

PD - Stand 14 - NCE '14

TODAY marks the beginning of the National Convention & Exhibition '14 (NCE '14) at Australian Technology Park.

Pharmacy Daily will be there - come and say hello at Stand 14 for your chance to win a bottle of Moët champagne.

We are launching the new free **Pharmacy Daily** app which enables hot pharmacy news on the go - catch breaking news as it happens and news updates on your Apple iOS devices (see **page 4**).

New NZ Guild pres

THE new Board of Directors of the Pharmacy Guild of New Zealand has elected Ken Orr as the new president and David Bullen as the new vice president.

Guild ceo Lee Hohaia said both were experienced community pharmacists and pharmacy owners, and had significant board experience, with Orr a board member since 2008 and vice president since 2012.

"David Bullen brings with him a wealth of experience having owned community pharmacies in the Waikato area since 1994."

Orr replaces Karen Crisp, president since 2011.

Prices slashed in Oct SPD

PROPOSED reductions of up to 62% to the price of certain medicines in the first cycle under Simplified Price Disclosure amendments have been announced, with atorvastatin proposed to drop almost 46%.

The Department of Health has published an outcome summary of proposed reductions to the Pharmaceutical Benefits Scheme (PBS) base price for medicines which qualify.

A total of 312 medicines are listed as facing reductions from the approved ex-manufacturer price on 01 Apr, ranging from a drop of 10.8% for prostate cancer medication bicalutamide (tablet 50mg), to \$94.97 to a 62.18% difference between the April and October PBS prices for triazole antifungal medication fluconazole (solution for IV infusion 400mg in 200mL), to \$5.39 from \$14.25.

Atorvastatin will see a drop of almost 46% across its 10mg to 80mg tablets, from \$13.72 to \$7.42 for the 20mg tablet (45.92%).

Other big drops include Alzheimer's Disease treatment donepezil (tablet containing donepezil hydrochloride 10mg), which will see a percentage

difference of 58.13% to a proposed \$26.59 from \$63.50.

Hypertension medication irbesartan (tablet 150mg) will drop 39.1% to \$4.75.

Cholesterol medication rosuvastatin (tablet 40mg) will see a drop of 36.46%, from \$61.90 to \$39.33

The prices do not include fees and mark ups, with a list of indicative 01 Oct prices, with fees and mark-ups, published by mid-July.

To see the summary, **CLICK HERE**.

Soliris - orphan status

ALEXION Pharmaceuticals has announced that the US Food and Drug Administration (FDA) has granted orphan drug designation to Soliris (eculizumab) for the treatment of patients with myasthenia gravis (MG), a rare, debilitating neurologic disorder.

Soliris is a first-in-class terminal complement inhibitor and is currently approved for the treatment of patients with paroxysmal nocturnal hemoglobinuria and atypical hemolytic uremic syndrome but not approved anywhere else in the world for MG, said the company.

Corum ups profit

PHARMACEUTICAL applications software solutions provider Corum Group Limited has said it expects its operating profit after tax for the year ending 30 Jun would be in the range of \$4m to \$4.3m.

An unfranked dividend would be declared in July, payable in August, of 0.6 cents per share which would make an unfranked dividend payable for the year of 1.1 cents per share, Corum Group Limited chairman Michael Shehadie said.

This forecast superseded the last profit guidance issued on 29 Jul, which projected operating profit after tax of \$3.7m and a partially franked dividend for the year of one cent per share, Shehadie said.

Prevent strokes - NICE

STROKES and deaths due to atrial fibrillation (AF) could be avoided by ensuring the most effective blood coagulation management of patients, according to updated guidance from the UK's National Institute of Health and Care Excellence (NICE).

Draft guidance (**PD** 11 Jun 14) has now been ratified by NICE with a strong message to the effect that anticoagulants were more clinically beneficial than antiplatelets.



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National Health Index

NZ Health Minister Tony Ryall has welcomed the success of an information technology system that helps health care providers find the right patient quickly and easily.

Duplicate National Health Index numbers had been dropping since the introduction of the system in May 2013 and had fallen below 1% for the first time, Ryall said.

"Having a single trusted source of patient identifiers makes New Zealand's health system safer and more reliable."

Sleep apnoea risks

OBSTRUCTIVE sleep apnoea is a chronic disease that influences many areas of the patient's life, from cognitive functioning to daytime alertness, but a new study has revealed more.

Appearing in the *Journal of Clinical Sleep Medicine*, published by the American Academy of Sleep Medicine, the 20 year follow up study demonstrated that the disorder is independently associated with an increased risk of stroke, cancer and death.

To read the abstract [CLICK HERE](#).

Medicines labelling

THE Therapeutic Goods Administration (TGA) has published the newly revised Required Advisory Statements for Medicine Labels (RASML).

The RASML makes amendments to the Labelling Order (Therapeutic Goods Order No. 69D), which commenced on 12 Jun.

For full details, [CLICK HERE](#).

Best of practice for DAA

THE Pharmacy Board of Australia has said it will raise the issue of serious adverse events related to errors in prescribing and dispensing methotrexate with the Medical Board of Australia and with safety and quality authorities.

The Board updated its figure for events, saying it was aware of five since 2011 (**PD** 19 Jun), three of which were under investigation and two referred to a panel hearing.

Pharmaceutical Society of Australia (PSA) national president Grant Kardachi said packing dose administration aids (DAA) was valuable to the community as compliance was one of the biggest issues for pharmacy.

However, pharmacists needed to make sure appropriate systems were in place for this, to minimise the risk of errors and make sure any made were picked up ASAP.

Best practice for DAAs was to review how they were packed, to make sure there was a dedicated space to do so in the pharmacy and to ensure there were dedicated people who had time set aside to focus on packing DAAs, he said.

Errors were not common but needed to be taken seriously as they could be minor or catastrophic, as in the methotrexate incidents, he said.

These highlighted to pharmacists the need to look at whether they were doing everything possible to minimise risk, he said.

Australian Commission on Safety and Quality in Health Care pharmaceutical advisor Margaret Duguid said this was the first time

she had heard reports of errors made in dispensing methotrexate into DAAs and that it was a high risk drug with work being done globally to reduce associated errors.

Pharmacists needed to be vigilant about such drugs when packing into DAAs and ensure they had systems in place to check errors did not occur, she said.

New MA code

MEDICINES Australia members unanimously adopted the 18th Code of Conduct at a general meeting held this week.

The code introduced extended transparency reporting requiring member companies to report certain payments and transfers of value to individual healthcare professionals, as well as sponsorships of third party educational meetings and symposia, Medicines Australia ceo Dr Brendan Shaw said.

This model required companies to seek consent from healthcare professionals to disclose these payments, he said.

The new code would set a maximum limit on food and beverage of \$120 per person for a meal and beverage, he said.

"Companies will not be required to report the provision of hospitality as part of the transparency model."

The model would be submitted to the Australian Competition and Consumer Commission in early July and if authorised, would come into effect in January, Shaw said.

API growth in Q3

AUSTRALIAN Pharmaceutical Industries Ltd (API) said it saw same store growth for its Priceline chain of 6.6% in the third quarter, with year to date growth of 5.7%.

In an investor briefing, marketing general manager Mark O'Keefe said members of Priceline's loyalty program, the SisterClub, generated 40% of sales and spent 34% more per visit than non members.

To read the briefing, [CLICK HERE](#).

WIN A SUKIN PACK

This week, **PD** is giving five readers the chance to win a **Sukin** pack.

Using the best active botanicals & essential oils to create nourishing & intensely moisturising formulations, Australia's favourite natural skincare brand Sukin, dominates the natural skincare market with best sellers covering essentials for the face and body. Each pack includes; Rose Hip Oil, Facial Moisturiser, Foaming Facial Cleanser and Hydrating Body Lotion.

To win, be first to send in the correct answer to:

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Sukin Hydrating Body Lotion is available in two sizes, what are they?

Congratulations to yesterday's winner; **Annie T** from **Balmoral St Pharmacy**.



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Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

20-22 Jun: National Convention & Exhibition; Sydney; details: www.nswpharmacy-nce.com.au

7-10 Jul: Annual Conference of the Australian and New Zealand Association of Health Professional Educators (ANZAHPE); Gold Coast; www.anzahpe.org

9 Jul: Pharmacy Live Webinar "Palliative Care In The Home"; Sydney; www.psa.org.au

19-21 Jul: Pharmacy Re-Entry Course "Refresher Training for Community Pharmacy"; Sydney; see: www.psa.org.au

22-23 Jul: Pharmacy "Essential Financial Skills"; Sydney; see: www.fmrbusdev.com.au

25-26 Jul: Blackmores Institute Symposium: Integrating Natural Medicine Into Community Pharmacy - An Evidence-Based Approach; Sydney; more at: www.blackmoresinstitute.com.au

26-27 Jul: Medication Review Skills in Primary Care; Sydney; more at: www.shpa.org.au

27 Jul: Medicines Update 2014; Melbourne; more details at: www.psa.org.au

30 Jul: Advanced Clinical Education Cardiovascular Seminar; Sydney; more at: www.psa.org.au

30 Jul-1 Aug: The Pharmacy Management Conference; Surfers Paradise; more at: www.pharmacyconference.com.au/

10 Aug: Managing Drug Interactions Seminar; Sydney; more at: www.pharmeducation.com.au

Pharmacy Forward



RECKITT Benckiser (RB) has launched an online training program called Pharmacy Forward, available for free for pharmacists, which aims to teach the lessons of the Pain Smart Challenge in building pharmacy-only offerings.

At the launch event yesterday, Pain Smart Challenge mentor Nick Logan said the program involved six modules with training videos and downloadable resources.

The Pain Smart challenge was a year long case study involving three pharmacies working to invest in and maximise the S3 category.

Logan said the pharmacies had an average gross profit increase in S3 of 22%, year on year.

One pharmacy reported that antiviral unit sales increased by 733% and another that proton pump inhibitor sales rose by 125%, RB said.

RB manufacturers Nurofen Plus in the S3 category.

Retail Doctor Group ceo Brian Walker said to succeed in retail, pharmacies needed to stand out from the crowd by creating a service culture, putting the best salespeople at the front and selling solutions, not just products, and programs such as Pharmacy Forward could help with this.

For more, **CLICK HERE**.

Pictured are RB's Vanessa McCutcheon, Nick Logan and Brian Walker.

Paracetamol care urged

A STUDY of people who intentionally take more than the recommended dose of modified-release paracetamol has warned that the current pack size of the medication might put patients at risk of larger overdose, the Australian College for Emergency Medicine has said.

Published in *Emergency Medicine Australasia*, the study by Professor Andis Graudins found that from October 2009 to September 2013, 42 cases of poisoning with modified-release paracetamol were identified in Monash Health Emergency Departments.

This was 5% of all cases involving paracetamol seen during that time and 27 were large acute ingestions that received immediate treatment.

Four patients had an initial blood paracetamol reading that was non-toxic but whose concentration later increased into the toxic range, a delay related to the modified-release formulation, the study said.

Graudins said most people with overdose of modified-release paracetamol were easily recognised, but vigilance was required by doctors to ensure poisoning was not missed in the small number who had late rises in their concentrations.

PSA national president Grant Kardachi said people should be encouraged to buy pain relief from pharmacists and engage in conversations about it.

Paracetamol seemed to be marketed as a "safe" medicine but it was a serious medicine that needed to be taken according to directions, he said.

DISPENSARY CORNER

DR OOPS.

Popular television doctor with a highly polished presentation format and extensive audience base, Dr Mehmet Oz, also known as Dr Oz of *The Dr Oz Show*, has been reprimanded by a senate panel for hawking non-evidence-based medications on his show.

According to *USA Today*, Oz claimed his products had demonstrated effectiveness but admitted that not all would pass the scrutiny of the Food and Drug Administration.

The senators targeted 'Pure Green Coffee' beans, which claimed dramatic weight and fat loss as well as raspberry ketone supplements which Oz had promoted, the publication said.

Oz also claimed he had been the victim himself of false endorsements and had to set up a website to enable people to check on his endorsements and report false association with the Dr Oz brand, the publication reported.

PHARMACISTS in space.

Are you one of millions who have a visit into space on their dream bucket list?

Your dream could come true for the princely sum of \$10, according to *Yahoo! News*.

A non-profit network called the Urgency Network is uniting a number of goodwill campaigns that use their celebrity connections, including Sir Richard Branson, to entice donors with unique life experiences, the publication reported.

So simply donate \$10 to a good cause to be in the raffle to win a maiden XCOR Lynx Mark II shuttle flight valued up to \$100k.

But wait - there's more: for every \$1m raised by the program, the network will purchase another flight ticket, so there may be a few seats on offer.

If you are a "lucky" winning donor, you will need to have the time to take part in training exercises and medical screenings before the flight.

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Fiona Mann, Mannum Chemplus

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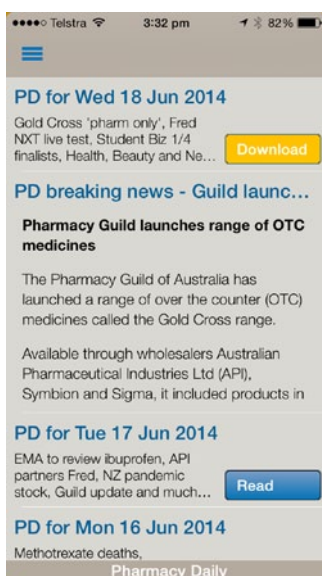
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