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## Prasugrel advocacy

THE European Society of Cardiology has assigned a Class 1 recommendation to Prasugrel - a once daily oral antiplatelet drug, for patients undergoing percutaneous coronary intervention after experiencing a non-ST-segment elevation acute coronary syndrome.

## WIN A MILKY FOOT PACK

**Have you tried the easiest way to exfoliate your feet yet?**



Each day this week PD is giving readers the chance to win a pack of Milky Foot - Australia's

easiest way to exfoliate your feet - no effort required!

Milky Foot is available in regular and large sizes at \$29.95. This innovative product from Japan is truly the easiest way to rid yourself of hardened, dead and tough skin including tough heels and calluses.

To win, simply be the first person send your answer to the following question to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

**Does Milky Foot come in more than one size?**

Visit [www.milkyfoot.com.au](http://www.milkyfoot.com.au)

Congratulations to yesterday's lucky winner: **Marsha Gomez** of The Pharmacy Guild of Australia.

## Auditor shakes-up TGA

A NEW report by the Australian National Audit Office (ANAO) into the role the Therapeutic Goods Administration plays in regulating complementary medicines, has found that despite rapid market growth, complementary drug compliance with national standards is low.

To combat this growing problem the ANAO made a number of recommendations to the Dept of Health (DoH), including that the DoH provide a target date for the completion and publication of each key complementary medicine guidance document.

In addition, the ANAO said that the DoH should provide regular progress reports on the development of key guidance documents, on the TGA website, to keep industry, health professionals and consumers informed.

Currently there are around 10,000 complementary medicines for sale on Australian shelves, and the incoming tide is not slowing, with market growth estimated at between three and 12% per year.

Last year sales of complementary drugs were estimated at 1.2 billion, whilst worldwide sales were said to sit at around US\$83b.

According to the ANAO, due to the perceived "low risk" nature of complementary medicines, regulatory guidelines have tended to have a "light touch" so that market access to the products is not "impeded unnecessarily".

Last year a TGA review of 31 randomly selected complementary drugs on sale in Australia, found

that 90% of the medicines were not compliant with regulatory requirements.

Taking these trends into account the ANAO strongly recommended that the DoH seek to finalise the work on the TGA's 'coded indications' project, which is aimed at restricting the ability of drug sponsors to enter free text into the TGA's online Electronic Listing Facility.

According to the ANAO, this free text ability "permits inappropriate or misleading claims and indications to be made by sponsors through the deliberate or inadvertent entry of information".

In addition the ANAO said that the TGA should use its random sampling review of listed drugs to develop risk profiles against the most significant characteristics of listed medicines and the less compliant sponsors and manufacturers.

In terms of transparency, the ANAO said that the TGA should make information for each listed complementary medicine (including whether it has been subject to a TGA post-market review, when it was reviewed and the outcome), available to the public in a "timely manner".

Lastly, the ANAO recommended that the TGA adopt a standard operating procedure for completing investigations of advert breaches, incorporating appropriate timeframes for completing the investigations; and the provision of regular reports to the TGA executive on investigative progress and trends in non-compliance.

## ASMI supports change

THE Australian Self Medication Industry has thrown its support behind this week's ANAO report (see left), saying its recommendations are in line with ASMI's position over the last few years.

"These measures will help to strengthen the framework of regulation in the sector by providing more accurate and timely advice to the public, and will help to protect the credibility of those products that are proven and evidence-based," said the Executive Director of ASMI, Dr Deon Schoombie.

"This is a very timely and well-considered report which has provided the opportunity to help the industry overcome the damage that is incurred through products without credible evidence to support their claims," Schoombie added.

In addition to increasing post-market surveillance and ensuring early detection of non-compliance, ASMI said that there also need to be penalties and sanctions in place to act as an effective deterrent against non-compliance.

## New PBS listings

FROM today Risperdal CONSTA (risperidone), a long-acting atypical antipsychotic, is available on the PBS for the maintenance treatment of bipolar I disorder.

Other newly subsidised medicines include Erbitux for late stage bowel cancer (PD yesterday), multiple sclerosis treatment Gilenya, Diavobet gel for plaque psoriasis, Clexane, Fenpatch, Genoptic, Glivec, Ocuflor, Tobrex and Prednefrin Forte.

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### Travel Specials

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

**TOURING** England, Italy and Spain just got cheaper, with the launch of Back-Roads Touring's 10% discount promotion.

Valid on selected tours departing in September and October this year, the deal offers savings of up to \$840 per couple.

Included in the special is an 11-day Spanish Inspiration tour departing on 20 September, which is normally priced at \$4,195pp, but with the discount is now priced at \$3,775pp - see [www.backroadstouring.com.au](http://www.backroadstouring.com.au).

**HOLIDAYMAKERS** who book Creative Cruising's nine-day 'Thailand, Temples and the Mekong' 2011 cruise tour before 20 September are now eligible for a 15% discount and a free flight.

The deal is priced from \$5,479pp for travel before 17 October 2011.

The price includes free flights to Bangkok returning from Ho Chi Minh, air taxes, one night pre-cruise stay at the Shangri La Bangkok hotel including breakfast, seven nights onboard the luxurious *Orion II* from Bangkok and all meals onboard.

For details phone 1300 362 599.

**EXPLORE** the natural wonders of Alaska with Princess Cruises from just \$799pp for a seven-day Voyage of the Glaciers cruise.

Operating between May and September 2012, the voyage travels between Vancouver and Anchorage, and takes in Prince William Sound, Glacier Bay National Park and Tracy Arm Fjord; see [www.princess.com](http://www.princess.com).

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## MA - give industry a break

**THE** Australian medicines industry is facing a number of challenges, and having a predictable regulatory and reimbursement environment and a long-term policy outlook is critical to ensuring patients access to new medicine, according to Medicines Australia chief executive Dr Brendan Shaw.

Addressing the Third Joint Medicines Policy Conference Shaw said "times are tough".

Backing his claim, Shaw explained that following strong growth in the 1990s and first half of the 2000s exports have been stuck at around \$4b per annum since 2007-08, and actually fell by 7% last year.

In addition Shaw said that the number of new clinical trials has fallen by 13% on average every year since 2007.

The industry is also feeling the pinch from government budgetary cutbacks caused primarily by the

GFC, whilst an unprecedented wave of patent expiries means originator companies are being forced to restructure.

"The bottom line is the decisions that governments make today about which medicines to subsidise, when they do it, and how they do it does have a knock on impact on companies' investment decisions in the future," he said.

"Decisions that governments make now about approving and funding new medicines have a knock on effect to the types of medicines on the market two decades from now," he added.

### Eye on Avastin

**THE** US Food and Drug Administration has found links between 12 cases of serious eye infections and Avastin (bevacizumab) injections.

According to reports the dozen eye infection patients in Miami had all recently received an ocular Avastin injection to treat wet macular degeneration.

Investigations traced the cause back to a pharmacy which had repackaged the drug from its sterile 4ml vials to individual 1ml syringes.

"Health care professionals should be aware that repackaging sterile drugs without proper aseptic technique can compromise product sterility, potentially putting the patient at risk for microbial infections," the FDA said.

### Chemist MIX90s

**CHEMIST** Warehouse has today launched Australia's very first custom built digital radio station, Chemist Warehouse MIX90s.

The station will play in Chemist Warehouse stores nationally, and will feature a mix of "advertising and upbeat music from the nineties 24/7".

So far the station has managed to sign up advertising from Swisse, Reckitt Benckiser, Colgate Palmolive, Sandoz, Pfizer Consumer Health and Sanofi.

### DISPENSARY CORNER

**DOPEY** crook.

A 61-year old illegal drug dealer, Patricia Lynette Wright, came unstuck this week, after forgetting her bagged stash at a ferry terminal in Picton, NZ.

The bag, containing 20 grams of cannabis, was handed into police by a member of the public shortly after it was discovered abandoned.

Not long after arriving at the police station, a phone inside the bag began to ring.

Police told the male caller that the lost bag was in police custody.

Arriving at the police station to collect her belongings, Wright had not bargained on the police looking at the contents of the bag, and was arrested within minutes of admitting the contents were hers.

**STRESS** can harm opossums too.

Heidi, the world's most famous opossum, who became a worldwide sensation when photos of her cross-eyed self were placed on the internet, is set to retire from the limelight.

According to Leipzig Zoo in Germany where she lives, Heidi's high profile lifestyle, may in fact be too stressful for her age.

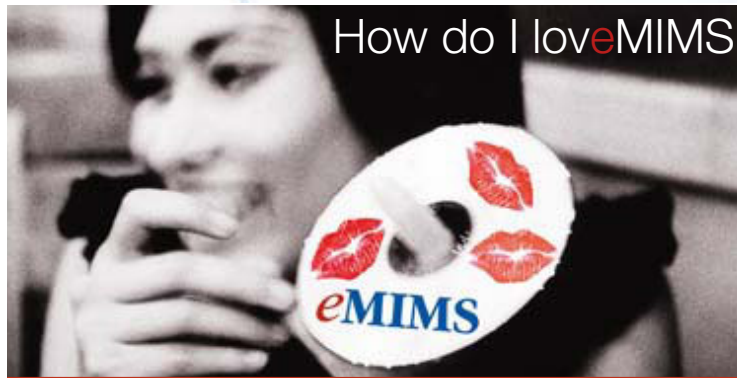
During her public career Heidi garnered thousands of Facebook friends, and even helped to co-host the Oscars via a live cross into her enclosure.

Her concerned keepers however have stepped in now that Heidi has reached the ripe old age of three and a half, saying the showbiz doyen needs to withdraw from the public eye for her health's sake.

Normally opossums in the wild only live up to three years, but in captivity they can live up to five.

To facilitate the diva's long life, keepers have even removed her from her breeding partner Teddy, so that he will not bother her with any pesky procreation.

"We do not want to give her any added stress," keepers said.



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