

2015 ceo of the year

COMPLEMENTARY medicines feature strongly in the 2015 "CEO of the Year" awards finalists, with Blackmores ceo Christine Holgate battling it out with Swisse Wellness' Radek Sali.

The CEO Magazine awards "identify the achievements of aspiring and established leaders" with other finalists in the category incl Sirtex Medical's Gilman Wong.

The CEO of the Year winner will be announced at the "absolute prestige, with no expense spared" awards dinner at Crown Melbourne, on Thursday 26 Nov.

SHPA urges governance

THE Society of Hospital Pharmacists of Australia says the abolition of the Program Reference Group (PRG) under the Sixth Community Pharmacy Agreement "will compromise the governance of the current and future CPAs".

In a submission to a parliamentary enquiry looking at the Australian National Audit Office report into the Administration of the 5CPA, SHPA said it is vital that a representative stakeholder group be in place and be a "central governance body for the term of the 6CPA".

Science Backed Beta-Glucan Powder



Lower Cholesterol Naturally

AS SEEN ON TV

blooms HEALTH PRODUCTS

1800 181 323
info@bloomshhealth.com.au

UK consultation on pharmacy integration

THE Royal Pharmaceutical Society has launched a consultation in partnership with the UK's National Association of Primary Care to consider "radical" new proposals which would see pharmacy integrated with general practice.

The organisations say the current pressures in primary care access mean the time is right to "think differently" about how National Health Service primary care could work better and avoid the "straightjacketing" of pharmacy.

Proposals include schemes to increase collaboration between GPs and community pharmacists, such as considering community pharmacy as an "NHS access point for minor self-limiting conditions".

Pharmacists could also be directly employed by general practices to link in with community pharmacy, with the plans also proposing an underlying 'Joint Population Health Framework' approach aligning financial incentives for general practices and pharmacies.

The consultation, involving input from pharmacy, general practice, the NHS and patients closes on 09 Oct - [CLICK HERE](#) to view the document.

The PRG met infrequently during the 5CPA, SHPA said, and was "not appropriately consulted on changes to program funding, access criteria and payment rules to programs".

The SHPA also said the ANAO should have recommended that rather than just the Guild, the CPAs be negotiated with all key stakeholders, "particularly those in the hospital sector" which comprises close to 20% of the PBS.

Unintended consequences of price disclosure which threatened the viability of chemotherapy services were a result of the Guild showing a "lack of understanding of the practical issues," SHPA said.

UWS CAM grants

THREE new research scholarships for higher degree students in the field of nutritional and herbal medicine have been announced by the National Institute of Complementary Medicine at the University of Western Sydney.

Sponsored by the Blackmores Institute and valued at a total of over \$400,000, the scholarships will support two PhD students over three years and a Master of Research student over two years.

Got the looks...and the Brains



THUNDERBIRDS are go - again - for Priceline Pharmacy which has extended its partnership with the Adelaide Thunderbirds netball team for three more years, in a deal which will see the Netball SA stadium known as Priceline Stadium.

"Given we are a brand for women, Priceline Pharmacy is proud to support the most popular female sport in Australia, and our partnership with the Adelaide Thunderbirds provides the perfect opportunity to amplify the importance of women's health and

wellbeing," said API md and ceo Stephen Roche.

The extended deal will see the Adelaide Thunderbirds continue as "prominent ambassadors" for Priceline Pharmacy and will appear in-store, in TV commercials and play a role in key Priceline Pharmacy initiatives.

Pictured above at the announcement are Leon Bignall, SA Minister for Recreation & Sport; Thunderbird Maddy Proud; Ben Scales, CEO Netball SA; Emily Beaton, Thunderbird; and Roche.



Your Pharmacy Recruitment Experts

FreeCall: 1800 429 829

Email: info@ravensrecruitment.com.au
Web: www.ravensrecruitment.com.au

Jobs of the Week

- **Dispensary Pharmacist** - Central Coast, NSW (Job# 2011578)
Unique role for a well organised Pharmacist in ideal location.
- **Pharmacist** - Sunraysia Region, NW VIC (Job# 2011582)
Does wine, food and good old fashioned fresh country air interest you?
- **Pharmacist/PIC** - Fraser Coast, QLD (Job# 2011581)
Career progression for early career customer focused efficient Pharmacist.

Have you arranged a Locum for your next break? call us to sort it!



Based on a Traditional Chinese Medicine formula
Ethical Nutrients Menopause and Hot Flush Fix
may help relieve hot flushes and other
menopausal symptoms *naturally.*

Always read the label. Use only as directed. If symptoms persist consult your healthcare professional.

ETHICAL NUTRIENTS
PROFESSIONAL NATURAL MEDICINES

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.

- 19 Aug:** Consumer-led Ideas for Better Primary Health Care forum; info and RSVP to k.hollis@chf.org.au
- 20-21 Aug:** Pharmacy WA Forum; Pan Pacific Perth: www.pharmacywa.com.au
- 24 Aug:** Pharmacists in General Practice Forum; Sofitel Sydney Wentworth; details at: www.psa.org.au
- 25 Aug:** Australian Pharmacy Council 2015 Colloquium; Canberra; further details at: www.pharmacycouncil.org.au
- 26 Aug:** Cardiovascular Update: Atrial Fibrillation and Anticoagulants; St Leonards; visit: www.guild.org.au
- 29 Aug:** CPD Day; Travelodge Newcastle; more info at: www.psa.org.au
- 1 Sep:** Work Priorities workshop; Melbourne; more info at: www.cpd.shpa.org.au
- 4-5 Sep:** The Friendlies' Conference - 2015; Stamford Grand, Glenelg; more info at: pharmacyconference.com.au
- 10-11 Sep:** Australasian Disease Management Association 11th Annual Conference; Brisbane Convention Centre; visit: www.adma.org.au
- 16 Sep:** Cardiovascular Update: The Role of Pharmacy; St Leonards; more info at: www.guild.org.au
- 19 Sep:** PSA Immunisation Training; St Leonards; visit: www.psa.org.au

ACCC ticks Pfizer-Hospira

FLAGGED for completion this year, the Pfizer acquisition of Hospira originally announced in Feb this year (**PD** 06 Feb) and approved by Hospira shareholders (**PD** 15 May) has now been approved by the Australian Competition and Consumer Commission (ACCC) on the basis that it "was unlikely to substantially lessen competition in any relevant market".

The proposed US\$17 billion global deal was opened for public scrutiny by the ACCC two months ago (**PD** 04 Jun) with the Commission identifying the supply of six biological pharmaceutical molecules and their biosimilars as potential areas of concern.

These included adalimumab, bevacizumab, etanercept, infliximab, rituximab and trastuzumab.

A number of small molecule products were also evaluated for competition concerns, but the overall analysis led the ACCC to conclude it would not oppose the acquisition.

The merged firm would continue to be competitively constrained by a number of alternative suppliers, the ACCC said, with some of the small molecules being old, low value, well-known drugs that have been subject to generic

competition for some time.

Although Pfizer and Hospira are the only suppliers of heparin IV, they supply different presentations that have unique clinical applications and therefore there is "limited demand-side substitutability between these presentations".

MRFF law passes

LEGISLATION to establish Australia's landmark Medical Research Future Fund (MRFF) passed this week, paving the way for the largest fund of its kind in the world potentially enabling "game-changing medical innovations" and improving the health of Australians.

The Medical Research Future Fund will provide stability and predictability for medical research and innovation into the future, with the capital of the Fund preserved in perpetuity, the government said.

The fund is to be gradually built up to \$20 billion (**PD** 15 May) and is being administered by an independent advisory board, with members to be announced shortly.

The first \$10m in additional medical research funding will be distributed in 2015/16, with over \$400m estimated to be available over the next four years.

Advertise with us

- Cost Effective
- Targeted
- Easy

Pharmacy DAILY

For details call us today 1300 799 220

DISPENSARY CORNER

#KARDASHIAN FDA #fail.

Thinking of accepting money to endorse a medical product on a blog, tweet, Instagram, Facebook post or any other social media?

You might want to think again. Human headline Kim Kardashian ran foul of the US Food & Drug Administration (FDA) when she allegedly accepted payment to promote a morning sickness drug via a "selfie" to her legion of 42 million Instagram, Facebook and Twitter followers.

The FDA surprised many by revealing that social media is being monitored for inappropriate medication-related content.

According to a formal warning letter sent by the FDA to the product sponsor, Duchesnay, although the company had submitted the post for approval, it was also submitted as a complaint under the Bad Ad Program.

"The social media post is false or misleading in that it presents efficacy claims for Diclegis but fails to communicate any risk information associated with its use," the letter said, with the FDA ordering that the professional celebrity take the post down immediately.

Demonstrating the massive power of social media, Kardashian removed the item (below) - but not before it had garnered more than 460,000 likes.

Hopefully a similar response will be achieved when the star sends out an FDA-mandated post containing "truthful, non-misleading and complete corrective messages".



Win with HOYTS

Looking for a new way to engage clients and guests at your next conference, product launch or training seminar? Think HOYTS Corporate Solutions! With tiered style seating, high-definition projectors and the latest in surround sound, you can deliver everything at HOYTS - and in a more stimulating environment than traditional venues. Call 1300 345 664 to make your next function a HOYTS experience!

Thanks to HOYTS Corporate Solutions you can win two tickets to see any film at your nearest HOYTS cinema. Valid until November 2015 you have plenty of time to see a film of your choice.

To win, be the first person from QLD or VIC to answer the question correctly. Send your answers to comp@pharmacydaily.com.au

Name the three NSW HOYTS cinema locations that start with a 'w'.

Congratulations to yesterday's winner, Zoe Diplos from Webstercare.

HOYTS CORPORATE SOLUTIONS

Pharmacy Daily is Australia's favourite pharmacy industry publication. Sign up free at www.pharmacydaily.com.au.
Postal address: PO Box 1010, Epping, NSW 1710 Australia
Street address: 4/41 Rawson St, Epping NSW 2121 Australia
P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Travel Daily group of publications.

Publisher: Bruce Piper info@pharmacydaily.com.au

Reporter: Mal Smith

Advertising and Marketing: Magda Herdick advertising@pharmacydaily.com.au

Business Manager: Jenny Piper accounts@pharmacydaily.com.au

Travel Daily

CRUISE

travelBulletin

business events news

Pharmacy DAILY

Travel Daily TV