

HMR talks yesterday

STAKEHOLDERS from across the pharmacy sector gathered yesterday for discussions about the Home Medicines Review program, which follows a blowout in the cost of the scheme and the Guild calling for a moratorium.

Representatives of the Pharmacy Guild, the Australian Association of Consultant Pharmacy, the Society of Hospital Pharmacists of Australia, the Pharmaceutical Society of Australia and accredited pharmacist Debbie Rigby were seeking solutions to "ensure the integrity and sustainability of the program".

They all reaffirmed their support for the HMR scheme, and agreed that "when appropriately targeted and provided in accordance with best practice, HMRs offer significant benefit to consumers".

The participating organisations said they were "committed to working together to ensure that the program continues to be accessible and adequately funded".

Asthma prescribing probe

THE Pharmaceutical Benefits Advisory Committee has agreed to consider a report on the *Post-Market Review of Pharmaceutical Benefits Scheme Medicines to Treat Asthma in Children*.

The review aims to systematically evaluate the body of clinical evidence regarding asthma medicines, and the appropriate management of children with the condition in clinical practice.

The need for the review was first identified by the Paediatric

Medicines Advisory Group, which found that 40% of children prescribed with a fixed-dose combination (FDC) product (of inhaled long-acting beta-agonists and corticosteroids) had not first been prescribed a single ingredient product (an inhaled corticosteroid).

This was regarded as a "serious quality use of medicines issue" which is contrary to current asthma management guidelines.

Last April the National Medicines Policy Committee recommended a post-market review of PBS-listed medicines for treating asthma in children, including salmeterol with fluticasone, formoterol with budesonide, beclomethasone dipropionate, ciclesonide, sodium cromoglycate and nedocromil sodium, montelukast, and formoterol.

Submissions are now being sought to address the Terms of Reference for the review, which are now online at www.pbs.gov.au.

Submissions are due by 02 April.

Pharmacists using NPS

ONE in five registered pharmacists and interns in Australia took part in NPS MedicineWise programs in 2011-12, a figure which NPS says has increased steadily over the last five years.

NPS ceo Dr Lynn Weekes said the figures from the latest NPS Annual Evaluation Report were "a very positive result given the important role pharmacists play in the community and the impact their behaviour has on community health".

Interestingly, however, pharmacists had a lower level of participation than other professions such as nursing, where a quarter of registered nurses participated - and significantly lower than GPs where more than 50% took part in the NPS programs.

During the year 5,167 pharmacists and interns participated, with case studies the most popular learning activity, while pharmacy practice reviews and small group case-based discussions were also popular.

Sydney gift fair

REED Gift Fairs is reminding retailers to register for its upcoming Sydney event which will take place 23-27 Feb at the Darling Harbour Convention and Exhibition Centre.

The trade only event is free for buyers who sign up online - see www.reedgiftfairs.com.au.

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The Pure Therapy range is uniquely designed for dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis, providing lasting skin moisture relief.

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The Pharmacy Guild of Australia

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Health, Beauty and New Products

Welcome to our weekly feature with all the latest health, beauty and new products for pharmacy!

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.



Brush away plaque with the best of both worlds

Oral-B has released the new **TriZone 3000** power toothbrush range, which combines the conventional brushing motion of a manual brush with the "triple-action deep-clean technology of a power brush". The TriZone 3000 reportedly removes up to 100% more plaque and reaches twice as deep between the teeth compared to a manual brush. Features include three cleaning modes, a built in timer and a pressure sensor which stops the brush's pulsations if the user presses too hard. The brush's rechargeable battery lasts for up to seven days when brushing for two minutes twice a day.

Stockist: Procter & Gamble 1800 148 022

RRP: \$179.99

Website: www.oralb.com.au

New pregnancy probiotic to help with mastitis and more

Bioceuticals has launched a new product called **UltraBiotic Pregnancy Care**, which is claimed to offer "seven evidence-based probiotic strains" to support women during and after pregnancy. According to the company it's "a market first in its symptomatic relieve of mastitis" as well as helping common digestive problems of pregnant women "and contributing to enhanced immune outcomes of the newborn". The probiotics in UltraBiotic Pregnancy Care are found in the breast milk of healthy mothers, "whilst their presence is unidentifiable in the milk of those with lactational mastitis".

Stockist: Bioceuticals 1300 650 455

RRP: \$31.95 (30 capsules)

Website: www.bioceuticals.com.au



42 shades - count them all!

Sally Hansen is offering "the ultimate salon-calibre polish" in its amazing range of **Complete Salon Manicure Nail Polishes**. Available in a stunning array of 42 different colours, the products have gel-shine finish and chip resistance - along with a precision brush which was developed exclusively by Sally Hansen. The brush has an 800-bristle count and is rounded to fit the curve of your cuticles. These new nail polishes are formulated with three proprietary "time-released protecting shine enhancers" and deliver five steps of a professional manicure.

Stockist: Coty Australia 1800 812 663

RRP: \$14.95

Website: www.sallyhansen.com.au

Help junior snuggle up with this comfy baby beanbag

The **Chibebe Snuggle Pod** is the perfect place to put baby, allowing him or her to nestle comfortably while also being able to interact with the world. Designed to help relieve reflux and prevent 'flat head,' the snuggle pod comes with a harness, an 'Extra Sunshine Toddler Seat' and an inner filling bag for beans which is removable for easy washing and storage. Made of durable coated polyester fabric for easy wipe cleaning, the range is already available through several pharmacies across the country, with more stockists welcome.

Stockist: Brands United Group 03 9798 2218

RRP: \$109

Website: www.chibebe.com.au



New retail diploma

THE Australian College of Pharmacy has announced a new version of the Diploma of Retail Management, which complements other ACP Diploma qualifications including Management and Human Resources Management.

Pharmacists can select from a large range of subject areas to tailor a course to best match their individual needs.

The nationally recognised Diploma level qualifications "might be just what junior pharmacists need to take their career to the next level," said ACP President Trent Twomey.

The courses are delivered via self-paced distance education and there's also a range of assessment and Recognition of Prior Learning (RPL) approaches to help pharmacists gain recognition of their skills and knowledge regardless of how they were achieved - www.acp.edu.au.



DISPENSARY CORNER

A PRISON inmate in Sri Lanka has spent two days in hospital after doctors were called in to remove a mobile phone from his backside.

According to the *Colombo Times* the prisoner had hidden the communications device during a surprise cell search by the guards.

"The man had concealed the phone inside his person," according to an official, who added that "unfortunately for him, the phone rang at the wrong time and guards knew he had a phone at the wrong end".

THE latest dining fad in Tokyo is a restaurant serving "soil cuisine".

Chef Toshio Tanabe has created a menu reflecting his fascination with, well, dirt, with options ranging from a tasty soil soup right through to soil sorbet.

He sources "clean and chemical-free" dirt from a special supplier who delivers about 1kg of clean soil to the restaurant every day - which is then "lightly cooked to release the flavour."