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## Pfizer appointment

**PFIZER** this morning announced the appointment of Jenny Alltoft to head up its Established Products generics division in Australia/NZ.

Alltoft has been with the company for over 20 years and moves from her most recent role as General Manager, Frontier States to take up the position suddenly vacated by John Montgomery two months ago (**PD** 19 Aug).

## Disease database

**THE** World Intellectual Property Organisation has launched a new database which aims to facilitate the sharing of intellectual property for research and development on medicines and vaccines.

Dubbed WIPO Re:Search, the voluntary database will encourage the development of treatments to combat "neglected tropical diseases," according to Medicines Australia ceo Brendan Shaw.

"This is a groundbreaking initiative to support innovation in medicines and vaccines for diseases that afflict millions of people in the developing world," he said, with the move giving scientists access to clinical trial data and technical knowhow relating to afflictions such as malaria, tuberculosis, dengue fever and cholera.

"Research-based pharmaceutical companies globally have joined this initiative and committed to sharing their intellectual property assets and technical expertise," he said.

Under the new arrangements IP licensed via the initiative will be available royalty-free for R&D into neglected diseases in any country.

## API reports \$23.3m net loss

**AUSTRALIAN** Pharmaceutical Industries this morning released its results for the year to 31 Aug, with an overall loss of \$23.3 million.

The after-tax result was impacted by the previously announced \$50 million impairment over its financial guarantee program for pharmacists (**PD** 20 Apr).

Total revenue for the year was \$3.43 billion, down about 7.5% on the previous period, but despite the difficult conditions Priceline saw growth of 2.3%.

"We remain confident in our investment in Priceline and the opportunities for Priceline Pharmacies," said ceo Stephen Roche, while the pharmacy division had remained stable during the second half of the year after the hit from Pfizer's move to direct distribution.

"We do not anticipate a repetition in FY12 of the conditions which saw a total estimated loss of 15% of revenue from the wholesale sector," Roche said.

Interestingly, he said that the impact of the termination of API's trading relationship with Pharmacy Alliance and the IPAG groups had been "significantly overstated,"

## Lucky Reform prize

**ATTENDEES** at this Saturday's Reform conference at Penrith Panthers in NSW will be in the running for a \$500 lucky door prize which will be drawn on completion of afternoon tea.

For more information see [www.reformmanagement.com.au](http://www.reformmanagement.com.au).

with API retaining about 50% of former PAL and IPAG members.

API has also invested about \$3m in a project to develop online shopping for Priceline, "and we believe that we're significantly more advanced than any of our competitors in launching this offer".

About 100 pharmacists are in talks with API over new Priceline stores, but the rollout has slowed "until such time as banking sentiment towards the retail sector changes," Roche said.

## Pharmacy chronic disease project

**THE** Pharmacy Guild has announced a 30-month R&D project to be undertaken by Griffith University into the role that community pharmacies can play in the care of patients with chronic illnesses.

The research will be funded via the Fifth Community Pharmacy Agreement R&D Program, with the aim of better understanding the burden of chronic disease leading to recommendations for the development of improved models of care in Australian health.

About 600 health consumers and carers will take part in the project, along with 200 health professionals in the Logan-Beaudesert, Fraser Island and Mt Isa regions of Queensland, along with northern NSW and the greater Perth area in Western Australia.

"The burden of taking many medications is often imposed on people with little coordination and

## Blackmores record

**BLACKMORES** this morning announced a record quarter, with profit of \$7.8m after tax on sales growth of 10% across the group.

CEO Christine Holgate said the result reflected major retailer promotional activity and the introduction of "several innovative new products" including a topical pain relief cream.

"This signals a continued move for Blackmores into new categories with quality, evidence-based health products that benefit people's health," she told the firm's agm.

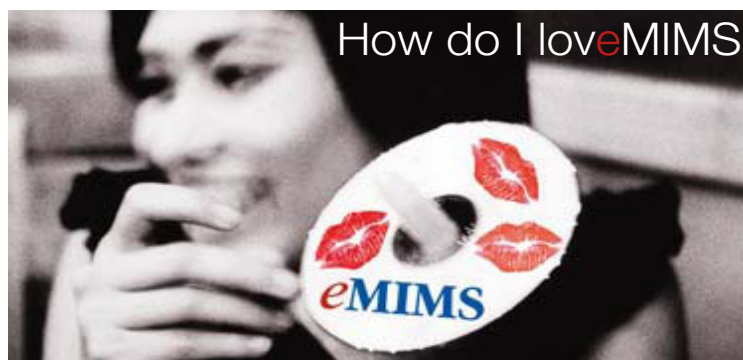
with little recognition that these regimens are demanding in time and effort," said Griffith team leader, Associate Professor Amanda Wheeler.

"Most people with chronic conditions interact regularly with a pharmacy but little is known about how they see the role of the pharmacy in their care," she said.

National Pharmacy Guild president, Kos Sclavos, said that with the increasing burden of chronic disease in Australia, "pharmacists are ideally placed to provide additional chronic disease management services.

"This research project will provide further data on which to base future community pharmacy professional services," he said.

Associate Professor Wheeler is also the research leader for a recently announced 5CPA R&D project into pharmacy involvement with mental health (**PD** 19 Oct).



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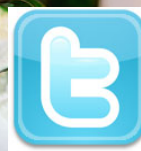


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\* Conditions apply. Contact Ben Stitt 0410 038 633



## TGA standards ruling

**THE** Therapeutic Goods Administration has issued an official determination relating to specified monographs in the United States Pharmacopoeia - National Formulary.

The move formalises a draft determination in Sep 2009, and means that the particular monographs do not constitute "standards" under the Therapeutic Goods Act 1989.

Affected US monographs cover a range of vaccines including influenza, measles, polio and rabies.

## Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

**LUXURY** Phuket property The Sarojin is offering a Christmas special for Aussie families wanting to really live it up this festive season.

The five star hotel which sits on 11km of pristine white beach is offering extra free nights (six nights for the price of five), all day a la carte breakfasts and other bonuses, with prices starting at about \$435 per person per night.

See your friendly travel agent; more details at [www.sarojin.com](http://www.sarojin.com).

**GREEK** travel specialist Sun Island Tours is offering a range of Greek Island packages under which travellers can select the islands of their choice - such as Mkyonos or Santorini - and enjoy a 5% discount.

All island hopping deals include a transfer from Athens to Piraeus, ferry passages, accommodation with breakfast and all port taxes, service charges and local taxes.

More info on 1300 665 673.

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## Sudafed, Codral to grocery

**JOHNSON & Johnson** Pacific yesterday began informing its key pharmacy customers that it will launch new Sudafed and Codral brands into the grocery channel next year.

J&J spokesperson Mitzi Saitzyk told **PD** the move doesn't reflect any change in its commitment to pharmacy distribution, but rather aims to put the well-known brands up against competitors which already distribute in supermarkets.

"As market leading brands, we need to put them where customers are already shopping for these products," she said.

"In order to compete against other established grocery brands, the new range has been formulated with unscheduled actives that already exist in the grocery channel - paracetamol, phenylephrine and guaifenesin," Saitzyk added.

The new products, which are expected to officially launch in the second quarter of 2012, include

Codral Relief, which will feature a PE decongestant tablet in 10s and 20s, a combination PE/Paracetamol cold & flu tablet, and a hot drink format, along with a cough liquid containing PE/Guaifenesin.

The Sudafed range will include a PE nasal decongestant and a sinus pain relief product (with paracetamol) in 10 and 20 packs.

By contrast, the pharmacy range will continue to include products with PE, paracetamol and guaifenesin in larger pack sizes than in grocery, as well as scheduled actives such as codeine, dextromethorphan, ibuprofen/PE combinations, chlorpheniramine maleate, oxymetazoline, triprolidine and pseudoephedrine.

"We are committed to maintaining our support for Pharmacy, where our complete range of scheduled products will continue to be sold under the expert advice of pharmacists," Saitzyk concluded.

## WIN AN EMU SPIRIT PACK



This week **Pharmacy Daily** is giving 10 lucky readers the chance to win an Emu Spirit Pamper Bundle, courtesy of **Emu Spirit**.

Our Pamper Bundle is the perfect combination for those who cherish their skin.

Each bundle is valued at over \$110 and contains: 1 x Moisturising soap bar, 1 x 100g Day Crème Refresh and Renew, 1 x 100 g Night Crème Repair and Restore and 1 x 125ml Oil of Emu.

Emu Spirit's Oil of Emu is a natural anti-inflammatory that can be used to treat all aches and pains to skin conditions such as psoriasis and eczema. Best of all, Oil of Emu can also be used to promote general health and wellbeing and is a wonderful source of 'skin food' to assist dry itchy skin, scars, and fine lines.

For your chance to win an Emu Spirit Pamper Bundle, simply be one of the first two people to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

### What is Emu Spirit's philosophy for healthy skin?

Hint! Visit Emu Spirit website at: [www.emuspirit.com](http://www.emuspirit.com)

**Congratulations** to yesterday's lucky winner, **Katy Duldig** from **The Pharmacy Guild of Australia, QLD** and **Hayley Fejer** from **High Tech Health, QLD**.

## DISPENSARY CORNER

**NOT** so healthy ageing?

A video of a group of pensioners has surfaced on YouTube, which shows the thugs drinking alcohol in a park whilst listening to loud music, smoking, fighting and indulging in graffiti.

Rather than a new lifestyle fad which would have healthcare practitioners tearing their hair out, the video is actually a campaign by the UK Lancashire Police Department to discourage antisocial behaviour at any age.

Comments underneath the video, posted by the supposed thugs include "Epic! what we did last nite!" and "Had a right laugh last night - did some tagging, got lashed, smashed a load of stuff up and went trick or treatin".

The tag line is "Anti-social behaviour - It's just not funny at any age and will not be tolerated in Lancashire."

See the video now online at [pharmacydaily.com.au/videos](http://pharmacydaily.com.au/videos).

**ART** for art's sake?

A New York performance artist has delivered her most edgy work yet, inviting guests to attend the birth of her first child in a public art gallery.

"The Birth of Baby X" took place at the Microscope Gallery yesterday, after Marni Kotak publicised the imminent blessed event which saw the gallery transformed into a birthing room.

"This is all part of my approach to life and art, and my goal of creating authentic interactions," she said before the birth.

The *Village Voice* newspaper reported that its reporter missed the actual delivery, but when he entered the "steamy space" found Kotak calmly eating a banana, the placenta in a bowl and the baby's father holding his son who was wrapped in a towel.

The show continues until 07 Nov, with "remnants of the birth" to be added to the exhibition, along with a video of the event.