pharmacists who speak other languages will also be able to provide HMRs to specific ethnic populations via direct referral," Rigby added.

The AACP also cited recent research projects and the PSA Professional Practice Standards

which urge that HMRs be conducted within 10 days of discharge from hospital.

"We know that many community pharmacies do not have the capacity or workflow procedures to deliver HMR within [this timeframe] and we know that many accredited pharmacists are waiting months for payment for HMRs."

"The proposed changes will help ensure delivery of HMRs to those most in need when timeliness is important," the statement said.

The AACP also said that any proposed changes shouldn't replace the existing HMR model, with the direct referral model needing to include the patient's preferred community pharmacy in the communication loop.

"This is especially important for post-discharge medication reviews where medication reconciliation is a critical component," the organisation said.

## New PBS listings

FROM 01 Aug, Cimzia (certolizumab pegol) will be listed on the Pharmaceutical Benefits Scheme.

The first PEGylated anti-TNF for the treatment of rheumatoid arthritis, Cimzia is indicated for the treatment of moderate to severe active rheumatoid arthritis in combination with methotrexate (MTX) in adult patients who have either had an inadequate response or intolerance to previous therapy with one or more disease-modifying antirheumatic drugs (DMARDs).

Cimzia can also be given as monotherapy in the case of a contraindication or intolerance to MTX.

MEANWHILE Simponi (golimumab) has also received PBS approval to join the listing from 01 Aug.

Simponi is a human monoclonal antibody that targets and neutralises TNF alpha, a protein that when overproduced in the body can cause inflammation and damage to bones, cartilage and tissue.

Simponi is also the first anti-TNF therapy to offer monthly subcutaneous dosing for the treatment of moderate-to-severe, active rheumatoid arthritis, active and progressive psoriatic arthritis and severe ankylosing spondylitis.

## FDA conviction

A US woman has been sentenced after a conviction for insurance fraud and selling prescription fertility drugs on the internet.

The case followed an investigation by the US Food and Drug Administration's Office of Criminal Investigations, which found that Heidi Benham of New Jersey had been selling the drugs online, after they had been paid for by her insurance company.

Benham was sentenced to three years in prison, as well as the repayment of more than US\$500,000 to the Blue Cross insurance company.

Evidence presented in the case included that she had over a four year period obtained the drugs for herself but then sold them at a profit via online classified advertisements.

## Journals online

INFORMA Healthcare has announced the launch of a new 'one stop shop' website which combines its full journal archive and published book content onto a single online platform.

The new service at [www.informahealthcare.com](http://www.informahealthcare.com) will offer about 170 journals and 600 online books, with users able to search across the entire content to find key data on a single platform.

The company said the site offered deeper content in a number of specialist areas including cardiology, dermatology, neurology, respiratory medicine, toxicology, urology and pharmaceutical science, as well as simplified navigation options and more links to key resources such as audio or video content, blogs and social networking pages.

## Pharmacy Daily Pharmacy Job of the Day!

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 Guild

## Pharmacy bulletin

**THIS** week's edition of the Repatriation General Hospital Pharmacy E-Bulletin gives an overview of detection of benzodiazepine dependence in the elderly.

The bulletin is available for download at no charge from [www.auspharmist.net/ebulletin.php](http://www.auspharmist.net/ebulletin.php).

## Teaspoon warning

**PARENTS** are being urged to use syringes rather than teaspoons to dispense medications to children, after a study found wide variations in the volume of teaspoons.

Researchers in Greece and the US looked at teaspoons in a number of homes, finding variations of up to 300% according to the *International Journal of Clinical Practice*.

The UK Royal Pharmaceutical Society of Great Britain said that pharmacists would always recommend that parents and carers only use spoons or syringes which are designed for the administration of medicines if they are giving liquid medicines to kids.

## Stock up for cancer

**THE** Cancer Council is urging pharmacies across the nation to stock up on its iconic yellow merchandise boxes in the lead-up to Daffodil Day on 27 Aug.

Stocked with a variety of pens, pins, key-rings, and teddy bears, the boxes each generate a total of \$270 worth of revenue for the Cancer Council's cause.

For more information, or to order a box call 1300 65 65 85 or visit [www.daffodilday.com.au](http://www.daffodilday.com.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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## Amcal's new Private Range

**PHARMACY** giant Amcal is set to kick-off a new chapter in its business, with the launch of its new look Private Label Range.

According to Amcal, the launch follows a comprehensive review of market conditions, sales performance and member feedback.

The new look has been designed to bring consistency to the range, along with making it easily identifiable and bringing it closer to the Amcal brand itself.

"Consumers trust Amcal's Own products because of the quality we've delivered for many years," said Jeremy Prichard, Amcal's Private Label Manager.

"Our extensive range allows consumers to access this quality across a broad spectrum of pharmacy products; from Paracetamol to Fish Oil, from First Aid Kits to baby formula.

"Our members are very supportive of our Private Label range as it delivers differentiation, higher margins and drives customer loyalty," he added.

The launch is set to commence

on 22 Jul, and will be supported by a major catalogue promotion as well as a national TV campaign and direct marketing activity.

## World's largest study

**THIS** week Novo Nordisk hit its 60,000 patient recruitment milestone, making its insulin management study, the largest study on insulin ever undertaken.

Designed as an observational study to investigate the effects of modern insulins in the management of type 2 diabetes, the study spans 28 countries and involves around 3300 physicians.

"Once completed Alchieve(R) will provide locally relevant information on the effective use of modern insulins across different regimens," said Philip Home, Professor of Diabetes Medicine at Newcastle University England

"This information could be further useful to inform and improve the local guidelines on the management of type 2 diabetes," he added.



## DISPENSARY CORNER

**THIS** could be a cheap and easy alternative to implants.

A US company is marketing a new watertight brassiere which is claimed to be able to hold a whole bottle of wine.

Appropriately named "The Wine Rack" the unusual underwear comes complete with a straw, and is claimed to inflate a woman's chest by up to two sizes.

The manufacturer is retailer BaronBob.com, with a spokesman for the company saying the bras are "leak proof and are totally water tight or booze tight as the case may be.

"The only thing is that some girls will give off the wrong impression at the start of a night and deflate as the evening goes on," he added.

The 'Wine Rack' bra is a follow-up to one of the firm's other similar successful products, the 'Beer Belly' which can be worn around the stomach by men.

**A SET** of historic dentures is up for auction this month with an estimated price of up to \$8000.

The partial dentures were designed for former British prime minister Sir Winston Churchill, who reportedly wore them to disguise his natural lisp.

The wartime leader "lived in fear of losing his false teeth, and hence his speaking voice, and insisted that spare dentures always be on hand," say official auction documents.

Strong bidding demand is expected for the dental appliance, after one of Churchill's half-smoked cigars sold for about \$7500 earlier this year.

**IT** sounds like this heist went off with surgical precision.

A man wearing latex surgeon's gloves and a surgical mask has robbed a bank in Rhode Island in the USA.

Police said the offender, who is still at large, entered the bank with his features hidden by the unusual disguise before jumping the counter, grabbing some cash and fleeing on foot.

## WIN AN AL'CHEMY VITAMIN MASQUE



This week **Pharmacy Daily** has teamed up with **The Purist Company** and is giving readers the chance to win the Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque valued at \$17.95.

The Al'chemy hair care range caters to all hair types with its complete collection of shampoos, conditioners and award winning treatment products, which leave your hair youthful and radiant looking.

Keep your hair nourished throughout the winter season with the Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque, rich in certified organic avocado oil and nourishing Australian jojoba oils combined with rice amino

acids, wheat protein and anti-oxidants. Especially suited for colour treated hair, it is a deep treatment that will help restore moisture, manageability and strength to hair.

For a chance to win your very own Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque, simply send in your answer to the question below:

**In 25 words or less tell us about  
your favourite Al'chemy product**

Email your answer to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

There are five masques to be won and the lucky winners will be announced in **PD** next Monday.