

CUSTOMER LOYALTY



“eRx Express creates loyalty with customers helping them return to us rather than have scripts dispensed elsewhere”

Steve Speirs – Exhibition Pharmacy

Last chance for APP

THE Pharmacy Guild of Australia Annual National Conference is being held at the Gold Coast Convention Centre Mar 13 to 16 this year.

With four days of educational, clinical and business sessions, over 300 exhibitors, extensive networking and exciting social events as well as 20 CPD points on offer, see **Page 4** to register now.

Immunisation kit

THE Queensland pilot scheme for pharmacists to administer flu shots, run by the Pharmaceutical Society of Australia (PSA) and the Pharmacy Guild of Australia, will cover the upcoming Queensland influenza season (**PD** 31 Jan 2014).

PSA Self Care pharmacies now have access to a new Immunisation Action Kit which provides tools, information and other resources.

Guild begins 6CPA talks

PHARMACY Guild of Australia executive director David Quilty has announced the first stage of the Sixth Community Pharmacy Agreement (6CPA) consultation phase in his *forefront* editorial.

The first element of this consultation phase begins today when the Guild's leaders, including national president George Tambassis and chair of the health economics committee Paul Sinclair, will participate in a forum with over stakeholders in Canberra.

These include other pharmacy organisations, disease state representatives, other peak health bodies, representatives of health professionals, industry associations, consumer groups, and State and Federal Government departments, each with their own agendas.

Quilty said the focus would be on opportunities for the 6CPA to secure

the future of the pharmacy network and the pharmacist profession by delivering high quality medicines and related clinical outcomes to patients.

The second stage of the consultation phase will be at the Australian Pharmacy Professional (APP) Conference (see **Page 4**) where there will be a number of opportunities for Guild members and the wider pharmacy industry to have input especially via a live feedback session 'Help Shape the Sixth Agreement' on the morning of 16 Mar moderated by Tambassis and Quilty.

That session will be free to delegates but is limited to 400.

Over the next few weeks, the Guild's branches will also be asking Guild members to fill out two important short surveys.

Guild members were encouraged to order a ScriptMAP report on their dispensary data to ascertain the impact that price disclosure will have on their pharmacies, Quilty said.

“At a cost of \$90+GST for one ScriptMAP report or \$270+GST for a year's worth of four ScriptMAP reports, this may well be the best investment you make in your pharmacy this year.”

Weight loss capsules

THE Therapeutic Goods Administration (TGA) has warned that Beautiful Slim Body and Collagen Slim capsules pose a serious risk to consumers' health.

The TGA said the capsules contained the undeclared prescription substance sibutramine, which was withdrawn in Oct 2010 after a study showed increase risk of major cardiac events.

The TGA said consumers should stop taking the capsules.

TGA signs for e-apps

THE Therapeutic Goods Administration (TGA) will use Lorenz's docuBridge software for electronic applications (**PD** breaking news 26 Feb).

The contract provided “several deliverables” for roughly \$1.1m over five years, the TGA said.

One of the first deliverables was an implementation plan, and the TGA said it would work with stakeholders this year to introduce the system.

The software would be used to receive, review and process e-applications for the entry of medicines and other products on the Australian Register of Therapeutic Goods; this would be an opt-in system, the TGA said.

“The regulated industry currently incurs substantial costs when they submit large volumes of paper documentation to support their applications.”

Industry would not need to purchase the software, although many would be familiar with it already in its use with other regulators, the TGA said.

“The TGA will make available a validation tool available and submissions created with any software package can be validated before submission to the TGA.”

New diabetes combo

EFFECTIVE 01 Mar, the Pharmaceutical Benefits Scheme (PBS) will include the first once daily fixed dose combination tablet of Metformin XR and a DPP-4 (dipeptidyl peptidase 4) inhibitor for Australian type 2 diabetes patients.

Administered once daily after the evening meal, Kombiglyze XR helps to improve glycaemic control, fasting plasma glucose (FPG) and postprandial plasma glucose (PPG) in patients with type 2 diabetes.

guildcare programs

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SHPA clinical trials

THE Society of Hospital Pharmacists of Australia (SHPA) is offering a seminar on how to set up and run a clinical trials support service at hospitals.

Early bird registration closes on 07 Mar, with the trial held on 05 Apr.

12 new orphan meds

FOR Rare Disease Day, the European Medicines Agency (EMA) has said 12 new orphan medicines were made available in the last 12 months.

These included three medicines for the treatment of rare cancers and three for multidrug resistant tuberculosis.

The EMA said there had been a year on year increase in the number of marketing authorisation recommendations for orphan medicines since 2011.

Pharmacy early AD alert

PHARMACISTS are being alerted to a potential wave of patients inquiring about their risk of Alzheimer's Disease (AD).

With the pharmacist as the first port of call for many patients, Nutricia has announced a new direct to consumer program prompting people with concerns about memory loss to consult their health care professional.

The company, which markets Souvenaid, said that the product is classified as a nutritional food for special medical purposes for the dietary management of the early stages of AD and is only recommended to be taken under medical supervision.

Potential patients or concerned relatives/carers will be encouraged to consult with their pharmacist, doctor or nurse.

The campaign includes TV advertising in Sydney and Melbourne Feb/Mar, TV advertorials Mar-May and regional radio advertising in NSW, VIC and QLD across Mar/Apr.

Pharmacists can refer patients to their GP for initial discussions and if suspicious ongoing referral to a specialist in geriatrics or neurology.

Ongoing research is being conducted by the Austin Hospital in Victoria through Professor Michael Woodward, head of aged and residential care services at Austin Health, and geriatrician in private practice.

Woodward said that a strong body of published, double-blind, peer-reviewed clinical trials have now demonstrated that Souvenaid can make a statistically significant difference to the protection of synapses affecting cognitive ability.

Pharmacists can explain that should the doctor recommend it, Souvenaid is available as a very early intervention, he added.

In AD, the nutrients required to support what is called the Kennedy Pathway, a cascade of multiple enzymatic reactions, seem not to be available in sufficient quantities.

Woodward said that early diagnosis of AD was critical to success with most therapies but especially so with Souvenaid which has strongest data demonstrating positive impact when begun as early as possible, even preclinically.

If therapy is left until later in the course of disease it can be too late.

CLICK HERE to learn more.

Calcium supplements

NPS MedicineWise has published a consumer guide to choosing calcium supplements.

The publication addresses the best type of calcium supplement to take and recommends consumers check with their doctor or pharmacist before starting to take one.

FDA okays Myalept

THE US Food and Drugs Administration (FDA) has approved Myalept (metreleptin for injection) as replacement therapy for complications of leptin deficiency in patients with congenital generalised or acquired generalised lipodystrophy, a condition associated with a lack of fat tissue.

Patients with generalised lipodystrophy had low leptin levels, the FDA said.

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WIN A DESIGNER BRANDS PRIZE PACK

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **Designer Brands** prize pack, valued at \$31.

Each pack includes an Outrageous Volume Mascara, two nail polishes and a kohl pencil.

Outrageous Volume Mascara is a mega-impact volume mascara that will give you bold and dense lashes for a show stopping look.

The formula is infused with vitamin E to promote lash strength and is easy to apply with the exclusive GS-13 brush, ensuring no clumping so lashes are soft, yet still boasting intense volume.

To win this exciting prize pack, simply be the first person to correctly answer the question below to: comp@pharmacydaily.com.au.



Where can you buy DB products?

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Intro to PBS doc

THE Medicines Partnership of Australia has launched a document explaining how the Pharmaceutical Benefits Scheme (PBS) works at Parliament House.

'An Introduction to the Pharmaceutical Benefits Scheme' included a history of the PBS, what it did, participants in the manufacturing and supply process, and key issues, the Partnership said.

Chair Ralf Dahmen said the paper was designed to help people "get their heads" around what the PBS did, since it was often debated but a lot of this debate was technical and sometimes ill-informed.

Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry.

TRAVEL On Sale

This weeks travel specials are brought to you by Travel on Sale.

Hold onto your hats - Travel on Sale have launched a worldwide promotion.

You can visit Samoa from \$1139 per person including five nights, free airport transfers, breakfast and more, and get one night free.

Or visit the Vietnamese beachside town of Nha Trang from \$729 per person for four nights at the five star Amiana on the Bay Resort, and you get a free dinner, WiFi and breakfast.

If you're looking for other Asia holidays on sale, there's Malaysia, starting from \$305 per person, Hong Kong from \$499 per person and Singapore from \$849 per person, with all packages including accommodation and free nights.

For more, visit travelonsale.com.au or call 1300 013 729.

Mayne makes good

MAYNE Pharma Australia (MPA) has reported a 52% increase in gross profit, up \$1.1m year on year to \$3.2m, in the first half of the 2014 financial year.

Sales were up 44% to \$6.9m, with improved performance of MPA driven by the addition of Kapanol to its portfolio, the company said.

It had owned the franchise for 12 months, and the sales team had logged more than 4000 calls and visits to physicians, MPA said.

The rest of its portfolio showed mixed growth, with Astrix tablets and capsules up on the year on year period, thanks to grocery sales, but Doryx capsules were down, following yearly PBS prices decreases, the company said.

It expected to launch head lice treatment Licener shortly as well as Lozanoc (formerly SUBACAP), which was on track for approval by the middle of the year.

The company had 12 products pending Therapeutic Goods Administration approval in total and expected to file six more with the TGA this year.

Mayne Pharma Group reported a 158% increase on total revenue for the half year ended 31 Dec, with net profit clocking in at \$8.4m, up from a reported loss.

The Group posted \$707m in total revenue, up on the year ago period.

The company recorded net profit up from a loss of \$2.5m.

The ASX listed company reported lifted sales of its US generic products, with \$17m in gross profit up 38% on the second half of the 2013 financial year, with key drivers including increased market penetration of products such as Nystatin and Oxycodone HCl combination products.

Mayne Pharma ceo Scott Richards said the results reflected the impacts from recent business and product acquisitions, product launches and increased market penetration.

Guild petition largest

THE petition calling on the House of Representatives to ensure community pharmacies receive support to stay in business collected 1,210,471 signatures, delivered in 22 boxes to Parliament yesterday.

Organised as part of the Pharmacy Guild of Australia's action around price disclosure, the petition was the largest to be presented to the House, the Guild said.

To view a video of the petition being tabled, [CLICK HERE](#).

NZ dumps Tamiflu

THE New Zealand government reportedly threw out nearly 1.5m doses of expired antiviral Tamiflu.

Fifty five thousand doses of the national stockpile were used during the 2009 H1N1 or swine flu occurrences, leaving nearly 1.5m to expire, which were being replaced, *Stuff.co.nz* reported.

The publication reported that the government had an agreement with Roche where expired Tamiflu could be returned and replacements bought for half the price.

DISPENSARY CORNER

THE spirits are angry.

If you're mystically inclined, or have angered the denizens of a supernatural realm, it may be best to move any crystal balls away from your windows; London fire fighters are warning people about the dangers of glass objects, such as crystal balls, bottles and ornaments, refracting sun rays and setting curtains on fire.

The London Fire Brigade said shaving mirrors and glass objects had caused 33 fires in the city over the last five years, the *Telegraph* reported.

GIANT fruit salad.

Residents of Bowen, don't despair - the theft of the giant mango was a publicity stunt.

The three storey homage to mangoes was stolen from outside Bowen's information centre on Monday by a crew captured on CCTV as wearing balaclavas and piloting a crane.

The theft prompted various responses, including a Facebook page to track it down, and a Gumtree prankster's offer to swap it for the giant banana from Coffs Harbour, the *Courier Mail* reported.

However Nando's has claimed responsibility, after the mango was found covered with tarps in a paddock behind the information centre, the *Guardian* reported, with Twitter suggesting it was a promotional stunt for a new sauce; special mention goes to the genius who coined the phrase 'Mango Unchained'.

DON'T judge a book by its title.

The 2014 Oddest Book Title of the Year award includes contenders such as 'How To Pray When You're Pissed At God' and 'Pie-ography: Where Pie Meets Biography'.

Run by magazine *The Bookseller*, co-ordinator Tom Tivnan said the Diagram Prize highlighted the importance of an eye catching title, *Reuters* reported.

CPEXPO 2014 open

REGISTRATION has opened for the Pharmaceutical Society of Australia's (PSA) Clinical and Practice Expo 2014, held from 30 May to 01 Jun.

Launching the online registration portal, PSA's NSW branch president John Bronger said CPEXPO 2014 had made exciting developments to make the programme more interactive and engaging, including an app.

"Every session will be interactive with live session polling, snap quizzes, session resources and social media feeds."

The CPEXPO program continues the interactive workshop program on Friday, followed by two days of lectures on clinical and practice-related topics, with 80 sessions on offer over three days presented by Australian and international experts.

Early Bird rates apply until 31 Mar.

To register, visit the CPEXPO website at www.psa.org.au/cpexpo.

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