

Master Classes

THE Change Champions Team has released details of two upcoming Master Classes in NSW and SA.

The first master class titled, 'Improving adherence with medication in psychiatric practice', takes place on 01 Mar in Sydney, and is led by Carol Paton, Chief Pharmacist at Oxleas NHS Foundation Trust, London.

The second master class, is led by Kim Bessell, Principal Pharmacy Advisor, Pharmaceutical Benefits Division, at the DoH, is to be held between 1-2 Mar in Adelaide, and covers 'Medication safety for older people'.

See www.changechampions.com.au for full details.

TGA risk management

THE TGA has published an updated Risk Management Plan (RMP) document for prescription medicines on its website.

Defined as a set of pharmacovigilance activities and interventions designed to identify, characterise and manage risks relating to a medicine, the RMP includes an overview of the safety profile of the medicine; a pharmacovigilance plan and a risk minimisation plan.

The updated RMP info also features a Question and Answer PDF. See www.tga.gov.au.

Pfizer fined over Lipitor ads

THE Medicines Australia code of conduct complaints committee has ordered Pfizer to pay a \$20,000 fine over a series of ads which appeared in online GP publication *Sixminutes* last year.

The case is the result of a complaint by Melbourne academic Ken Harvey, who claimed that the advertisements are false and misleading.

The ads in question show a person dressed in barrister's robes with the tag line "It's all about the

evidence" and claim to depict 'Barry Andrews. Judge since 1999'.

Small print on the ads note that Barry Andrews is not in fact a real judge nor a Lipitor patient, with Harvey saying this makes the ads false and misleading.

Pfizer said it hadn't intended to mislead with the ads, but rather aimed to highlight that Lipitor has a wealth of evidence that supports its efficacy, "and to encourage doctors to make evidence-based prescription decisions".

The Complaints Committee determined that the ads formed a 'minor breach' of the MA Code because it had "no safety implications for patients and would have no major effect on how the medical profession would prescribe the product".

The committee also ordered that Pfizer cease using the advertisements that included the statement: 'Barry Andrews. Judge since 1999. On Lipitor since 2005'.

Bayer extension

BAYER HealthCare has confirmed that it will extend credit terms by a period of eight weeks, on the purchase of Bayer prescription and OTC medicines to assist continuity of supply during the flood recovery period.

The extension applies to all Bayer purchases, made by Qld pharmacies in Jan, Feb and Mar.

API, Sigma and Symbion have all agreed to pass the eight week extension to Qld Bayer customers.

"Bayer wants to ensure pharmacists can continue to dispense its medications and treatments to all Queenslanders who need it," said Bayer HealthCare Pharma ANZ General Manager, Rene Klemm.

Dronedarone warning

THE UK Medicines and Healthcare products Regulatory Agency (MHRA) has published new information on the possible risk of liver injury associated with Dronedarone (Multaq).

Dronedarone is indicated in adult clinically stable patients with a history of, or current non-permanent, atrial fibrillation (AF) to prevent recurrence of AF, or to lower ventricular rate.

The warning follows the reportage of several cases of liver injury (some of which occurred early after the start of treatment), including two cases of liver failure requiring transplantation.

As a result, the MHRA is advising healthcare professionals that patients currently using the drug should be contacted over the next month to receive liver function tests, to be followed up with routine liver testing.

The MHRA is also urging patients taking Dronedarone and who experience any symptoms of liver injury to contact their healthcare professional.

Patients concerned about their treatment are being urged to consult their doctor before ceasing usage of the drug.

"Boost Your Financial Management"

At Hyatt Regency Sanctuary Cove

GOLD COAST 4-6th April 2011

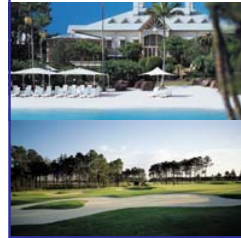
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Pharmacy Daily

TODAY'S Pharmacy Daily

features two pages of news, plus a full page on the soon to be launched weight loss product Sensaslim, see **p2** for details.

Kids and herbs

THE European Medicines Agency has launched a public consultation aimed at improving the rate of clinical studies involving children and herbal medicines.

"Herbal medicines are widely used throughout the European Union, often in children," a statement from the EMA said.

"Despite this, little clinical information is available to allow the evaluation of their indications, dose, length of treatment and safety when used in children," the statement added.

The consultation follows the launch of a draft reflection paper 'on the necessity of initiatives to stimulate the conduct of clinical studies with herbal medicinal products in the paediatric population'.

Initiatives proposed in the paper include a focus on the identification of herbal substances and preparations expected to have a therapeutic benefit, selected on the basis of criteria identified by the EMA's Committee on Herbal Medicinal Products and the Paediatric Committee.

The paper also urges a focus on guidelines and recommendations for developing paediatric studies for herbal medicines; as well as the promotion of funding to collect more data on monitoring the safe use of these medicines in children and to promote further research.

The period of public consultation is open until 15 Apr- see www.ema.europa.eu.

WIN AN A'KIN ANTI-OXIDANT COMPLEX



Pharmacy Daily has teamed up with **A'kin** this week and is giving 5 lucky readers the chance to win an A'kin Rosehip & Shea Intensive Moisture Anti-oxidant Complex valued at \$39.95.

Reduce the appearance of fine lines and wrinkles with the help of A'kin Rosehip & Shea Intensive Moisture Anti-oxidant Complex, ideal for dry or

mature skin. The natural rich concentrations of certified organic Shea butter, Rosehip oil and penetrating Olive complex, leave skin feeling hydrated and looking youthful.

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

What are the benefits of the A'kin Rosehip & Shea Intensive Moisture Anti-oxidant Complex?

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

First correct entry received each day will win!

Hint: Visit: www.purist.com

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Viibryd approval

THE US Food and Drug Administration has approved Viibryd tablets (vilazodone hydrochloride) for the treatment of major depressive disorder in adults.

Available in 10, 20 and 40mg tablets, the drug's most common side effects include diarrhea, nausea, vomiting, and insomnia.

MEANWHILE the FDA has also unveiled its 2011 plan to improve the most common path to market for medical devices.

Key actions featured in the plan include streamlining the "de novo" review process for certain innovative, lower-risk medical devices; clarifying when clinical data should be submitted in a premarket submission; and establishing a new Center Science Council of FDA experts to ensure timely and consistent science-based decision making.

See www.fda.gov for details.

PGA Zone Leaders

THE PGA is reminding pharmacists that its annual NSW Zone Leaders Conference will take place on 27 Feb- www.guildpharmacyacademy-nswconvention.org.au.

Kids, tobacco and OTC drugs

THE highest rate of teenage smoking occurs in males aged 17 years, according to the latest findings revealed in the *Australian secondary school students' use of tobacco, alcohol, and over-the-counter and illicit substances survey (PD 21 Dec)*.

Around 24,000 Australian teenagers aged between 12 and 17 years old took part in the survey, which asked about their lifetime use of tobacco and alcohol, as well as OTC and illegal drugs.

In terms of tobacco usage, the survey found that only 4% of all participants had smoked more than 100 cigarettes in their lifetime, with the heaviest smokers found to be 17 year old boys (10% having smoked 100 cigarettes or more).

In addition, 14% of 17 year olds who admitted to smoking were deemed 'current smokers', (having smoked in the seven days leading up to the survey), as compared to the lower rates of 14 year old 'current smokers' (7%), and 12 year old 'current smokers' (2%).

These figures have been

welcomed by anti-smoking pundits, after researchers confirmed that "the proportion of students who smoked in the week before the survey in 2008 was the lowest found since the survey began [in 1984]".

MEANWHILE the survey also noted that analgesics were the most commonly used substance by Australian teens, with 90% of all survey participants confirming that they had used pain killers (legal or illegal) in their lifetime.

41% of teens who said they used analgesics, also confirmed having used various pain killers in the week leading up to the survey.

The most common reasons for analgesic usage were found to be headaches, migraines, relief of cold and flu symptoms, whilst parents were found to be the most common source for obtaining the pain killing drugs.

Other OTC drugs canvassed in the research included inhalants, with 19% of all teens confirming that they had used one, and usage shown to decrease with age (23% of 12 year olds, to 14% of 17 year olds).



DISPENSARY CORNER

MOBILE phones can be a lifesaver - in more ways than one.

A 13-year-old boy in Norway has managed to escape from a pack of wolves, by playing heavy metal music on his mobile.

Walter Acre was confronted by four of the ravenous beasts while walking home from school - but just when they appeared to be about to attack he whipped out his phone and cranked up a Megadeth song.

The thumping heavy metal "sent the animals scattering in confusion," according to Russian gossip website Zvuki.ru.

AND while we're on the subject, a mobile phone in Ukraine has caused some consternation after it was swallowed by a crocodile.

Workers at a Kiev aquarium initially dismissed claims by a visitor that the reptile had eaten her phone after she accidentally dropped it into an enclosure.

That was until the crocodile's stomach began ringing.

January MIMS Monthly Medicine Update

NEW PRODUCTS

Orfadin (**nitisinone**) is a competitive inhibitor of 4-hydroxyphenylpyruvate dioxygenase. Hereditary tyrosinaemia type 1 (HT-1) is caused by a deficiency of fumarylacetoacetate hydrolase, the final enzyme in the tyrosine catabolic pathway. Orfadin inhibits the normal catabolism of tyrosine in HT-1 patients, preventing the accumulation of toxic metabolites. Orfadin is indicated for the treatment of HT-1 in combination with mandatory dietary restriction of tyrosine and phenylalanine. Orfadin is contraindicated in lactation. The recommended initial dose is 1 mg/kg bodyweight/day in two divided doses, with monitoring of urine succinylacetone, liver function test values and alpha-fetoprotein levels. Orfadin is marketed as 2 mg,

5 mg and 10 mg capsules in bottles of 60's.

Zonegran (**zonisamide**) is a benzisoxazole derivative antiepileptic medicine with weak carbonic anhydrase inhibiting activity *in vitro*. Zonegran is indicated as adjunctive therapy in the treatment of adults with partial seizures, with or without secondary generalisation. It is contraindicated in patients hypersensitive to sulfonamides. The recommended initial dose in adults is 50 mg daily in two divided doses. After one week the dose may be increased to 100 mg daily and thereafter the dose may be increased at one weekly intervals, in increments of up to 100 mg. Doses of 300 mg to 500 mg per day have been shown to be effective, though some patients, especially those

not taking CYP3A4-inducing agents, may respond to lower doses. Zonegran is marketed as 25 mg, 50 mg and 100 mg capsules in blister packs of 56's.

NEW INDICATIONS

Herceptin (**trastuzumab**) is now indicated in combination with cisplatin and either capecitabine or 5-fluorouracil for the treatment of HER2 (human epidermal growth factor receptor 2) positive advanced adenocarcinoma of the stomach or gastroesophageal junction in patients who have not received prior anticancer treatment for their metastatic disease. Herceptin treatment is only appropriate if there is HER2 overexpression, as described by a3+ immunohistochemistry (IHC) score. For cases with an IHC score of less than 3+,

confirmation of HER2 positive status by *in situ* hybridisation (ISH) is mandatory. In the treatment of advanced gastric cancer, the initial loading dose is 8 mg/kg bodyweight, followed by 6 mg/kg bodyweight three weeks later and then 6 mg/kg repeated at 3-weekly intervals administered as infusions over approximately 90 minutes. If the initial loading dose was well tolerated, the subsequent doses can be administered as a 30 minute infusion. Herceptin is now also available as a 60 mg pack containing one single dose vial.

SAFETY RELATED CHANGES

Interstitial lung disease has been reported with Herceptin. Risk factors include prior or concomitant therapy with other antineoplastic therapies

known to be associated with interstitial lung disease, including taxanes, gemcitabine, vinorelbine and radiation therapy.

The dose of Vytorin (ezetimibe/simvastatin) should not exceed 10/20 mg daily in patients receiving concomitant medication with niacin (nicotinic acid) \geq 1 g/day. Additional adverse events reported rarely with simvastatin during clinical studies and/or postmarketing use include erectile dysfunction and interstitial lung disease.

This list is a summary of only some of the changes that have occurred over the last month. Before prescribing always refer to the full Product Information.

Advertising starts first week in February!

Pre Launch Special

Buy 6 packets @ \$36.30ea, sell \$59.95 that is a 65% markup. For every 6 you buy and pay C.O.D. We will give you one for free, that increases the markup to 93%. Buy 12 and get 2 and so on.

Peter Ralph 0425 722 589

20 years of research.
11,453 people tested.
146,040 kilos lost.

THE WEIGHT IS OVER...

After 20 years of research, and the world's largest trials on a weight loss product, the scientific paper is about to be published.

During National Obesity Week in England (January 17 -23), the scientific community will be presented the white paper on Sensaslim.

It has been the most anticipated new launch of any new OTC medicine this century. It is sure to create a massive amount of publicity and will be the news your customers have been waiting to hear.

Good news travels fast.
Sensaslim is here.
Be prepared for a stampede.



Sensaslim Solution - Nothing tastes as good as slim feels.