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## Devices consultation

THE TGA is seeking comments from interested parties on a draft Regulation Impact Statement on changes to premarket assessment for medical devices - [tga.gov.au](http://tga.gov.au).

## Guild DoHA chemo battle

THE Pharmacy Guild has slammed "flawed thinking" in a Senate Committee report delivered on Fri, which follows a last minute submission by the Department of Health and Ageing over chemotherapy funding.

The Department argued that because the Fifth Community Pharmacy Agreement included some compensation for the impact of the 2010 MoU with Medicines Australia, chemotherapy funding should be sourced from that money.

The Guild says this is "completely fallacious" because the funding of the costs entailed in delivering specialised chemotherapy pharmacy services is provided for completely separately to the 5CPA.

"The Agreement makes absolutely no mention of chemotherapy and contains no funding provisions for these services," the Guild said in a communication to members.

The price disclosure MoU related compensation in the

Fifth Agreement is in the form of program and incentives funding and applies across the entire community pharmacy sector, not just the 1-2% of pharmacies which deliver chemotherapy services.

"The overwhelming majority of the medicines impacted by the price disclosure MoU have nothing to do with chemotherapy and if the Department was being upfront and transparent, it would break down the \$277 million in MoU compensation according to the impacted PBS medicines," the Guild communication said.

Reporting of the Senate Committee report on Sat has drawn a swift response, with Guild President Kos Sclavos writing to the *Sydney Morning Herald* and the *Canberra Times* citing "seriously muddled thinking" in the report.

He said that while the 5CPA does provide some funding to help offset the impact of PBS reforms, "it was never intended to pay for the additional costs entailed in chemotherapy services" which are funded separately.

"The Guild welcomes the Government's responsible approach," Sclavos wrote, saying there would be a serious impact on the viability of all pharmacies if the Senate Committee's "flawed thinking" were to become a reality.

The Guild has told members that it "will not be bullied" on this matter, with high level legal advice received that "comprehensively and definitely" concludes the govt has no authority to fund the chemo shortfall from the Agreement.

## FDA COPD approval

THE US FDA has approved Breo Ellipta (fluticasone furoate and vilanterol inhalation powder) for the long-term treatment of airflow obstruction in patients with COPD, including chronic bronchitis and/or emphysema.

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### Weekly Comment

**WELCOME** to PD's weekly comment feature. This week's contributor is **Shannon Kerr, Marketing Manager at instigo.**



## Determining the Customer Journey

**EVERY** day people make thousands of decisions including purchasing for themselves and family.

Many of these purchases become learned behaviour.

Understanding the key points on the customer decision making journey is key to influencing this process.

McKinsey's Consumer Decision Journey outlines four key stages of the process:

- 1: Consider.** This starts with the customer's top-of-mind considerations of a product/brand and may be influenced by marketing or experience and referral.
- 2: Evaluate.** The customer considers and evaluates. This stage is more complex for bigger decisions (like buying a car) but can also have deep seated preferences (like a preferred washing powder). Input from friends, reviewers, retailers, the brand and its competitors may be sought.
- 3: Buy.** In many cases, the consumer had not 100% made up their mind about the product they will purchase until the 'shelf'. This decision is still heavily open to influence (promotion, assortment, presentation, advice, customer service etc).
- 4: Enjoy, advocate, bond.** Covers the customer's post purchase loyalty behaviour and ongoing relationship with the store or brand.

## Pharmacists make it Clyk

**AUSTRALIAN** pharmacists have been enlisted to distribute Bayer's new Clyk digital oral contraceptive pill dispenser, with the Pharmacy Guild having had significant input into the development of a special kit and training materials including educational modules with CPD accreditation.

At a function to launch the collaboration on Fri, Guild President Kos Sclavos said the move reflects the role of pharmacists, who are being asked on a regular basis for advice on contraceptive needs.

"With the new Clyk device we now have a real opportunity to engage more deeply in conversation with women, reinforcing our role as a trusted healthcare professional, providing information on contraceptive choice and quality use of medicines," he said.

The Clyk system is designed to work with YAZ Flex (20ug



ethinyloestradiol and 3mg drospirenone) and Australia is the first market in the world to launch the product.

YAZ Flex and the Clyk dispenser support a flexible dosing regime, allowing women to have as few as four periods per year.

Clyk will be distributed to pharmacies across the country in the special launch kit next month along with CPD modules, and the dispensers are available through wholesalers, for women who have a prescription for YAZ Flex.

Pictured above at Fri's launch event are Kos Sclavos, Guild President; Dr Terri Foran, sexual health physician; and Dr Ric Porter, reproductive medical specialist.



### DISPENSARY CORNER

**JAPANESE** scientists have released two new robots which warn users if they suffer from offensive body odour.

Fukuoka-based CrazyLabo collaborated with the Kitakyushu National College of Technology on the gadgets, which utilise "artificial olfaction sensors" - or basically electronic noses.

One of the robots has been created in the form of a woman's head, and when users breathe on it ranks their halitosis.

The other one looks like a dog, and growls when it's confronted with smelly feet, says the *BBC*.

Responses from the bad breath sensor range from "it smells like citrus" to "there's an emergency taking place that's beyond the limit of my patience".

The robot dog for foot-odour nods its head while analysing the smell of a user's feet, and then cuddles up and plays Beethoven's Fifth Symphony if it's acceptable.

However stinky feet will cause it to make a growling sound before it collapses and passes out.

Kennosuke Tsutsumi, the president of the company which has created the devices, frankly admitted he was prompted by family complaints about his own offensive body odour.

**PUT** away that Grecian 2000 - German scientists have found a medication-related method of getting rid of grey hair.

The team from the University of Greifswald cooperated with other researchers at Bradford University in the UK, and found that greying is due to "oxidative stress" in which hair accumulates hydrogen peroxide and loses its colour.

They tested a "modified pseudocatalase" drug on patients with a pigmentation condition known as vitiligo, and found that the medication recoloured the skin and the eyelashes of subjects.

"Developing an effective treatment for this condition has the potential to radically improve many people's lives," they said.

## WIN AN INNOXA BEAUTY ESSENTIALS PACK



This week *Pharmacy Daily* is giving five lucky readers the chance to win an **Innoxo** beauty essentials pack including classic and new products across the Innoxo range.

**NEW Innoxo Anti-Ageing & Firming facial serum** - improves skin complexion to promote radiant looking skin. Specially formulated with anti-ageing ingredients to help fight signs of ageing.

**NEW Antioxidant lip glaze** - a nourishing lip glaze with high gloss and shine contains botanical and antioxidant rich ingredients to repair and condition lips.

To win this great prize, be the first person to send in the correct answer to the question below to: [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au).

**How many shades are there in the Innoxo Lip Glaze collection?**