

Today's Pharmacy

TODAY'S Pharmacy Daily includes two full pages of news and comps, as well as a full page from The Pharmacy Guild of Australia on its membership opportunities.

See **page three** for details.

Calcium dangers?

A NEW meta analysis study from researchers at the University of Auckland concluded that calcium supplements may increase the risk of cardiovascular events.

Researchers looked at 15 patient-level and trial-level studies of patients aged 40 years and over, who were either administered with under 500mg of calcium supplements per day or a placebo over periods of more than one year.

Analysis of the prior studies, as well as hospital admissions and death certificates, found that calcium supplements without Vitamin D were associated with an increased risk of myocardial infarction.

"As calcium supplements are widely used these modest increases in risk of cardiovascular disease might translate into a large burden of disease in the population," the researchers said.

Nurse prescribing limited

NURSE practitioners will only be able to prescribe PBS medications with the formal consent of patients' general practitioners, under new "collaborative care arrangements" confirmed by the govt this week.

The regulations require that nurse practitioners and midwives who provide care must keep the patient's usual GP up to date on test results, referrals and services provided.

Collaborative arrangements mean that nurse practitioners will be able to access Medicare and the PBS for patients who have been formally referred by a doctor.

Unreferred patients will also be

able to be treated if the nurse has a written formal agreement with a doctor over the scope of the nurse's practice, covering specific clinical conditions.

AMAs key issues

THE Australian Medical Association has released a document detailing what it believes are the key health issues for the 2010 federal election.

Amongst its recommendations are the improvement of patient access to GP services, the need for a comprehensive approach to the management of complex and chronic diseases, the development of a long-term national strategic plan to improve the health of Indigenous Australians, improvement of funds for hospitals and measures to encourage private health insurance uptake.

The AMA also says the Govt needs to ensure post-graduation access to high-quality training places, provide greater funding for mental health services and the provision of adequate resourcing to the aged-care sector.

See www.ama.com.au for details.

UK cancer windfall

THE UK National Health Service has announced it will pump an extra £50 million into the health system to grant cancer sufferers greater access to "innovative new cancer drugs".

The funding windfall comes after a damning report which found the UKs uptake of new drugs had fallen well behind that of other European nations.

Kids to avoid EvaMist

THE FDA is warning women who use the estrogen hormonal replacement medication spray EvaMist (estradiol), to avoid unintentional exposure of children and pets.

Sprayed on the arm, between the wrist and elbow, the medication has received eight post-marketing cases of unintended exposure to EvaMist in kids aged between 3-5yrs.

Adverse reactions to this exposure include premature puberty, nipple swelling and breast development in females and breast enlargement in males.

Pet side effects to EvaMist exposure include mammary/nipple enlargement and vulvar swelling.

For info see www.fda.gov.

Sleepy celebrities

BLACKMORES has enlisted the likes of Matt Shirvington, Brett Lee, Wendell Sailor, Giaan Rooney and Jessica Rowe in its latest exploration of the sleeping habits of Australians.

The light-hearted video sees a line-up of Australia's most loved sporting, television and radio stars chat to Blackmores about how well they sleep, how much they sleep, the quality of their bed and even what their first thought when they wake up is (for many the answer is food and coffee!).

The video comes on the back of Blackmores Sleep Survey, which found that around one in two Aussies suffer insomnia, with over half of insomnia sufferers reporting bouts of the condition lasting two weeks or more at a time.

"Insomnia is a very real problem for Australians, translating to a category currently worth more than \$23 million, and growing at nearly 35 per cent," says Blackmores Director of Australia, Peter Barraket.

Conducted as part of the lead-up to the launch for its new Sleep Sound Formula (PD 21 Jul), the Survey also found that nearly half of insomnia sufferers would be willing to take vitamins to address their problem.

"This fact, combined with the size of the category, presents Blackmores with a strong opportunity, so our goal is to grow our position in the category with the launch of a new product, and a refreshed product range," Barraket added.

To view the video **CLICK HERE**.

WIN A MINERAL STARTER KIT



Every day this week, **Pharmacy Daily** is giving readers the chance to win Mineral Starter Kit courtesy of **Total Beauty Network**.

Exclusive to Designer Brands is a Mineral Starter Kit including the staple products need to help you get into the mineral faze.

Infused with minerals and vitamins which care for your skin, Designer Brands Mineral Starter Kit makes skin look healthy, natural and radiant all day long. Our talc & bismuth-free products mean NO IRRITATION or CLOGGING, just beautiful, flawless skin.

For your chance to win your very own Mineral Starter Kit this week, simply send through the correct answer to the daily question below:

Name 3 other bronzing products in the Designer Brands range

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

The first correct entry received will win!

Hint: Visit: www.tbn.com.au

Congratulations to yesterday's lucky winner: **Eliza Lu** from **Amcal Max Capalaba**.

Hands-on saves lives

NEW research from the US, published in the *New England Journal of Medicine*, has found that bystanders would be more likely to step in and help revive a stranger if they were to use hands-only chest compression, avoiding "confusing" mouth to mouth resuscitation.

The study also found that hands-only CPR may be enough to keep a person alive until emergency crews arrive, a position which has been held by the American Heart Association since 2008.

According to figures, at present only 6% of Americans who suffer a heart attack outside of a hospital survive.

This figure doubled to 12% in the study, when CPR was administered by a bystander with instruction from dispatchers, before ambulance officers arrived (80% of callers attempted CPR when given hands-only instructions, compared to 70% who gave hands and mouth CPR a go).

Researchers are now encouraging dispatchers to be more proactive in coaching callers through CPR.

Accounting

Legal

Financing

Investments

Stay across
it all with
advice that
matters.

 Guild

Galvus launch

AUSSIERS who have been unable to reach their target blood glucose levels on their current type 2 diabetes medication, will soon be granted access to Galvus via the PBS from 01 Aug.

When taken in conjunction with either metformin, a sulfonylurea or pioglitazone type 2 diabetes medications Galvus delivers significant blood glucose reductions.

In addition, in its current tablet format Galvus has also been proven to lower blood glucose levels without affecting body weight or causing hypoglycaemia.

The announcement of Galvus' PBS listing coincides with the release of new research, endorsed by the Guild, titled *Understanding the challenges patients face in managing type 2 diabetes*.

The study found that only around 17% of participants were able to correctly identify their blood glucose target, and one-in-three considered their diabetes uncontrolled.

CPD Calendar

WELCOME to Pharmacy Daily's Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

28 Aug-02 Sep: 70th FIP World Congress, Lisbon, Portugal - www.fip.org/lisbon2010.

11-12 Sep: Australasian Conference for Compounding Pharmacists - www.accp.net.au.

15-18 Sep: Pharmacy 2010, the Pharmacy Management Conference on Hamilton Island - www.pharmacyconference.com.au.

28-31 Oct: PSA's Pharmacy Australia Congress in Melbourne - details www.pac10.com.au.

11-14 Nov: The 36th National SHPA Conference, Medicines Management 2010 in Melbourne - mm2010shpa.com.

01-10 May 2011: The PSA's 2011 Offshore Conference in Venice, Italy and Salzburg, Austria - expressions of interest at www.psa.org.au.

ASMIs new director steps up

DR Deon Schoombie has today officially taken the reins as Executive Director at the Australian Self Medication Industry.

Taking over from longstanding director Juliet Seifert, Schoombie has acknowledged that he has "a large set of shoes to fill".

Having joined ASMIs forerunner, the Proprietary Association of Australia in 1989, Seifert announced (in Feb) her intention to step down from her ED position by August, in order to spend more time with her family.

"It is a remarkable feat to have been at the forefront of the industry for many years and to have earned the respect and trust of so many in

the healthcare sector," said Schoombie.

"On behalf of all of Juliet's colleagues and staff, I wish her and her family all the very best for the future," he added.

Schoombie, a GP, comes to the position having held the role of ASMI's Scientific Director since mid 2004.

He also has extensive experience in the pharmaceutical industry including in public policy, advertising, marketing and regulatory issues, as well as international medical publishing and hospital management, and has also undertaken post graduate training and traditional Chinese medicine.

Lisbon-bound Jana accepts her award



JANA Fulcher of Terry White Chemists Runaway Bay has been awarded the 2010 IMShealth-College Young Pharmacist Innovation Grant.

Sponsored by IMShealth, the Grant will send Jana to the International Pharmaceutical Federation Conference in Lisbon, Portugal (28 Aug 02 Sep).

"Jana joins Georgina Twomey and Rowan Lowe as the recipients of this Award, whose purpose is to encourage young pharmacists in the pursuit of their career in general and to stimulate an interest in participation in pharmacy organisations in particular," said Trevor Clarkin, President of the Australian College of Pharmacy.

Having graduated last year, with a Bachelor of Pharmacy (First Class

Honours), from the University of Queensland, Jana currently works as a pharmacist consultant with Good Pharma (the Guild's Practice Change Program) and Mirixa, and hopes in the future to move into pharmacy ownership.

"Jana is clearly an intelligent and motivated young pharmacist who has a bright future in front of her," said Perry Stam of IMShealth.

"She will be an excellent ambassador to the FIP Conference and a return ambassador from FIP to Australia," Stam added.

Jana is also slated to speak at next year's College of Australian Pharmacy Conference, which is set to take place in Auckland, NZ, from 13 to 17 Apr.

Pictured above is Trevor Clarkin congratulating Jana on her award.



DISPENSARY CORNER

LUCKY he didn't have asthma.

A Victorian man has spent an uncomfortable night trapped in a vent inside Melbourne's Crown Casino.

He was discovered the next morning, after staff members in the casino's restaurant heard his muffled calls for help.

Although his motive has not yet been revealed, local media have reported that the man got himself wedged in the shaft, after having climbed in himself.

Fortunately his rescue was made easier by the fact that overnight he had been totally covered in fat, which presumably had come up from the restaurant below.

FORGET Viagra!

An Austrian brewing company believes it has created a beer capable of enhancing sexual performance.

According to reports, the beer which includes traces of cheese, is purported to create "a positive and healthy response" after a big night drinking.

WHY great-grandma what big teeth you have!

A 73-year old US woman has managed to retain her belongings after bag-snatchers accosted her at a petrol station whilst she stopped to fill up.

The great-grandmother told reporters that instinct took a-hold of her when a man and a woman snatched her purse.

In the instant that she felt the theft happening she turned and bit into the man (who had hold of her bag) hard enough to draw blood.

In the moments it took the thief to recover from the shock of the retaliation the grandma had managed to lock onto the door of the pair's escape vehicle, and was dragged several feet before they finally dislodged her.

Onlookers, attracted by the spectacle were fortunately able to call in the number plate and descriptions of the pair, and shortly after, the police had retrieved the purse with all its contents intact.

Were you 1 July ready?

Who's helping you understand
the new award for community
pharmacy?



The Pharmacy
Guild of Australia

The value of membership - Join the Guild

www.guild.org.au