

AusDI
ADVANCED

CONTENT ALERT
phoenix

AUSTRALIAN MEDICINES INFORMATION
you can trust, updated and published online every month.

VIEW UPDATES AT
www.phoenixmedical.com.au/whatsnew.php

now integrated with:
FRED. DISPENSE
icare

PBS listings & changes

PFIZER'S Atropine Injection (atropine sulfate 600 micrograms in 1mL) has been added to the PBS this month, alongside other new additions including Docetaxel (DBL Docetaxel Concentrated Injection Mono), Interferon Beta-1a (Rebif 44) and Levodopa with Carbidopa (Duodopa).

GSK ups its transparency

FROM June this year GlaxoSmithKline has committed to publish the total amount of fees paid to Australian healthcare professionals for speaking and consulting services.

The figures provided by GSK will also include all grants, donations, consultancy fees and sponsorships made to healthcare professionals for research programs, advisory committee work and educational projects.

The move is designed to increase transparency, and follows on from the launch of a number of recent GSK transparency related initiatives including its clinical trial register, the disclosure of commercial arrangements with patient groups and its

"commitment to ensure timely publication of all clinical research results in the scientific literature".

According to the company, the June release will be followed with regular fee updates which will be made publicly available.

The hallmark announcement sees GSK become the first pharmaceutical manufacturer in Australia to disclose a total amount for payments made to healthcare professionals.

"Our relationship with healthcare professionals is interactive and educational," said Deborah Waterhouse, General Manager GSK Australia.

"We provide opportunities to increase medical knowledge and scientific research.

"This in turn contributes to the advancement of medicine, patient care and community health.

"Healthcare professionals share their time, expertise and knowledge with us and together we work towards improving patient care.

"Their input is crucial in helping us develop better products and processes," she added.

PD Friday winner

CONGRATULATIONS to Katy Duldig of The Pharmacy Guild of Australia, who was the lucky winner of last Friday's Nutri-Synergy Pack competition.

Drugs may become first line for cancer

EMERGING biological therapies such as ipilimumab, cetuximab and panitumumab have the potential to become an "important primary therapy option for treatment of cancer patients," according to a paper published in a special Asia Pacific Journal of Clinical Oncology supplement.

The journal highlights a number of new drugs, with senior Australian cancer specialist Professor Peter Hersey saying the monoclonal antibodies have the potential to join surgery, radiation and chemotherapy as first line treatment options.

Melbourne, not ACT

THE industry roundtable discussion with health minister Nicola Roxon over cabinet review of new PBS medicines (**PD Fri**) took place in Melbourne, not Canberra.

GuildCare online video

PHARMACY Guild President Kos Slavos is the presenter of two online video clips which summarise the benefits of the new Pharmacy Practice Incentives (PPIs).

The video was created following an influx of industry requests for a PPI summary, and is designed for the benefit of pharmacists, dispensary assistants and pharmacy assistants.

The Guild is reminding pharmacists that they must register by 30 June in order to be eligible for the start-up PPI payments, including Dose Administration Aids (approx \$1800); Clinical Interventions (approx \$3400) and Staged Supply (approx \$1300).

To view the videos and for more info see www.guild.org.au/guildcare.

Kodak

Instore Retail Print Solutions
New and Ex-Rental Machines Available



Rental or Lease
Options
Available Now

- Kodak Prints and PhotoBooks
- Passport & I.D. Photos
- Burn to CD or DVD
- Ready Made Promotions
- Expandable System

For more information, please call
Australian Photo Supplies on
1800 619 319
or visit us on the web
www.ausphotosupplies.com.au

Australian Photo
Supplies Pty. Ltd.

**Our buying, marketing
and retail offer assisted
Orana Mall Pharmacy
to the QCPP
Pharmacy of the Year!**



Call us to see how we can do the same for your business.



Contact us today
Andrew Pattinson
andrew@instigo.com.au
Phone: 02 9248 2600 instigo.com.au

WIN A U LITTLE BEAUTY PRIZE PACK



Pharmacy Daily has teamed up with U Little Beauty, and is giving away exciting prize packs every day this week.

U Little Beauty is a quintessentially Australian natural skincare range that delivers the goods – and looks great!

Every product is made and owned in Australia. Don't be fooled by this clever little Aussies whimsically named products – a bit of rough, butter me up, all washed up and skinny dip. This collection of natural skincare and body care is full of antioxidants, is SLS Free, Paraben Free, and Cruelty Free and is Vegan Certified.

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

U Little Beauty is Vegan _____

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

The first correct entry received will win!

Hint: Visit www.ulittlebeauty.com.au

Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature.

This week's contributor is the Executive Director of Chemmart Pharmacy, Jonathan Layton.

Walking the walk of community pharmacy

COMMUNITY pharmacy has long 'talked the talk' about its role as a primary health care service provider.

It's the holy grail of pharmacy and more important than ever as governments continue to look for savings in the health system.

Yet there would be few pharmacists - or indeed pharmacy groups - who could say with hand on heart that they have lived up to this promise.

Consumers are now looking for more from their pharmacists.

Outstanding professional advice and helpful service is a given, not an option.

Today's customer expects a higher level of interaction and health care in an environment that's designed to provide ongoing support rather than just irregular contact.

Research conducted by Chemmart found that 90% of customers want to do whatever it takes to have good health, yet only 20% feel they do enough to achieve it.

As part of our ongoing commitment to support our 225 members, Chemmart Pharmacy is introducing Health Checks; a 20 minute check-up with blood pressure, blood glucose and cholesterol testing as well as a body mass index calculation, waist measurement and lifestyle questionnaire - all for just \$20.

This strategy is more than just a move aimed at increasing foot traffic, customer loyalty, complementary selling and additional revenue streams.

It's also another important demonstration that, when community pharmacy is provided with the tools, it truly can be an integral and indispensable part of front-line health care.

There's no doubt that the business of offering complementary products will assist in developing relationships with patients and building trust by providing them with an integrated solution to their health issue.

Consumers look to pharmacists to help them look after their family's overall health.

In consumers' eyes, pharmacists are one of the most trusted professions, but only by meeting all of their health and wellbeing needs will pharmacists to continue to uphold this reputation.

CMs facing EU regulation

HUNDREDS of herbal medicines are now banned in the European Union, following new legislation which came into force over the weekend.

The new directive supersedes rulings in the UK's 1968 Medicines Act, and requires all herbal medicinal products to obtain market authorisation within the EU, meet safety, quality and manufacturing standards and provide a consistent clearly marked dose before being sold to the public.

In addition, manufacturers must mark packaging with product information including possible side effects and interactions, and must prove that their herbal active has been in use for at least thirty years in order to be considered as a 'traditional medicine'.

The European Medicines Agency has extended a grace period for the sale of herbal medicines currently on shelves across the EU, allowing them to be sold until they reach their expiry date.

According to the UK Medicines and Healthcare Regulatory Authority so far there have been 211 herbal medicine authority applications, of which 105 have been granted authorisation.

"Crucially, this EU directive and

Discoloured teeth?

THIS week's edition of the RGH Pharmacy E-Bulletin gives an overview of extrinsic and intrinsic drug-induced tooth discolouration, which covers discolouration due to oral liquid iron preparations, tetracyclines, flouride and ciprofloxacin - free download at auspharmist.net.au/ebulletin.php.

Pradaxa indication

THE TGA has approved Pradaxa (dabigatran etexilate 150mg and 110mg twice daily) for a new indication: the prevention of stroke and systemic embolism in patients with non-valvular atrial fibrillation and at least one additional risk factor for stroke.

Pradaxa was previously approved for the prevention of venous thromboembolism in patients undergoing hip or knee replacement.

the registration scheme puts consumers in the driving seat so they can identify that a product meets assured standards on safety, quality and information about safe use," said Richard Woodfield, head of herbal medicine policy at the MHRA.

The change in policy comes after a 2009 MHRA survey which found 26% of British citizens took a herbal medicine between 2007-09, the most common of which were St John's wort, valerian and echinacea.

The survey also found that 58% of Brits considered herbal medicine as safe because it was 'natural'.

The new rules have been welcomed by the Royal Pharmaceutical Society of Great Britain, whose chief scientific advisor, Prof Jayne Lawrence, told media that that traditional medicines often contained very potent and untested compounds, and that the Society harboured concerns over the general view that the drugs are 'safe'.

"Patients might not realise that in some cases they should not take other medicines with them, or if they're going for surgery they should tell their doctors they are taking these particular medicines because there may be complications," she said.

Methadone dispensers

THE Queensland Pharmacy Guild is selling methadone dispensers directly to pharmacists via its online store.

The Scoerex Methadone Pump is available in 10ml and 50ml pumps with 0.25ml adjustable increments and three adaptors to fit different sized bottles.

[CLICK HERE](#) for details.

Zytiga approval

THE US Food and Drug Administration has approved Zytiga (abiraterone acetate) in combination with prednisone to treat patients with late-stage (metastatic) castration-resistant prostate cancer who have received prior chemotherapy.



DISPENSARY CORNER

QUEENSLAND pharmacists should look to ordering additional stocks of after sun skin care following the conclusion of the Nude Olympics on the Sunshine Coast last weekend.

An estimated 500 competitors stripped down to their birthday suits for the 'Olympics' which took place at Alexandria Bay Beach in the Noosa National Park, with athletic events including beach sprints, egg-throwing contests, conga lines, tug-of-wars and marathons.

"As in most events the umpire's decision is final, but when we get down to events like the men and women's 'best bum' or the 'magnificent mums' we usually have to fight the judges off with a stick because everybody wants to get involved with presenting those medals," joked event organiser Dean.

HEALTH crisis averted.

A Chinese woman is lucky to have escaped unscathed after accidentally reversing her 4WD over the edge of the roof of a multi-storey car park.

According to reports, Shan Dan, who had only been driving for six months, ended up precariously perched on the edge of peril after hitting the accelerator instead of the brake whilst reversing out of her car spot.

Shan's 4WD then charged through the carpark's barrier and half over the edge of the carpark. "I was absolutely terrified when I got out and saw the precarious position of my car," she told media.

Fortunately she was uninjured during the incident, however she will face a hefty bill after a crane had to be called in to safely lift the vehicle to the ground.

