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## EU diclofenac probe

THE European Medicines Agency has commenced a second safety review of diclofenac-containing medicines in relation to their possible cardiovascular risks.

The UK medicines agency has requested the review, according to the EMA's Pharmacovigilance Risk Assessment Committee.

## Watson to become Actavis

WATSON Pharmaceuticals today announced a global name change, with the business to take on the branding of Actavis which it has now formally acquired, creating the third largest global generics company in the world.

The company has also confirmed

a restructured management team, with the Australian operation to be led by former Apotex executive Karen McTavish, who joined Watson this year following its acquisition of Ascent Pharmaceuticals.

Watson said the multi-year rebranding campaign would cover its facilities, operations and commercial presence in more than 60 countries across the world, with the firm to also transition to trading under a new NYSE symbol in 2013.

## Conference prize

YESTERDAY'S lucky winner of a free pass to this weekend's Lifestyle Medicines conference in Sydney was Dale Luong from Australian Pharmaceutical Industries.

Dale was the first PD reader to advise that students pay \$295 to attend the conference, and will now be there too with the full pass valued at \$495.

We have two more passes to give away - one today and one in tomorrow's *Pharmacy Daily*.

To win today's pass, be the first to answer the question: *What is the website of the Australian Lifestyle Medicine Association?*

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

## Pharmacy innovator honoured



THE fledgling pharmacy faculty at Sydney's University of Technology last week honoured David Dixon, owner of Goldfields Fulllife Pharmacy in Gympie, Queensland, as the winner of the UTS:Pharmacy AstraZeneca Australian Innovative Pharmacist of the Year award.

The new annual award was created "to recognise individuals and teams who embrace current challenges with intellectual rigour and curiosity to create solutions for the industry, the profession and the community," according to UTS:Pharmacy.

Courtesy of AstraZeneca, the prize is a coveted medal - plus \$5000 to spend on professional development, and with the support of UTS Dixon will also present a lecture on his innovative work at a major Australian conference.

The judges hailed Dixon's Sleep Management innovation as a robust business model that any pharmacy could adopt.

The Sleep Management service acts as a 'one-stop-shop' that identifies, engages and then encourages patients to take control

of their condition and take proactive steps to maximise their health.

The innovation has seen a staggering \$250,000 revenue increase at Dixon's pharmacy in its first year of operation.

At the awards five other finalists were also highly commended for their innovative work: Cathey Reid, ceo of APhS Packaging; Grant McGill of Kingsley Village Pharmacy; Amanda Bryce of Gerald Burns Pharmacy Bicton; Kirrily Chambers of Mount Barker Chemmart; and Advantage Pharmacy Group.

"Innovation has always been a cornerstone of pharmacy," said the chair of the UTS National Academic Advisory Committee, Warwick Plunkett.

"As the profession goes through a time of unprecedented change, it's important to recognise those who are leading the way," he added.

Dixon is pictured above centre accepting the award from Peter Booth, Senior Deputy Vice Chancellor of UTS (left) and Mark Fladrich, Managing Director ANZ for AstraZeneca.

## Altrazeal blister packs

US firm Uluru Inc has announced its first shipment of the Altrazeal 0.75g blister pack to Altrazeal Australia, run by former Novogen gm Craig Kearney (PD 02 Aug).

The wound care product incorporates an applicator, with the "highly innovative pack design" having been "extremely well accepted by the wound care community in the US, Europe and Australia," the company said.

## Vaccine student award

CONNOR O'Meara from the Qld University of Technology is the winner of the 2012 AusBiotech-GSK Student Excellence Award, for his novel vaccine design for chlamydia.

The PhD student will receive a \$7000 grant to present his research at an international conference.

## LOOK YOUNGER FOR LONGER



Pharmacy Daily has teamed up with Plunketts this week and is giving ten lucky readers the chance to win exciting prize packs.

Each pack is valued at \$57.90 and contains NEW John Plunkett Multi Vitamin Moisturiser 60ml and Glyco Peel 15ml.

The 5 Anti-Ageing Vitamins in new John Plunkett Multi Vitamin Moisturiser can help keep the cosmetic surgeon away! Therapeutic levels of vitamins A, B3,

B5, C and E can help smooth wrinkles, reduce brown marks and redness, increase hydration and soften roughness.

John Plunkett Glyco Peel is a salon-strength night-time exfoliator with 25% glycolic acid.

To win this exciting prize pack, simply be one of the first two people to correctly answer the question below.

**Name one of the other key ingredients in John Plunkett Glyco Peel?**

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

Hint! Visit [www.johnplunkett.com.au](http://www.johnplunkett.com.au)

Congratulations to yesterday's lucky winners, Marissa White from Friendly Care Ipswich and Gayleene Chapman of Health Focus Pharmasave.

### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by **Cruise Weekly**.

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**HAWAII** is the flavour of the month, with travel operators offering some great bargains.

Viva! Holidays has bonus inter-island flights, accommodation on both islands and Hawaiian Airlines flights from Australia priced from just \$1766 per person.

And Holiday Specialists has Hawaii deals from just \$1425 including flights and accom. See your travel agent for info.

## Happy birthday to FRED!

**PHARMACY** software specialist the FRED IT Group this month celebrates 20 years in business, having been launched in 1992 to develop pharmacist-friendly dispensing software.

And the company's founders are still involved with the business, with Paul Naismith now the CEO alongside Chief Information Officer, Rod Unmack.

"This has been an amazing two decades in terms of seeing technology deliver on its promise to help healthcare professionals provide quality care," said Naismith.

"We established Fred in 1992 based on our belief in the potential for technology to improve the pharmacy industry by freeing up pharmacists' time to spend with patients and spend on the business."

Fred now has about 170 staff across the country, with some of the firm's landmark achievements including real time claiming via PBS Online in 2007, the creation with

industry partners of the PharmX online gateway, and leading the development of an industry-wide approach to national eScripts via eRx Script Exchange, which has now processed over 380 million transactions.

### Polio resource

**A NEW** online resource on the Late Effects of Polio (LEOP) was launched yesterday, highlighting that those who had contact with the poliomyelitis virus in the 1950s are at risk of developing the condition even if they had no symptoms at the time.

LEOP is characterised by a range of symptoms such as muscle weakness, pain, fatigue and breathing difficulties.

It's been 40 years since Australia had a case of "wild polio," with the polio vaccine provided free by the govt for children at two, four and six months and four years of age. See [www.polioaustralia.org.au](http://www.polioaustralia.org.au).

### DISPENSARY CORNER



**US** magazine *Popular Science* has calculated that it would take at least 24 litres of McDonald's coffee to kill a human being, following a recent lawsuit over the caffeine content of an energy drink sold in the USA.

The wrongful death lawsuit claims that 14 year-old Anais Fournier drank two large cans of Monster energy drink the day before she died late last year, with the coroner's report citing 'caffeine toxicity' as a contributor.

However according to the *Popular Science* report that would only equate to the caffeine in four cups of coffee - about 240mg.

The *Journal of Caffeine Research* estimates that a lethal level is more like 10g of caffeine - but added that consuming more than 500mg per day (about six cups) can cause side effects such as insomnia and muscle tremors.

## November MIMS Monthly Medicine Update

### NEW PRODUCTS

**Inlyta (axitinib)** is a selective tyrosine kinase inhibitor of vascular endothelial growth factor receptors (VEGFR-1, VEGFR-2, and VEGFR-3). Axitinib has been shown to inhibit VEGF-mediated endothelial cell proliferation and survival. Inlyta is indicated for the treatment of patients with advanced renal cell carcinoma after failure of one prior systemic therapy. Inlyta is available as 1 mg and 5 mg tablets in packs of 28's.

### NEW INDICATIONS

**Coralan (ivabradine)** is now indicated in the treatment of symptomatic chronic heart failure of NYHA classes II or III and with documented left ventricular ejection fraction (LVEF) ≤

35% in adult patients in sinus rhythm and with heart rate at or above 77 bpm, in combination with optimal standard chronic heart failure treatment.

**Humatrope (somatropin, rbe)** is now indicated for the treatment of growth failure in children born small for gestational age (SGA) who fail to demonstrate catch-up growth by age two to four years.

**Votrient (pazopanib hydrochloride)** is now indicated for the treatment of advanced (unresectable and/or metastatic) soft tissue sarcoma (STS) in patients who, unless otherwise contraindicated, have received prior chemotherapy including an anthracycline treatment. (The phase III trial

population excluded patients with gastrointestinal stromal tumour (GIST) or adipocytic soft tissue sarcoma.)

### NEW FORMULATIONS

**Tobi (tobramycin)** is now available as a Podhaler capsule and is supplied with a device. The Podhaler is a plastic inhalation device, used to puncture the capsules and deliver a tobramycin aerosol into the lungs. Each Podhaler device is housed in a sealed plastic case. Tobi Podhaler is available in a pack of 224 capsules for inhalation with 5 Podhaler devices.

### SAFETY RELATED CHANGES

In the treatment of patients with a hyperstimulated renin-angiotensin system,

particular caution must be exercised when using Tritace, Ramipril Winthrop (**ramipril**).

Reversible posterior leukoencephalopathy syndrome (RPLS) has been reported in patients receiving **Votrient (pazopanib hydrochloride)** and may be fatal.

**Robitussin Chesty Cough & Nasal Congestion PE (guaifenesin, phenylephrine hydrochloride)**, **Robitussin Chesty Cough & Nasal Congestion PS Oral (guaifenesin, pseudoephedrine hydrochloride)**, **Robitussin Chesty Cough Forte (guaifenesin, bromhexine**

**hydrochloride)**, **Robitussin Chesty Cough Oral Liquid (guaifenesin)**, **Robitussin Cold & Chesty Cough (phenylephrine hydrochloride, guaifenesin)**, **Robitussin Cold & Flu (phenylephrine hydrochloride)**, **Robitussin Cold & Flu Junior (phenylephrine hydrochloride)**, **Robitussin Cough & Chest Congestion (guaifenesin, dextromethorphan hydrobromide)** are now contraindicated in children under 6 years of age.

*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.*