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## Trevena's achievement

COLIN Trevena has been awarded the 2012 Lifetime Achievement Award at the PSA's Excellence Awards in Melbourne last week.

The award reflects Trevena's revolutionary work which included the development of a record card system which paved the way for the introduction of the computerised systems.

## WIN A BOSISTO'S SOLUTION PACK



PD has teamed up with Bosisto's this week and is giving five lucky

readers the chance to win a Bosisto's Solutions prize pack.

Bosisto's has the 'Solution' to a chemical-free home!

From cleaning, killing germs and natural first aid to foot care and helping with sleep and relaxation, the Bosisto's Solutions range is the key to a naturally healthy home for you and your family.

Visit [www.fgb.com.au](http://www.fgb.com.au) for more information!

To win, simply be the first person to send in the correct answer to the question below to:

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

What essential oils are used in the Bosisto's Solutions range?

Congratulations to yesterday's lucky winner, **Amanda Pippia** from **Leeton Pharmacy**.

## Misleading Warehouse ads

CHEMIST Warehouse has found itself in hot water after the Supreme Court of Queensland found that advertisements its pharmacies placed in two newspapers were likely to mislead or deceive, in contravention of section 18 of the *Australian Consumer Law*.

The court action was instigated by a Cairns pharmacy and a Gold Coast pharmacy against Chemist Warehouse pharmacies in each of those cities.

Published in *The Cairns Post* newspaper on 14 June 2012 and the *Gold Coast Bulletin* on 2 June 2012 the advertisements promoted the availability of Atorvastatin generic medicines at discounted prices, with the offer valid until 01 July 2012.

In hearings held this week the Supreme Court ruled that the advertisements were likely to mislead or deceive by: (a) listing prices for the supply of Atorvastatin Sandoz, Lipitor and Trovas, being medicines on the PBS Schedule, to members of the public without identifying that: (i) while the supply of Lipitor to a person at the listed price of \$35.40 could be taken into account for the purposes of determining the person's (and the person's family's) eligibility to be issued with a concession card under Division 1A of the *National Health Act 1953*; (ii) the supply of Atorvastatin Sandoz at \$14.99 or Trovas at \$19.99 could not be taken into account for that purpose.

In addition the Court found that

the advertisements were also likely to mislead or deceive by stating that the frequency of supply of Atorvastatin Sandoz or Trovas at those prices would be governed by standard PBS regulations, when supplies of those products at those prices would not be supplied under the PBS.

Despite its finding however, the Court did not grant an injunction against the pharmacies due to the fact that it found they had no intention to mislead or deceive (based on evidence given by the Group Commercial Manager of the respondent Chemist Warehouse pharmacies).

The injunction was also declined because the Court had no reason to assume the pharmacies would not give proper regard to the terms of the judgment in any future advertisements.

Meanwhile, the decision has been welcomed by the Pharmacy Guild of Australia.

"The Guild supports full and open information for consumers about their PBS medicines, and a level playing field for the supply of PBS medicines through appropriate regulatory arrangements," the Guild said in a statement.

## Fycopma approval

THE US Food and Drug Administration has approved Fycopma (perampanel) tablets to treat partial onset seizures in patients with epilepsy ages 12 years and older.

## NZ staffing issues

THE Pharmacy Guild of New Zealand's annual Remuneration Survey has found that 24% of NZ pharmacies have difficulty recruiting staff.

The figure is a marked jump from 2011 data which showed 15% of pharmacies had trouble getting staff.

 5<sup>th</sup> Community Pharmacy Agreement

## Be a leader of innovation

### Electronic Transfer of Prescriptions

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

Free workshops in your local area start October 2012 till March 2013.

Register at [www.5cpa.com.au](http://www.5cpa.com.au)



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.

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## Guild Update

### Pharmacy of the Year

Entries are open for the Quality Care Pharmacy Program (QCPP) Pharmacy of the Year awards, which provide the highest recognition of superior achievement in the industry.

The awards recognise excellence in pharmacy across three categories:

1. Business Management
2. Community Engagement
3. Innovation in Professional Services.

Each category will be awarded to a different community pharmacy, with the overall Pharmacy of the Year for 2013 being selected from these three category winners.

The overall winner will be the pharmacy that stands out among the finalists and can demonstrate achievements across each of the three categories.

Winners will share in a cash prize and receive a stylish trophy to display in their pharmacy.

Travel and registration costs to attend the award ceremony at the Australian Pharmacy Professional (APP) conference on the Gold Coast, 21-24 March 2013, will be paid for category winners.

Category winners will have ongoing exposure through QCPP and Guild publications after participating in a professional photo-shoot.

To enter Pharmacy of the Year, an online form has been created to help streamline the entry process for all pharmacies.

Entrants can access the form at [www.pharmacyoftheyear.com.au](http://www.pharmacyoftheyear.com.au).



The Pharmacy Guild of Australia

## Are kids supplements okay?

THE Complementary Healthcare Council of Australia has defended vitamin supplementation in children, saying it can be helpful for parents to ensure their children are getting the adequate amounts of vitamins and minerals.

The comments come on the back

### Tassie's tall poppies

TWO Tasmanian researchers, Dr Rosanne Guijt and Dr Rick Stuart-Smith, have received Young Tall Poppy Science Awards for 2012.

Dr Guijt of UTAS received her award for her work developing and manufacturing Lab on a Chip systems with applications ranging from chemical and pharmaceutical analysis to agriculture and cell culture analysis.

Dr Stuart-Smith, also of UTAS, scored his award for his work with the successful Reef Life Survey program.

### EMA insulin approval

THE European Medicines Agency's Committee for Medicinal Products for Human Use (CHMP) has recommended the approval of insulin degludec, a new basal analogue insulin for the treatment of diabetes mellitus in adults.

The drug is introduced in a pre-filled pen in two formulations – 100 units/ml and 200 units/ml, and is the first insulin approved in Europe at a higher strength than the EU-wide standard of 100 units/ml.

of rising debates around the supplementation of vitamins in children's diets, with the CHC saying it strongly supports vitamin supplementation in addition to, not a substitute for, a balanced diet.

"Contrary to some reporting in the media, consumers do understand what they are taking and are making informed purchasing decisions when it comes to dietary supplements," the CHC said in a statement.

"Getting a healthy diet filled with all the essential vitamins and minerals is at the cornerstone of good health, however, in reality no one eats perfectly all the time," said Executive Director of the CHC, Dr Wendy Morrow.

"Nutritional supplements act to fill in the gaps in a diet that is lacking in sufficient vitamins and minerals, as is often the case with fussy eaters and those with food sensitivities," she added.

To support its position, the CHC cited the 2007 Australian National Children's Nutrition and Physical Activity Survey which found that that while younger children aged 2-3 generally eat the recommended serves of fruit, their intake declines as they get older, with just 1-2% of older children reaching the recommended target of three pieces of fruit per day.

## DISPENSARY CORNER

### WHALE speak?

A white whale from the National Marine Mammal Foundation in San Diego may have been trying to alter its voice to mimic human speech patterns, according to researchers in the US.

Scientists found that recordings of the whale, Noc, who passed away five years ago and made surprisingly human-like noises when in the company of his trainers (but not with other whales), had to modify its vocal mechanisms in order to make his speech-like sounds.

"Such obvious effort suggests motivation for contact," said head researcher, Sam Ridgway.

### Pro-smoking App

A SYDNEY University study has found that there are 107 English language pro-smoking apps doing the rounds, in violation of Australia's ban on tobacco advertising.

"The regulation of these apps is lagging behind the legislation in Australia and many other countries which ban tobacco advertising including through the internet and virtual stores," said Nasser Dhim, lead author of the study.

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