

APC recruitment

THE Australian Pharmacy Council is today advertising for an Accreditation and Policy Manager. The "pivotal" full-time Canberra based role requires well-developed administrative skills, and may suit an early career pharmacist. See page four for details.

Diabetic retinopathy

LIPIDIL (fenofibrate) is the first therapy now approved to slow the progression of existing diabetic retinopathy in people with Type 2 diabetes.

Retinopathy is an almost universal complication for T2 diabetics within 20 years of diagnosis.

Invokana PBS 01 Dec

JANSEN has announced that its Invokana (canagliflozin), an SGLT2 inhibitor for type 2 diabetes, will be available on PBS from 1 Dec following its recent TGA approval (PD 24 Oct) and earlier FDA approval (PD 02 Apr).

Another SGLT2 inhibitor will also be listed on the PBS from next month: Forxiga (dapagliflozin) from Astra-Zeneca and Bristol-Myers Squibb (PD 08 Nov).

NPS marketing role

NPS MedicineWise is seeking a contract Marketing Services Manager to "champion an organisation-wide Marketing Plan & Strategy to achieve market and business growth".

The Sydney-based role is for a Feb commencement - more information on 02 8217 9249.

Dutton backs pharmacy

HEALTH Minister Peter Dutton last night issued a resounding endorsement of community pharmacy (PD breaking news), saying that he wants "young pharmacists coming through to see a future in their industry".

Dutton, who's pictured centre with Guild National President George Tambassis and PSA National President Grant Kardachi, also said he wants to ensure that pharmacists see "adequate return on investments in their pharmacy."

And in reference to the ongoing chemotherapy reimbursement issue (PD 15 Nov), Dutton confirmed that "it is not the government's intention to take funding for chemotherapy therapy from the existing community pharmacy agreement".



That will infuriate the Consumers Health Forum, which has attacked "some chemotherapy providers who have demanded more money on top of funding arrangements already agreed to between the government and the Pharmacy Guild" (PD Mon).

Shadow health minister Catherine King also spoke at the Pharmacy Guild Annual Dinner at Parliament House, and hailed pharmacy's early adoption of IT initiatives and the achievements of the Fifth Community Pharmacy Agreement.

The dinner also saw the industry pay tribute to outgoing Guild President Kos Sclavos, pictured left with wife Effie, daughter Nina and Minister Dutton. Effie was honoured with a Distinguished Service Medallion by the Guild, while Kos received the Guild's highest award, Honorary Life Membership.



ASMI hails S3 push

THE Australian Self Medication Industry (ASMI) has welcomed community pharmacy's enthusiasm to expand the range of pharmacist only (S3) products and the information-based communications approach to consumers for these medications, as demonstrated by the UTS Pharmacy Barometer released this week (PD Mon).

According to ASMI Executive Director Dr Schoombie, the inability of companies to create consumer awareness of S3 medicines is the main reason why the full potential of these medicines as a legitimate treatment option has not been realised in Australia.

"Prescription to non-prescription reclassification ('Rx to OTC switch') and lifting the current advertising restrictions on S3 communication are key issues that remain high on ASMI's agenda," he said.

He also pointed out that promotional curbs have a perverse consequence: consumers who do not know about these medicines continue to go to their GPs for conditions that could have been effectively treated by pharmacists.

ASMI is advocates a period of data protection, commensurate with the degree of innovation and investment, to encourage investment in Rx to OTC switches.

"In ASMI's view, increasing the number of S3 products will have a myriad of benefits across the community such as health funding savings, reduced pressure on doctors, more timely access to medicines for consumers and an increased ability for consumers to self-care for minor ailments".

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Pradaxa experience

RESULTS seen in the 18,000 patient-strong *RE-LY* registration trial of Janssen's Pradaxa (dabigatran) compared with warfarin controls have been confirmed in subsequent treatment of atrial fibrillation (AF) patients for up to 6.7 years according to new data presented at the American Heart Association's Annual Scientific Meeting yesterday.

"This is important news for physicians and patients who use either dose of dabigatran etexilate to reduce the lifetime risk of stroke associated with atrial fibrillation," said Professor. Michael D. Ezekowitz, Thomas Jefferson Medical College, Philadelphia, USA.

DMAA products recall

THE US Federal Drug Administration (FDA) is urging consumers not to buy or use supplements containing DMAA, which can elevate blood pressure and could lead to cardiovascular problems, including heart attack, shortness of breath and tightening of the chest.

Last week US Marshals seized more than 1,500 cases of finished goods and over 600kg of in-process/raw material goods from the Hi-Tech Pharmaceuticals, Inc. facility.

Eleven products were labeled as containing DMAA or its chemical equivalent including Black Widow, ECA Xtreme, Fastin, Fastin-XR, Lipodrene, Lipodrene Hardcore, Lipodrene XR, Lipodrene Xtreme, Liotherm, Stimerex-ES, and Yellow Scorpion.

SHPA welcomes Dooley

PROFESSOR Michael Dooley, Director of Pharmacy at Alfred Health, and Professor of Clinical Pharmacy, Centre for Medicine Use and Safety, Monash University, has been elected as the new President of the Society of Hospital Pharmacists of Australia (SHPA).

Dooley (pictured) brings a host of skills and experience to the role with extensive involvement in hospital pharmacy as a clinician, manager and researcher in medicine use and safety.

His past work at SHPA has been as a member and former Chair of the Committee of Specialty Practice in Clinical Pharmacy and an investigator on the Clinical Pharmacy Intervention Study, which contributed significantly to the advancement of clinical pharmacy within Australia.

Michael is a Fellow of SHPA, the International Society of Oncology Pharmacy Practitioners and the Australasian Association for Quality in Health Care.

His work and achievements have been recognised by SHPA as the recipient of the Australian Clinical Pharmacy Award in 2004 and the GSK Medal of Merit in 2003; and by others – he received the Australian Council on Healthcare Standards Gold Medal in 2005.

"I look forward to contributing to this important work and am honoured to have this leadership role," said Dooley, who also paid tribute to his predecessor, Sue Kirska.

"Sue's leadership in her time as President of SHPA has been remarkable. She has led the organisation through a period of great change and challenges in the Australian healthcare sector."

Other incoming SHPA Executive members are Associate Professor Ian Coombes from Qld who has been appointed Vice President, and Karen Kaye from NSW who is SHPA's fourth executive member, while Sasha Bennett will continue in her role as SHPA Treasurer.



Immunisation winners

GSK Adult Immunisation Grants for 2013 have been announced and the four winners are:

Rozelle Total Health (General Practice category), **Tasmania Medicare Local** (Medicare Local, General Practice Network or Division of General Practice category), **Korean Australian Medical Society** (Council/Local Authority, Hospital or Community Organisation category) and **Aboriginal and Torres Strait Islander Community Health Service (ATSICHS) Northgate** (Indigenous Health category).

Each winner showcased innovative and creative thinking via their submission.

They each received \$20,000 to help implement their proposed adult immunisation project in 2014.

World COPD day today

MORE than a million Australians live with a chronic obstructive pulmonary disease (COPD).

"COPD is the second leading cause of avoidable hospital admissions," said COPD Program Director Elizabeth Harper.

CLICK HERE for more information.

Di-Gesic back in stock

ASPEN Pharmacare yesterday confirmed that Di-Gesic (dextropropoxyphene HCl 32.5mg/paracetamol 325mg) stock has now been released to wholesalers.

The controversial product, recently the subject of an Administrative Appeals Tribunal ruling in favour of Aspen against a TGA proposal to ban medications containing dextropropoxyphene, has been unavailable for about seven weeks (*TD* 01 Oct).

WIN A PLUNKETT'S PACK

Every day this week **Pharmacy Daily** is giving two lucky readers the chance to win a **Plunkett's Aloe Vera** pack.

Get Fresh Summer Skin with Plunkett's Pure Aloe Vera!

Plunkett's Pure Aloe Vera is now available as a moisturiser for everyday use. This light, refreshing cream is 90% pure certified organic aloe vera plus the restoring goodness of natural Vitamin E. Aloe Vera is "Nature's Medicine Plant" and is renowned for its cooling, soothing and moisturising properties. These Australian-made products do not contain fragrance, colour, parabens or alcohol. To win, simply be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.



What is the percentage of Aloe Vera in Plunkett's Hi-Potency Moisturiser?

Congratulations to yesterday's lucky winners, **Sherree Walters** from **The Pharmacy Guild of Australia** and **Valeria Vaxelaire** of **PBS Services**.

The correct answer was **Australia**.

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- Targeted
- Easy

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 newproducts@pharmacydaily.com.au

Blooms Green Coffee Bean Powder

Sourced from France, **Blooms Green Coffee Bean Powder** is an extract from raw, decaffeinated green coffee beans, unlike the roasted beans in our daily caffeinated coffee drinks. This nourishing product is a high strength, natural, antioxidant rich source of chlorogenic acids, GM-free and non-irradiated. Blooms Green Coffee Bean Powder does not contain sweeteners or preservatives and a minimum of 45% chlorogenic acids.

Stockist: 1800 181 323

RRP: \$39.95 (100g)

Website: www.phytologic.com.au



Be Enlightened by NeoStrata - the creators of AHA's

Skin irregularities such as pigmentation, dark spots, sun damage or uneven skin tone can be a major issue for many people. The answer? A new range of dermatologist-developed and recommended products from **NeoStrata – Enlighten**. Created by the original founders of AHA anti-age technology, NeoStrata *Enlighten* is specifically developed to promote bright, even skintone and help control pigmentation, with clinically proven visible results in only four weeks.



Stockist: Major wholesalers

RRP: \$33.69 to \$83.65.

Website: www.neostrata.com.au

A rose, by any other name...

Roses de Chloé is an invitation to tenderness. Roses immediately exudes incredible freshness, a sensation derived from bergamot, which is gradually joined by a heart of damascena rose essence, modernised with a magnolia accord. White musk and amber linger on the skin, with the fragrance said to capture a walk down the Parisian rose gardens. Like blush that enhances the cheeks, the bottle is enlaced with a blush pink ribbon. Faithful to the silhouette of the iconic eau de parfum by Chloé, the luxurious glass bottle is crowned with a silver top and transparent cap.

Stockist: 1800 812 663

RRP: \$30.00 (30 ml)

Website: www.chloe.com



Redefine your beauty sleep with *hope in a jar* night

Did you know that your body renews itself best as you sleep? That means night-time is your skin's best opportunity for treatment and repair. So, is it unreasonable to expect your night cream to fulfill your youthful dreams while you sleep? Not if you have **hope**. Imagine waking up to smoother skin that is comfortably hydrated. Imagine having visibly radiant skin to start each morning. Imagine the glow of confidence you could carry with you all day. **hope in a jar night** intense retexturising moisturizer is your answer for skin treatment and repair in a silky texture night cream from Philosophy.

Stockists: 1800 812 663

RRP: \$55.00

Website: www.philosophy.com



DISPENSARY CORNER

"ANTIBIOTICS are not for snot".

That's the catchy tag-line of an Antibiotic Awareness Week campaign being undertaken by health authorities in the UK.

Public Health England is pushing home the message with research about the "prevailing myth that anyone with green phlegm or snot needs a course of antibiotics to get better".

The agency has conducted consumer research into snot, with 40% of respondents believing that antibiotics are necessary for green discharges, while clear snot or phlegm would get better without medication.

SHOPPER behaviour is the subject of a high-tech experiment in the UK, which is utilising a \$5 million MRI scanner to determine just what makes consumers pick particular products.

Researchers from Bangor University are undertaking the study, which involves putting patients inside the scanner and showing them an array of discounts and catalogue specials.

The subjects have to choose from the offers displayed, and the workings of their brains are studied in real-time.

Time has so far been found to be a key factor in behaviour, with preliminary results showing that consumers "only respond rationally and mathematically for the first 23 minutes of their shop," according to the *BBC*.

They then begin to think more with the emotional part of their brain, which is not as good at estimating value for money.

And after 40 minutes of shopping the brain "effectively shuts down, ceasing to form rational thoughts altogether".

Interestingly, the research is being backed by three "multi-national grocery and healthcare companies".

Previous research has shown that almost half of shoppers ignore buy-one-get-one free offers and only choose one item.

Accreditation and Policy Manager

Australian Pharmacy Council

**Do you have strong administrative skills, policy experience or knowledge of quality assurance?
I would like to hear from you!**



- Canberra City Location
- Corporate Environment
- Permanent Full-time Position

Our client, the Australian Pharmacy Council (APC), is seeking an Accreditation and Policy Manager to join its supportive accreditation team. This pivotal role requires well developed administrative capabilities and preferably a background in health. Working with a wide range of professional clients, you will primarily be responsible for the support and development of policies, procedures and standards for the pharmacy education sector. This role may suit an early career pharmacist.

Responsibilities include:

- Managing Continuing Professional Development (CPD) accreditation (conducting assessments of applications, site visit, audits, report writing and feedback)
- Assist with accreditation of Intern Training Program providers
- Manage the activity of the CPD Review Panel and CPD evaluations
- Coordinate and prepare accreditation evaluation reports, business papers and submissions
- Contribute to the development of the APC policy framework (research, evaluation and review)
- Develop and maintain policy review schedule for all APC policies
- Coordinate and provide secretariat services for various forums which would include distribution of agendas and discussion papers, recording minutes and developing outcome plans
- Stakeholder engagement and management
- Prepare required APC reports in accordance with the agreed schedule
- Ensure APC complies with all reporting and statutory requirements

This important role requires high level of administration, ability to meet tight deadlines and well developed written and communication skills and will include some travel within Australia and New Zealand.

We are recruiting now - applications for this role close on 29th November 2013.

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To discuss this position further please contact Loretta Pizzol

TEL: (02) 6268 9726

EMAIL: Loretta.Pizzol@chandermacleod.com