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Onglyza approval

THE Therapeutic Goods Administration has approved Onglyza (saxagliptin) as an add-on therapy to insulin (with or without Metformin) in adults with type 2 diabetes.

Palliative care conversation

AUSTRALIA needs to have a nationwide conversation about palliative care, according to the results of the latest Senate Inquiry into Palliative Care in Australia.

The Community Affairs Reference Committee, which undertook the Inquiry, heard 138 submissions and 23 oral accounts from individuals and organisations, and described the evidence as, at times, "harrowing" but always "ennobling".

All up the Committee made 38 recommendations on areas including palliative care funding, education for health professionals, education for the community, the

need for improved access to information about services and supporting people to die in the place of their choice.

The recommendations also took into consideration the needs of specific groups such as Indigenous Australians and children.

Recommendations included the implementation of a national standard linked to accreditation; the extraction of palliative care from the sub-acute care category and the creation of a new funding category of 'palliative care'; as well as the establishment of a palliative care advisory committee by the Independent Hospital Pricing Authority to advise the Authority on appropriate costing for palliative care services consistent with the activity-based funding approach.

Other recommendations included the development and introduction of consistent national data collection specifically provided for the recording and reporting of palliative care data; and that the government, with the assistance of the Council of Australian Governments, take steps to improve the provision and timeliness of information to palliative care patients, their carers and families.

The report has been welcomed by industry bodies including Palliative Care Australia, which said 'There is no doubt that the Senate received a clear message from the sector about what needs to be done to improve palliative care in this country'.

To view the report **CLICK HERE**.

Cross appointment

DR MARTIN Cross, Managing Director of Alphapharm and Chairman of the Generic Medicines Industry Association, has been named as the chair of the Pharmaceuticals Industry Council.

Cross will now hold this position until at least June 2013.

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Innovation launch

TODAY marks the launch of The Australian Centre for Health Services Innovation in Brisbane.

The Centre has been established via an agreement between Qld Health, the Royal Brisbane and Women's Hospital and the Qld University of Technology.

It is charged with delivering solutions to Australia's key health service challenges through better research, using multidisciplinary research teams and clinical engagement.

The Centre will fund projects that improve health services, offer a range of training and skills development, and undertake consulting and advisory services that complement our mission, driving knowledge translation to improve decision making.

See www.aushsi.org.au.

WIN A MILKY FOOT CARE PACK!



This week **PD** is giving five readers the chance to win a Milky Foot Care Pack, courtesy of **BioRevive**.

Every day our feet are under constant pressure, resulting in rough, hardened skin with painful dry cracks. Smooth silky feet are essential, especially with summer around the corner. If you don't have time for salon pedicures, simply make a date with Milky

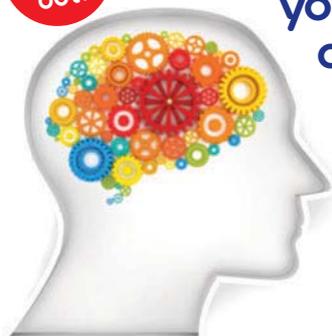
Foot Exfoliation Pads and Milky Foot Essence. Milky Foot provides you with an effortless two-step at-home pedicure system.

For your chance to win, be first to send in the correct answer to the question below to comp@pharmacydaily.com.au

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See www.grandpacifictours.com.

THE Grand Mercure Pinnacle Valley Resort has released a special two night stay from just \$288 for two people.

The deal includes two nights accommodation in a Studio Room and the following complimentary activities: mini golf, heated pool, volleyball, tennis, and mountain bike hire.

This offer is valid to book and stay from 01 October 2012 and 30 April 2013.

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Australians get SunSense

SUNSENSE has this week unleashed its SunSense UV Photobus on the Australian public for the second year running, with the aim of making Aussies face up to the reality of sun damage.

The bus will be hitting up 21 metro and regional locations across NSW, Qld, Vic, SA and WA, between 09 October and 05 December, offering Aussies the chance to have their photo taken by a UV camera to get a glimpse of the damage that the sun has wreaked underneath the surface of their skin.

Those that have their photo taken will be given a SunSense UV percentile score out of 100.

Along with the score, visitors to the bus will also be given a healthy dose of sun protection advice.

It is hoped by showing the damage that is invisible to the naked eye, Aussies will be given a sun protection wake up call and will be encouraged to practice good year round sun protection habits.

Speaking at an event to announce the return of the bus, Sensibility ambassador Carrie Bickmore said "It seems that the sun protection message isn't sinking in".

"To think that 1,200 Australians are dying every year from a cancer that we can prevent is just mind blowing," she said.

The Photobus, according to Bickmore, will help Australians take more responsibility for their skin.

Meanwhile, also speaking at the event Dr Kerry Greive, Head of Research and Development at Ego Pharmaceuticals, highlighted the

importance of the sun protective message of the bus by saying that recent studies are finding that whilst Aussies are doing an "okay job with sun protection, there's still a lot of work to do".

To illustrate her point Greive cited a recent Weekend Study in which researchers randomly selected a group of Australians and surveyed them to find out what happened to their skin over the weekend.

According to the results, in that weekend 18% of adults, 25% of teens, and 8% of children got sunburnt.

"One of the really concerning things is that sun protection amongst teens is actually declining," she said.

"That's not because they don't know they should protect their skin, it's because they don't care," she added.

In terms of the SunSense bus, Greive said it is important as it gives Australians an immediate understanding of the damage that the sun is wreaking on their skin.

"One of the biggest issues we have in communicating sun protection issues is the lag time between when they get sunburnt and when the skin cancer actually develops later on," she said.

"Some of the dominant mindsets we are facing are 'it won't happen to me' and 'skin cancer belongs to somebody else', but we know that 2 in 3 Australians gets skin cancer by the time they're 70 so this is really something that could happen to anybody," she added.

For info on where the bus will be stopping visit SunSense at - www.sunsense.com.au.

DISPENSARY CORNER

SERIOUS dedication.

A newlywed Welsh couple, Claire and Ceri Morgan, have demonstrated the meaning of love, after forfeiting their dream honeymoon to pay for their beloved pooch's vet bills.

The couple had saved for a long time to afford the \$11,500 trip to Las Vegas and were looking forward to their post marriage adventure, when they discovered their American bulldog Teeto had cancer.

Alarm bells had started to ring last year when Teeto began to walk with a limp, however it was not until recently, after the couple had watched a TV show about a dog whose symptoms were similar to those displayed by Teeto, that they realised his condition was serious.

"We told the vet that it didn't matter about the money, just do whatever it takes to make him better," said Claire.

"We can go on a honeymoon again when we've saved up but a dog is for life and we want Teeto around for a lot longer," she added.



Teeto enjoys time with the family.

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