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Ubiquinol guideline

THE TGA has added a new *Ubiquinol-10: Draft compositional guideline* to its website.

The guide is part of the evaluation of ubiquinol-10 as a new complementary medicine substance available for use as an active ingredient in listed medicines. See www.tga.gov.au.

Obesity changes in Oz

AUSTRALIA needs to change its perception of obesity as well as the condition's prevalence and its treatment, according to Obesity Australia chair, Professor John Funder.

The comments come in the lead up to next month's obesity summit in Canberra, with Funder saying that changed community perceptions are necessary to allow a full range of public policy initiatives, to stem the inflow into obesity and to address established obesity.

“It is a disease, a complex disorder, a personal issue with genetic, epigenetic and societal drivers, as well as a massive cost issue in terms of health and productivity,” he said.

“With the prevalence of overweight and obesity increasing threefold over the past 30 years and 61% of the Australian population currently being overweight, of whom a third are classed as obese, we must have all stakeholders -- general practice, governments, media, community interest groups, the food industry and specialist societies - fully understanding this epidemic and working together to stop it in its tracks,” he added.

Script exchanges together

FRED IT's eRx Script Exchange is set to become linked to rival MediSecure, with the government providing almost \$10 million in funding to make the systems interoperable.

According to an application revealed by the Australian Competition and Consumer Commission, the so-called ‘Electronic Transfer of Prescription (ETP) Prescription Exchange Service Interoperability Initiative’ aims to “significantly improve the uptake and use of electronic prescriptions”.

E-prescribing is a significant policy component of the Fifth Community Pharmacy Agreement, and according to early analysis there are large numbers of electronic prescriptions being lodged by prescribers “but the number being downloaded by dispensers is quite low” - due to patients presenting to a pharmacy which is not connected to the prescription exchange containing the e-script.

The project aims to allow electronic prescriptions to be accessed by all pharmacies, regardless of which exchange the script was lodged with.

eRx and MediSecure are now tasked with working together and sharing all information necessary to create interoperability between their systems, with a deadline in the document of 24 Dec 2012 for the work to be completed.

The companies will each receive \$660,000 (a total of \$1.32m) as a capital contribution to undertake the work, which will also include

the standardisation of the format and positioning of the barcodes on the original prescriptions.

A further \$8.3 million is being made available to eRx and MediSecure as a ‘PES Electronic Prescription Fee (PEPF)’ which will see 85c paid to an exchange per eligible electronic prescription downloaded and dispensed from 01 Jul 2012 to 31 Dec 2012, and 35c per each e-script dispensed from 01 Jan-30 Jun 2013 until the full amount is expended.

Payments will be made for prescriptions which have been assessed and completed for claiming by Medicare, with the schedule taking into account the delay of up to three months in the claim process.

The overall amount of \$8.3m is available for access by both script exchanges and cannot be exceeded, the agreement between FRED and the government states.

The ACCC application for cartel authorisation is necessary because under the proposed collaboration, eRx and MediSecure will “share equally in the fee which is charged to a pharmacy user and the Commonwealth” by the exchange to which the pharmacy is connected.

Aussie kids injuries

AUSTRALIAN boys are more likely to be hospitalised as a result of injuries than girls, with 295,100 boys hospitalised between 1999-00 and 2006-07, compared to almost 176,300 girls.

The figures are part of the Australian Institute of Health and Welfare's latest report *Trends in hospitalised childhood injury in Australia: 1999-2007*.

In terms of the breakdown, falls were the main cause of hospitalised injury among children, with just over 193,100 cases in 1999-2007, followed by transport-related injury with almost 66,900 cases.

Meanwhile, whilst boys generally beat out girls for injury hospitalisations, the report did note that in instances of hospitalisation due to self harm, girls had higher rates than boys.

Today in Pharmacy

TODAY'S Pharmacy Daily features two pages of news PLUS a full page from Synthon (see p3 for details).

Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

24-25 Nov: Medication Management Reviews (MMR) Stage 1 (Two-Day Workshop); PSA SA Branch Office, Unley SA; email sa.branch@psa.org.au.

24 Nov: Better Business with MedsCheck workshop; Monash Uni; call 9389 40271.

25 Nov: Better Business with MedsCheck Workshop-Lismore; University Centre for Rural health; call 02 9431 1100 or email ryan.broom@psa.org.au.

19-26 Jan: Medici Capital Pharmacy Study Tour; Val d'Isere, France; see - www.medici.com.au/event/pharmacy-study-tour-2013.

22-24 Feb 2013: NSW Guild Convention 'CPD by the Sea' at Novotel Manly Pacific; for details see www.cpdbythesea.com.au.

1-3 Mar 2013: PSA NSW 2013 Annual Therapeutic Update March Weekend; Crowne Plaza, Terrigal NSW; email nsw.branch@psa.org.au.

16 Mar: Think Arthritis and Osteoporosis- A Clinical Update Day; Kolling Institute, Royal North Shore Hospital, St Leonards; 9am-4pm; call 02 9857 3300, or view www.arthritisnsw.org.au.

31 May-02 Jun 2013: PSA NSW CPEXpo, Hordern Pavilion Sydney; email cpexpo@psa.org.au.

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Jobs of the Week

- **Rotational Dispensary Tech** - Brisbane, QLD (Job# 2009500)
Full-time between 3 sites central and north - Cert 3 required - Fred exp.
- **Pharmacist** - Riverina Region, VIC (Job# 2009492)
Full-time role, immediate start, alt weekends, working with Pcist and Tech.
- **Pharmacist in Charge** - Mid North Coast, NSW (Job# 2009336)
PIC role, Mon-Fri + Sat mornings, All levels of experience considered.

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Pharmacy DAILY

More doctors in Aust

THE Minister for Health Tanya Plibersek has announced a hundred and fifty new specialist training positions for doctors beginning in 2013.

The move is part of the government's \$346 million commitment to better access to health specialists.

"In 2013, the Australian Government will fund salaries and supervision costs for 750 trainee doctors across Australia as part of our Specialist Training Program," said Plibersek.

"Around half of these positions will be in rural, regional and remote locations - areas of greatest need for additional medical specialists.

"This is an increase on the 600 posts in 2012 - and a record investment," she added.

See www.health.gov.au for more.

Infant nutrition take-over

NESTLE has been given the green light by the Australian Competition and Consumer Commission to acquire rival global infant nutrition company, Pfizer Nutrition.

In Australia Nestle supplies infant formula and toddler milk under the brands NAN and Lactogen, whilst Pfizer Nutrition supplies S-26 and SMA.

Stipulations placed on the purchase by the ACCC will require Nestlé to create a third major supplier of infant formula and toddler milk in Australia, via the licensing of Pfizer Nutrition's Australian infant nutrition business' brand portfolio to an independent purchaser to be approved by the ACCC.

This court enforceable order is aimed at ensuring that the current level of competition in the country remains, and requires Nestlé to sell an exclusive ten year license for Pfizer Nutrition's infant nutrition S-26/SMA brand portfolio in Australia, followed by a further ten year 'black out' period in which Nestlé would not be permitted to re-enter the markets with Pfizer's brands.

Meanwhile, the approved purchaser will need to have the necessary assets (including intellectual property), rights and agreements to allow it to operate the divestiture business as a viable going concern to compete effectively in the relevant markets.

The approval follows an extensive consultation by the ACCC to clear up concerns over market monopoly and decreased competition.

"The ACCC had significant concerns that without the undertaking, the proposed acquisition would further increase concentration in already concentrated markets, where barriers to entry and expansion are high," ACCC Chairman Rod Sims said.

"If the proposed acquisition were to proceed in Australia, the number of major suppliers of infant formula and toddler milk in each of the distribution channels would be reduced from three to two, and our inquiries indicated that this

would be likely to substantially lessen competition in the supply of infant formula and toddler milk," Sims added.

According to the ACCC the undertaking is designed to provide the means for an approved purchaser to successfully transition and re-brand the S-26/SMA brand portfolio to their own proprietary brand over a number of years and also have the opportunity to build brand equity of the re-branded products during the 'black out' period.

Swisse golf partnership

SWISSE has partnered with the Professional Golfers Association of Australia and the national championship season.

The new marketing campaign will see the company become "The choice of the PGA", with champion golfer Geoff Ogilvy to star in six Swisse TVCs throughout the Australian PGA and Australian Open tournaments.

DISPENSARY CORNER

A BREATH of fresh air?

Residents in an apartment block in WenLing, China's Zhejiang province, may find their lungs put under pollution pressure, after road authorities built a four lane highway around their residence.

The apartment dwellers refused to give up their homes when the road was being built, saying "They didn't offer us enough compensation to leave so we're staying".

The highway is a gateway to a new railway station and will soon see thousands of cars use its tarmac every day.

Instead of expressing concern over the highway, residents of the building have said that it is an "opportunity" and that they may open a drive-through to serve commuters.



5th Community Pharmacy Agreement

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Learn more about Electronic Transfer of Prescriptions and how they are transforming the Community Pharmacy ehealth journey.

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Australian Government
Department of Health and Ageing



The Pharmacy Guild of Australia

The Electronic Transfer of Prescription Education Program is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

CLEAN SKIN ALL YEAR ROUND

smooth, soft skin nature's way



This week **Pharmacy Daily** is giving five lucky readers the chance to win some exciting prize packs valued at \$35, courtesy of **Terra 2 Skin**.

Maintain optimum skin health with this great pack consisting of a: Mask in a Cup - combining natural antioxidants with the rich trace elements of the natural active clay, Konjacu Fibre Sponge - 100% natural vegetable fibre, exfoliates and

cleanses whilst balancing the skins natural pH levels and Pomegranate Face Spritz - a wonderfully refreshing antioxidant enriched facial spritz, designed to refresh and hydrate your skin.

For your chance to win this great prize pack, simply be the first person to correctly answer the question below.

How do I use the Konjacu Fibre Sponge?

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

Hint! Visit: www.maskinacup.com.au

Congratulations to yesterday's lucky winner, **Kaitlyn Gasparini from Murray T Martin Pharmacy Mount Gambier.**



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* For details of PBS listings and Full Product Information, please contact Synthon AU.

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