

New Pfizer NZ lead

MELISSA McGregor has been appointed as Pfizer NZ's new managing director, taking over from Frances Benge, as of 01 Apr. McGregor worked for Pfizer Australia for 16 years, most recently leading the ANZ commercial operations team.

Guild & PSA alert on law

THE Pharmacy Guild of Australia and the Pharmaceutical Society of Australia (PSA) have united to alert pharmacists to be aware of new privacy laws that come into effect from today.

The new 'Australian Privacy Principles' have a stronger emphasis on compliance and enforcement, giving the Office of the Australian Information Commissioner enhanced powers, including the ability to assess privacy performance and to seek penalties for serious or repeated breaches of privacy.

With the growth in electronic collection, storage and use of customer data, pharmacists needed to be aware of the nature of any

information gathered, the PSA and Guild said.

Pharmacists need to be aware that the consumer owns their personal and health information and that pharmacists and pharmacy staff are the custodians of this.

When in doubt, pharmacists should always seek the consumer's consent before using or disclosing their personal or health information to a third party, the PSA said.

Each pharmacy needed to have a privacy policy in place which staff understood and complied with at all times, it said.

"While most pharmacists know they have a responsibility to comply with privacy legislation, there is understandably likely to be little awareness of the detail of the reforms which come into effect from today," the Guild and PSA said.

The organisations have developed resources to help members, including guides and templates, which can be accessed by logging in [HERE](#) or [CLICKING HERE](#).

Pharmacy Daily @APP

THE Pharmacy Guild of Australia's Annual National Conference, Australian Pharmacy Professional (APP 2014) commences tomorrow at the Gold Coast Convention and Exhibition Centre, Queensland.

Pharmacy Daily's Alex Walls will be there checking out sessions and interviewing key personnel - follow our Twitter feed (@pharmacydaily) for her on the spot updates.

The APP2014 program will feature a mix of sessions and aims to keep pharmacists up-to-date and assist them in running their businesses more efficiently and effectively, as well as providing education.

APP2014 has been accredited for Group 1 and Group 2 CPD credits for your individual CPD plan.

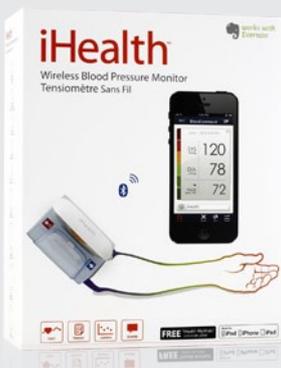
Pharm load limited

IN Taiwan, pharmacists' workload is to be limited to 70 prescriptions per day to reduce any dispensing errors, the *Taipei Times* reported.

This was the National Health Insurance Administration's new guideline, the publication said.

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New April prices

THE confirmed new prices for 01 Apr as part of the expanded and accelerated price disclosure main cycle have been published on the Pharmaceutical Benefits Scheme (PBS) website.

The biggest cut was to docetaxel injection, which saw an almost 90% cut (*PD* 17 Dec).

The confirmed prices show this was a reduction from an approved ex-manufacturer price of \$479.17 down to \$48.11 (Oncotaxel 140).

Another significant price cut was topotecan, down by 56%, from \$330.40 to \$145.77.

Fludrabine injection was cut by 48% which the published prices show was down from \$103.11 to \$53.87.

To view the confirmed prices, [CLICK HERE](#).

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Sign up to GP Mail at APP to go into the draw to **WIN** an Apple iPad® Mini.

*Competition drawn March 24th 2014. One to be won. Winner will be contacted via phone or email.

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To enter, visit Mater Mothers' Hospitals' APP stand 207 and place a trade order* for **Mater maternity + baby care products.**

MaterMothers.org.au



Drawn 16/03/14. *Minimum trade order required. One prize only. Winner contacted by email.

Integrated pharm

THE New Zealand National School of Pharmacy is looking at a fully integrated pharmacy programme, which incorporates the intern year into the BPharm degree.

This would involve the fourth and fifth years of the undergraduate program focussing on professional, practice and clinical pharmacy, with four 12 week extended placements, in addition to already existing placements.

The fourth placement would provide an opportunity for an elective, the School of Pharmacy said.

The School is conducting a feasibility study about the proposed programme and invites feedback.

Submissions close 11 Apr.

To make a submission, **CLICK HERE.**

Sigma adopts MedAdvisor

SIGMA Pharmaceuticals has called for community pharmacy to become the third pillar of the healthcare system and as such, has signed up for the MedAdvisor program.

Sigma chief operating officer Gary Dunne said pharmacists have a critical role to play in helping patients to use and manage their medication effectively, leading to improved health outcomes.

Through its 450 strong network of Amcal and Guardian pharmacies, Sigma is endorsing patient compliance program MedAdvisor bringing to 1,500 the number of pharmacies who have signed up.

The Sigma group joins the Chemmart, PharmaSave and Terry White Chemists groups who were

among 1095 pharmacies to have signed up to the program as of February (**PD** 11 Feb).

"We know that even a modest improvement in medicine adherence across the community will help ease the cost burden on the health system, whether that comes via reduced demand on hospital resources or from seeking treatment for otherwise manageable conditions."

MedAdvisor managing director Josh Swinnerton said the program allowed pharmacists to build better relationships with their customers, and customer loyalty was a win-win for all.

BonaDea April launch

A NEW patient engagement platform by PharmEngage Pty Ltd is readying to launch in Australia in April 2014 under the title BonaDea.

BonaDea will launch with a foundation of 1500 pharmacies integrating compliance and awareness programs that are claimed to almost double the compliance improvement rates obtained by traditional repeat reminders only.

"In the growing world of digital health, we know that patients are eager to engage with trusted, credible sources of information," said Grant Baker, PharmaEdge director.

Antibiotics and CVD

A PAPER published in the *Annals of Family Medicine* examining data from a large cohort of patients supports other recent conclusions that treatment with the antithrombotic azithromycin (Zithromax/Zmax) significantly increases the risk of death and cardiac arrhythmia in the first five days of treatment.

Another link was drawn between antibiotic levofloxacin (Levaquin) and a similar increased risk.

APP supports farmers

THE Pharmacy Guild of Australia is officially supporting the Aussie Helpers cause which is set up to help farming families doing it tough through the drought currently affecting 65% of Queensland and much of NSW.

The Pharmacy Guild has made a pledge of \$4,000.

At the APP pharmacists are being asked to dig deep by making a tax deductible donation to Aussie Helpers either at the conference or at <http://aussiehelpers.org.au>.

WIN WITH BIOSPORT

This week **Pharmacy Daily** is giving five lucky readers the chance to win the **BioSport's Reflex Soles.**

BioSport has recently over-hauled their Reflex Soles, the new design includes Polymer Gel technology that is embedded with six therapeutic magnets. This allows the individual wearing the insoles to get the benefits of a Reflexology treatment without even being aware of the magnets that are formed into the polymer gel.



The polymer gel technology also offers optimum cushioning and absorption of damaging foot shock. The flexible gel gives a longer lasting durability allowing you more value for your money. And with the 28-Day-Money-Back-Policy you really have nothing to lose but your pain.

To win, be the first person to send in the correct answer to the question below to: comp@pharmacydaily.com.au.

What type of arch do the BioMagnetic Sport Gel Reflex Soles have?

Congratulations to yesterday's lucky winner **Kelly Healey** from **Jewellstown Pharmacy**. The correct answer was **1000+**.

still on Disc. Tops!

"Much more user friendly"... "is easy to get around with lots of useful tools"

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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 newproducts@pharmacydaily.com.au



DISPENSARY CORNER

MAYBE just let it go. If you end up chasing a note down the road today, it might pay to let it go, following the story of a man who got stuck in an underground drain for two days after chasing a US\$20 bill. The man from Oklahoma's cries alerted people to his woes and an emergency crew were able to rescue him, *Orange News* reported. The really draining part of the story? The man never did find the bill, the publication reports.

JUST keep it. Ever borrowed something you forgot to give back, only to find it years later and wonder...should I? Well, fret no more - someone in Kansas did just that, returning a cookbook checked out from a Kansas library in Sep 1992, *6NewsLawrence* reported.

The book was 'The Versatile Grain and the Elegant Bean: A Celebration of the World's Most Healthful Foods', which doesn't ostensibly seem like a book you'd really want to keep for two decades - *Associated Press* reports that the maximum late fee has risen from US\$3 to a whopping US\$4.50. The book was placed in a Lawrence Public Library return box at night, *6NewsLawrence* reported.

YOU'VE got to be kidding me. Boy, talk about a bad day - a driver from Ontario, in Quebec, has managed to pick up three traffic tickets within five blocks. Joey Menscik and his wife were ticketed for their ute's illegally tinted windows, for CAD\$162, then for coasting through a stop sign, for another CAD\$162, and finally, by a third officer, for driving through another stop sign, *Yahoo News* reported. The Mensciks said they did stop and feel they were penalised because they had Ontario plates, the publication said.

Head and Shoulders launches NEW Old Spice 2-in-1 shampoo

Thanks to Head & Shoulders, men from one of the world's manliest nations can finally ditch the dirt, fight the flakes and smell like a real man with NEW **Head & Shoulders with Old Spice**. Head & Shoulders' advanced dual-action 2-in-1 formula cleans and conditions in one easy step, relieving scalp itch, dryness and irritation to leave you up to 100% flake free and smelling handsome. The pH balanced formula containing advanced cleaning HydraZinc technology is suitable for everyday use on hair, effectively removing dandruff and preventing it from coming back. On counter April 2014.

Stockist: 1800 028 280

RRP: \$6.75 200ml, \$12.49 400ml

Website: www.headandshoulders.com.au



Australia's Fastest Drying Nail Polish... Ever: Designer Brands Quick Dry

Never again will you have to say "I didn't have time to paint my nails" as this dries so quickly, you'll always have time for a quick coat or two just before you run out the door! The high-gloss finish of **Designer Brands Quick Dry Nail Polish** contains no formaldehyde, toluene or DBP, and the innovative precision brush ensures streak-free application. The diverse range includes 20 on-trend shades for every occasion whether you're after bold, bright or natural looks, plus five nail treatments. With a stunning range of colours housed in an on-trend designer inspired glass bottle, the square packaging and black cap support the innovative new formula. The bottle also contains a generous 15.5ml of polish. On counter April 2014



Stockist: 1300 765 332

RRP: \$7.99

Website: www.tbn.com.au

Bioceuticals curcumin: Theracurmin BioActive 300mg

Theracurmin BioActive 300mg has been shown to help down-regulate inflammatory mediators, reduce joint inflammation associated with arthritis, provide antioxidant support, help reduce the oxidation of LDL cholesterol, help maintain healthy digestive function and emulsify fats in the digestive tract. Bioceuticals says that this practitioner-only formulation is 27 times more bioavailable than previously available forms of curcumin and is backed by a recent double-blind, placebo controlled, randomised trial of 50 patients aged 40 years or more with mild to moderate medial knee osteoarthritis demonstrating a reduction in pain scores.

Stockist: 1300 650 455

RRP: \$29.95 - 30 caps, \$53.95 - 60 caps

Website: www.bioceuticals.com.au



Isla Dry Cough - for dry, persistent cough - blackcurrant flavoured

Isla Dry Cough which contains *Cetraria Islandica*, treats irritations of the mucosa of the mouth and pharynx.

Symptoms include dry, persistent cough, tickly throat and strained vocal cords/hoarseness. **Isla Dry Cough** has been clinically tested as a prophylaxis of irritations of the oral mucosa and dryness of the pharyngeal mucosa (Kempe et al. 1997) and has also shown to have excellent tolerability & efficacy in 3,143 children (from 4-12 years) for upper respiratory tract diseases (Hecker et al. 2004).

Stockists: 1300 790 978 - API, Sigma and Symbion

RRP: \$9.95

Website: www.biorevive.com

