

## Today's issue of PD

Pharmacy Daily today has two pages of news.

## Go the Flo videos

**PHARMACISTS** wanting to advise parents on managing sinuses or blocked or "snotty" noses, can access the FLO Nasal Health Channel where Flo Nasal Health have created a range of YouTube videos on the subject.

**CLICK HERE** to access videos.

## NZ health strategy

**THE** Pharmacy Guild of New Zealand has released its comments on a draft update of the NZ government's national Health Strategy, highlighting elements such as inter-professional collaboration and "care closer to home" that community pharmacists would be keen to be involved in.

The Guild's Draft Pharmacy Action Plan outlines initiatives such as extending the range of national clinically based pharmacy services, systemised delivery of health promotion and personal health messages, and acute demand management services within community pharmacy.

The Guild also urged the creation of a national electronic health record as a high priority.

## Chemist Warehouse \$1 pledge

**CHEMIST** Warehouse is making the most of the marketing opportunity provided by the new option to discount the PBS customer co-payment, saying the move is its "remove the asterisk moment" (**PD** breaking news Fri).

Effective 01 Jan 2016 Chemist Warehouse has promised it will apply the full \$1 discount permitted at every one of its stores across Australia.

Chemist Warehouse group commercial manager, Damien Gance, said the company can now "proudly proclaim to discount every prescription to everyone every day".

Last week the Pharmacy Guild's *Forefront* update listed a range of issues in relation to the co-payment, with a leaflet specially developed for Concessional Safety Net patients indicating the impact of the \$1 discount on their access to the safety net.

While receiving the upfront benefit of the discount, a Concessional patient will pay the same total out-of-pocket amount



for their PBS or RPBS medicines over the calendar year to reach the Safety Net, said Guild executive director David Quilty.

"With the amount that is discounted not counting towards the Safety Net, these patients' access to free medicines will commence later in the year and will

be for a reduced period of time," Quilty wrote.

However Chemist Warehouse's Gance noted that discounting of patient co-payments has "absolutely no effect on the Safety Net - discounting or not you need to spend the exact same amount of money in a year to qualify, and anyone who tells you otherwise is not being entirely truthful".

The company looks set to heavily promote its \$1 discount pledge, with new collateral (**pictured**) - ironically including an asterisk noting that the \$1 discount is "savings off general and concessional patient contribution for PBS scripts".

## TGA launches codeine consultation

**WITH** the Therapeutic Goods Administration (TGA) decision to defer the final decision around up-scheduling of products containing codeine (**PD** 19 Nov), the TGA has re-opened the consultation seeking further submissions from stakeholders on specific proposal schedules (**PD** breaking news Friday).

Schedule 2 relating to cough and cold preparations proposes pack size reductions and label warnings as one option.

A second proposal for these products is to up-schedule S2 to S3, reduce the pack size and add label warnings, while the third option is to retain the interim decision to up-schedule them to S4.

Under Schedule 3, which relates to but is not limited to codeine containing analgesics, pack size reductions and label warnings

## NOT ALL PROBIOTIC STRAINS DO THE SAME THING

Recommend therapeutic, scientifically validated strains.

## INNER HEALTH PLUS



## FDA nods Kanuma

**THE** first treatment for patients with a rare disease known as lysosomal acid lipase (LAL) deficiency, or Wolman disease and cholesteryl ester storage disease, has been approved by the US Food and Drug Administration.

The new product is Kanuma (sebelipase alfa) a once-weekly intravenous therapy that provides a protein that functions in place of the missing or only partially active LAL protein in the patient.

## Drinks for Alzheimers

**DRINKING** three to four alcoholic drinks every day was associated with a reduced risk of death among people with early stage Alzheimer's disease, according to a small study by Danish researchers.

Co-director of the Centre for Healthy Brain Ageing (CHeBA) at UNSW, Professor Henry Brodaty, moderated the enthusiasm for the triple tippie treatment by saying that the study is interesting, but the study was a post hoc analysis, and may not have accounted for all confounding factors, meaning that one should be cautious about reading too much into the results.

**CLICK HERE** for the abstract.

# ova♀

## PERIOD PAIN RELIEVER

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- Safe, Drug-Free Period Pain Relief
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\*Your healthcare professional will advise you whether this product is suitable for you/your condition. Always read the label and instructions. Use only as directed. If symptoms persist see your healthcare professional.

For more information contact your JA Davey representative or call us on 1800 010 891 or visit [www.tenscare.com.au](http://www.tenscare.com.au)



## Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **David Shaw, Recruitment Consultant at Raven's Recruitment.**



### Over 30 years experience

**DON'T** be set on a specific number of years experience, focus on the skills and knowledge needed to do the job.

When I see a job advertisement requesting a minimum of 5 years experience, I can't help but ask "how does 5 years differ from 4 years?" and do you know, I'm still not sure...

The ability to do something well (skill) and information acquired through education (knowledge) don't always require a certain number of years experience. For example: Just because someone has been driving for 30 years doesn't make them the best, safest, most skilled driver - but one can hope! If we look at some recent successful F1 racers, they are not the oldest on the circuit; they just take more risks so have honed their skill (and feel that they have less to lose in my opinion).

Personally I'm a big fan of Wisdom - "Wisdom goes beyond intelligence or formal knowledge. Wisdom is 'the knowledge of the knowledge'. Wisdom is knowledge tempered by experience."

As you can see, I'm not saying experience should be discounted - quite the opposite! I believe that experience is not a factor of time, but a factor of what events happened.

So let us look a little deeper and identify what it actually takes to be successful - and who is capable of it; that diamond in the rough.

## Nurofen withdrawal order

**RECKITT** Benckiser has admitted to engaging in "contravening conduct" in a court case brought by the Australian Competition and Consumer Commission in relation to RB's Nurofen Specific Pain range of analgesics (**PD** breaking news).

The ACCC this morning revealed the outcome of the case, which will see the Nurofen Specific Pain range removed from retail shelves within three months.

The products, which include *Nurofen Back Pain*, *Nurofen Period Pain*, *Nurofen Migraine Pain* and *Nurofen Tension Headache*, were found to feature misleading representations as well as the Nurofen website, claiming they were formulated to treat a specific type of pain when in fact they all contain the same active ingredient, ibuprofen lysine 342mg.

"The retail price of the Nurofen Specific Pain Products was significantly higher than that of other comparable analgesic products which also act as general pain relievers," according to ACCC chairman Rod Sims.

"Price sampling conducted by the ACCC before the proceedings were commenced indicated that the Nurofen Specific Pain products

were being sold at retail prices almost double that of Nurofen's standard ibuprofen products, and the general pain relief products of its competitors," he said.

As well as removing the items from shelves in the next 90 days Reckitt Benckiser must publish website and newspaper corrective notices, implement a consumer protection compliance program and pay the ACCC's costs.

The ACCC has also agreed to an interim packaging arrangement with Reckitt Benckiser which will clearly disclose to consumers that the products are equally effective for other forms of pain.

Sims said truth in advertising and consumer issues in the health and medical sectors are priority areas for the ACCC.

### Updated outcomes

**THE** Health Department has released updated Pharmaceutical Benefits Advisory Committee outcomes for nintedanib and evolocumab from the Mar 2015 PBAC meeting, as well as for simeprevir and nivolumab from the Jul 2015 meeting.

For details see [pbs.gov.au](http://pbs.gov.au).

## WIN WITH KEY SUN

This week Pharmacy Daily and Key Sun are giving away every day a prize pack of 2 x Key Sun Sunmilk.

Key Sun Sunmilk Coconut SPF50+ Spray is a high protection sunscreen offering broad spectrum protection from UVA and UVB in an easy to use spray bottle. Thereby protecting against premature skin-ageing, skin reddening and sunburn. Key Sun Sunmilk Coconut SPF50+ is 4 hours water resistant. Visit [www.keysun.com.au](http://www.keysun.com.au)

To win, be the first from **NSW** or **ACT** to send the correct answer to the following question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Fill in the blank: The \_\_\_\_\_ scent of the Key Sun Sunmilk will make you feel like you are on holidays.

Check here tomorrow for today's winner.



Do you have the Pharmacy Daily app?



## DISPENSARY CORNER

**THEY** say it's always 4:20 somewhere in the world, and for three surprised suburban Detroit teachers at Spring Mills Elementary it was early last week, when a pan of pot-laced brownies were anonymously left in the teacher's lounge.

Teachers reportedly started to feel ill, with one teacher sent to hospital for examination.

Doctor's asked the woman, "was anything unusual about your school day?", to which the teacher replied only that she enjoyed a "free treat" of brownies left in the staff room.

Police tested the brownies and found that they contained tetrahydrocannabinol (THC), the active ingredient found in marijuana.

It is unclear if it was a student or an adult who smuggled the tainted brownies into the school.



**A NEW** Delhi mother will be explaining why her son's name is "Uber" for the rest of her life.

The baby's mother, named in Indian media as Babli, went into labour inside an Uber vehicle over the weekend, after numerous calls to emergency services went unanswered.

Uber driver Shahnawaz, along with the the woman's friends, turned the backseat of the car into a make-shift delivery suite, and within minutes, the baby was born.

To thank the driver, Babli and her family have asked Shahnawaz to name the child, with Babli stating that she was already planning on calling him Uber.

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