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## Bayer NZ buy

**BAYER** has announced the acquisition of Auckland-based animal health products manufacturer Bomac, which makes over 290 animal, equine and companion animal products.

Bayer said the transaction would strengthen its worldwide Animal Health business, with a special emphasis on emerging markets in the southern hemisphere.

No major synergies are expected from the deal because of the complementary nature of the businesses, with Bayer Animal Health regional head Alexander Jahn saying the purchase "gives us the opportunity to capture local innovation and lever it across the fastest growing markets in the world."

## TGA to consult on devices

**THE** Therapeutic Goods Administration is inviting submissions on the regulation of medical devices in Australia, as part of its ongoing reform agenda.

The TGA will hold public hearings in Canberra, Sydney, Melbourne and Adelaidethis month, and stakeholders are also able to make written or online submissions.

"As technology advances and the population ages many more Australians are using high-risk medical devices, such as joint implants, implantable pacemakers and breast implants, and people are looking to the TGA to provide them with confidence in the safety and performance of imported

devices, while reducing the regulatory burden on Australian manufacturers of lower risk medical devices," said Parliamentary Secretary for Health, Catherine King.

The discussion paper, which is available at [www.tga.gov.au](http://www.tga.gov.au), with recommendations including improvement of post-marketing surveillance "to better inform premarket regulatory decision making".

The proposals also remove the requirement for Australian medical device manufacturers to hold TGA conformity assessment certification, as well as reclassifying all hip, knee and shoulder joint replacement implants from Class IIb to Class III medical devices.

The TGA is inviting submissions on the discussion paper through until close of business on 17 Dec to [odaconsult@tga.gov.au](mailto:odaconsult@tga.gov.au).

## UK adverse reports directly from desktop

**THE** UK Medicines and Healthcare Products regulatory Agency has announced that effective today GPs will be able to report suspected adverse drug reaction reports directly from their practice software.

A program called SystmOne, used in 1100 practices across the UK, now interacts directly with the MHRA database to quickly share information with the regulator "for effective drug safety monitoring".

Other software makers are expected to integrate similar systems, with MHRA Director of Vigilance and Risk Management of Medicines, Dr June Raine, saying the move would "enable earlier detection of any potential drug safety issues, allowing the MHRA to take prompt action to protect public health".

## NAPSA's PAC lineup



**EARLY** Career pharmacists were very much in focus last weekend at the PSA's Pharmacy Australia Congress in Melbourne, which included an executive meeting of the National Australian Pharmacy Students' Association.

NAPSA delegates attended an Early Career Pharmacist breakfast and cocktail party, meeting up with various NAPSA alumni, and also took part in the Pharmacy Student

of the Year Competition which included national NAPSA President Ashleigh Coome as a member of the judging panel.

Some of the NAPSA team at PAC are pictured above, from left: Daniel Bowtell, Joe Monteith, Ashleigh Coome, Sarah Sinclair, Hanna Soon, Tim Mizzi, Brihny Gillespie, Teresa McMenomy, Bethany Cooper, Mark Aspden and Stacey Gough.

## WIN AN A'KIN RADIANCE SERUM



**Pharmacy Daily** has teamed up with **A'kin** this week and is giving 5 lucky readers the chance to win an A'kin Pure Alchemy Cellular Radiance Serum.

Keep skin looking radiant and youthful naturally with the help of A'kin Pure Alchemy Cellular Radiance Serum. Enriched with a combination of Omega 9 and Omega 3 & 6 essential fatty acids from rosehip and echium, Vitamin E and Pro Vitamin A, this potentially active serum is high in antioxidants to leave skin feeling firm, smooth and brightened.

For your chance to win this great prize, simply send through the correct answer to the daily question below:

### What are some suggested companion products for the A'kin Pure Alchemy Cellular Radiance Serum?

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

First correct entry received each day will win!

Hint: Visit: [www.purist.com](http://www.purist.com)

Congratulations to yesterday's lucky winner: **Simone Touma**, pharmacy student from **University of Sydney**.

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## Rural graduates stay in the country

**CHARLES** Sturt University has unveiled plans to progress "integrated Primary Health Education" across various health disciplines if it is successful in its bid for Federal Government Funding for a new school of medicine.

The university has argued that training health professionals in regional areas is a key way of ensuring that more health workers will be available in country areas.

"We have maintained for many years that if we 'train regional students in regional institutions for regional employment' we can address the serious health workforce shortages evident across regional Australia," said Acting Dean of Science at CSU, Associate Professor Julia Coyle.

The university has reported the results of a recent national Graduate Destination Survey, which showed that more than two thirds of those with the university's health degrees who chose to work first in regional Australia were originally from a regional or rural home.

"Charles Sturt University has based its bid for a new \$98 million medical school to the Federal Government on its ability to recruit and retain health professionals in rural areas," Coyle said.

Pharmacy was one of the courses which saw the highest country retention rate, with 83% of CSU pharmacy graduates initially employed in regional areas.

The university said if the funding is approved it would "bring together its teaching capabilities in areas of critical labour force shortage in rural and regional Australia."

## 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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## ACCC approves GMiA code

**HOSPITALITY** and entertainment provided to pharmacists by members of the Generic Medicines Industry Association must be publicly reported, under the final ACCC approval of the GMiA's Code of Conduct which was announced yesterday.

The ACCC says it has "reworked" a number of the conditions under its draft approval of the code (**PD** 03 Aug), after support from a range of interested parties to maintain conditions requiring transparency "despite submissions from the GMiA that these conditions were not necessary."

"The ACCC remains of the view that a condition to provide transparency around the provision of hospitality to pharmacists at educational events would help to maintain public confidence that such relationships are able to withstand professional and public scrutiny," the Commission said.

In a statement yesterday the ACCC also said it believes that this

won't cause a significant administrative burden for GMiA members, "as pharmacists generally receive training in-store with limited hospitality".

The ACCC has, however, changed its previously proposed condition designed to provide high level disclosure around the nature of gifts and non-price incentives provided to pharmacists.

Under the revised condition the GMiA will report annually on the "accumulated total cost to each member of providing the non-price benefits...to pharmacists, and identify the types of non-price benefits provided by each of its members in the reporting period".

More favourable trading terms provided by GMiA members to pharmacists will not be required to be reported under the changed condition to the Code.

Also because the GMiA code is new, the ACCC only authorised the code for three years rather than the five years requested.

## 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.

**ECRUISE.TRAVEL** is offering an upgrade to a balcony stateroom for only \$199 per person onboard the *Queen Elizabeth*.

Valid on the 'Treasures of the Holy Land' itinerary, the roundtrip voyage from Rome visits Italy, Greece, Turkey, Israel, Cyprus and Egypt, departing 03 Oct 2011.

Priced from \$5395pp (with the option to upgrade) the 13 night package includes economy airfares with Emirates ex Sydney, Melbourne and Brisbane, one night accom in Rome, 12 nights cruise, all meals and entertainment and transfers in Italy - call **1300 369 848**.

**RENDEZVOUS** Stafford Hotel at The Rocks in Sydney is offering a New Years Eve experience priced from \$660 per night with a

minimum three nights stay.

The three night package includes accom in a standard studio room breakfast for two and a complimentary bottle of Australian sparkling wine for the 31 Dec celebrations.

Valid for stays from 29 Dec, more info available online at [rendezvous-hotels.com/sydney](http://rendezvous-hotels.com/sydney).

**ADVENTURE** World has a five night Le Touessrok resort in Mauritius special offering couples a saving of \$1720.

The package priced from \$5362 per couple including five nights accom in a deluxe room, brekkie and dinner, most watersports and return airport transfers.

Valid for travel until 19 Dec; more info at [adventureworld.com.au](http://adventureworld.com.au).

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## DISPENSARY CORNER

### A BAD case of GORD?

Surgeons in Shanghai have successfully completed an operation on a 50-year-old man to remove a chopstick which he swallowed 28 years ago.

According to the *China Daily* the man had thought the implement had been completely digested, but recently started having stomach problems.

Doctors spotted the remains of the chopstick, and in the operation managed to extract it through a small incision.

The report doesn't state whether the chopstick was made of wood or plastic - or how he managed to swallow it in the first place.

**TWO** dentists in the US state of Pennsylvania are offering a "candy buyback program" in the wake of last weekend's Halloween celebrations.

Trick-or-treating traditionally sees children amass lots of sticky sweets, and the dentists Nalin and Arpan Patel say they will pay \$1 per pound to anyone who turns in their excess lollies.

The collected bounty will be sent to US troops serving in the Middle East.

"Not only will it save your teeth - our troops that are serving our country overseas will be able to enjoy a Halloween away from home," the dentists said.

The US Census Bureau estimates that Americans each consume about 11 kg of sweets a year - most of it at Halloween.

**URGENT** first aid for a cat scratch caused major delays on the New Zealand rail network last week, after the driver of a train in the capital Wellington was attacked by a stowaway feline.

A replacement driver had to be summoned, with a spokesperson for train operator KiwiRail saying it was a most unusual incident.

"I spoke to the train manager after his hand had been bandaged and he said he had been working in trains for four decades and it was the first time he had been attacked by a cat".