



Pharmacy-only brand

BOEHRINGER Ingelheim (BI) has released in Australia its Antistax leg health supplement for the treatment of "tired, heavy, achy, swollen legs", available only through pharmacy.

The product uses a blend of red vine leaf extract which BI says helps to promote healthy leg circulation, reduce lower leg swelling, relieve tired, heavy, aching legs and manage the symptoms of varicose veins.

The launch is supported by television advertising, online, in-store point of sale, detailing and staff training, the company said.

MA opens up on tax

MEDICINES Australia has provided a supplementary submission to the Senate Inquiry into Corporate Tax Avoidance, which has seen senior executives from pharmaceutical companies operating here accused of trying to minimise tax (*PD* 30 Jun).

MA says it's aiming to "address a number of key misconceptions which have arisen from the July hearing," giving a detailed breakdown of the rules relating to transfer pricing.

"It also seeks to clarify the role of senior executives in the pricing process and also outlines how the PBS provides a government subsidy to patients, not companies.

"Medicines Australia is determined to eradicate these misconceptions which have been left to stand without scrutiny," the organisation said in a statement issued late last night.

AZ COPD technology deal

ASTRAZENECA has entered into a long-term partnership with NZ health manufacturer Adherium in what's described as a "world-first commercial arrangement combining digital health technology with blockbuster inhaler medications".

Adherium has developed so-called Smartinhalers which record the time and date of use of an individual inhaler and transmits the information to a patient's smartphone as well as to a doctor, providing data on medication use to patients, physicians and carers.

The agreement will see Adherium supply innovative new devices and sensors that AstraZeneca will incorporate into global support programs for patients with COPD and asthma.

"These agreements represent a major advance in the treatment and management of respiratory disease, and will make a

fundamental difference to the quality of life for people with asthma and COPD," enthused Adherium ceo Garth Sutherland.

According to Adherium, less than 50% of asthma patients adhere to their prescribed preventive medications, with a Smartinhaler having been shown to boost adherence by up to 59% in adults and 180% in children with asthma.

AstraZeneca has already utilised the technology in clinical trials, and has piloted its use in programs to support patients in the management of their conditions.

Initially it will monitor patients' use of therapy and provide personalised advice, with future developments likely to add extra sensors to monitor a patient's condition and personal risk factors.

Adherium said by providing objective data on medication usage "we can now for the first time develop treatment plans tailored to each patient, and in doing so dramatically improve their quality of life".

Crotty leaves GMiA

THE Generic Medicines Industry Association (GMiA) has announced that Mark Crotty is stepping down from the position of Chair effective today.

Crotty became Chair in July 2013 for a two year period, with the stated aim of strengthening the organisation.

The GMiA Board said in a press release that he had been an agent of change and that they thank Crotty for his strong leadership and dedication to the generic and biosimilar medicines industry.

NPS pain resources

AS PART of National Pain Week, NPS MedicineWise is releasing resources developed for Australians living with chronic pain, encouraging them to have conversations about their experiences and concerns with a range of health providers and others who can provide support.

A *Chronic Pain Communication Tool*, free online, helps sufferers identify issues they would like to discuss with their healthcare professional, family or friends.

The *My Pain Diary* can be used to record levels and nature of pain episodes, how they affect daily activities, and the way medicines may be affecting their pain.

The *Chronic pain knowledge hub*, accessible through the NPS MedicineWise website, provides clearly written information covering topics from what chronic pain is and why each person's experience is unique, to the many different strategies that can help manage pain and improve function.

Blackmores Institute Scientific Meetings

CONDUCTED in conjunction with the Endeavour College of Natural Health and the University of Technology Sydney, the inaugural Blackmores Institute Scientific Meeting is being held on 12 Aug 6.30-9.30 pm at Endeavour College in Sydney.

CLICK HERE for details of speakers, topics and registration.

Pfizer gets Appy

PFIZER Australia yesterday launched Pfizer Meds 2.0, a new version of its patient support and information app for smartphones.

Available as a free download from the Apple App Store or Google Play, the app allows patients taking Pfizer prescription medications to scan the barcode on the pack and automatically access up-to-date information about the product and their medical condition.

Pfizer medical director Krishan Thiru said as well as assisting patients, the app will also help GPs and pharmacists to access information and materials they can use to talk to patients about Pfizer prescription medications.

Features include medicine images and audio confirming the name of the Pfizer medicine, the ability for patients to keep a log of their medicines and a reminder system so patients are prompted to take their drugs as prescribed.

Originally launched with a focus on Enbrel, Caverject and Lyrica, the updated version of the Pfizer App also includes information on Champix, Efexor-XR and Celebrex.

New orphan drugs

THE Therapeutic Goods Administration has added Translarna (ataluren) and Cystadrops (mercaptamine hydrochloride) to its list of designated orphan drugs.

Translarna is indicated for the treatment of patients with Duchenne muscular dystrophy resulting from a nonsense mutation in the dystrophin gene, while Cystadrops eye drops solution is for the treatment of corneal cystine deposits in cystinosis.



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- **Pharmacist Manager** - Fraser Coast, QLD (Job# 2011529)
Private Hospital - cutting edge technology - experienced team.
- **Aged Care Pharmacist** - Melbourne's NE, VIC (Job# 2011504)
Join a large team specialising in Nursing Home dispensing and DAA's.

Share your career vision with us and we'll help get you there!



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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.

- 31 Jul-2 Aug:** PSA15; Sofitel Sydney Wentworth; visit: www.psa.org.au/psa15
- 5 Aug:** Cardiovascular Update: Dyslipidemia; St Leonards; visit: www.guild.org.au
- 7-8 Aug:** Critical Care Seminar (advanced); Rydges Sydney Central; further details at: www.cpd.shpa.org.au
- 8 Aug:** Provide First Aid; St George's Leagues Club; Kogarah; visit: www.psa.org.au
- 15-16 Aug:** Medication Review Skills in Primary Care; Novotel Brisbane; more info at: www.cpd.shpa.org.au
- 15-19 Aug:** Medici Capital Pharmacy Snow Business Conference 2015; more details at: www.medici.com.au/event/pharmacy-snow-business
- 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

Chemist Warehouse milestone

CHEMIST Warehouse will next Mon open its 115th Victorian store, in the iconic Bourke Street Mall in the Melbourne CBD.

Deputy Lord Mayor Susan Riley will preside over an official ribbon cutting ceremony, with Chemist Warehouse chief operating officer Mario Tascone saying that "as a Melbourne born business, to launch a store in Bourke Street Mall alongside all the other major retailers that are institutions here in Australia is a significant milestone".

Founded in 2000 with its first store in Footscray, Chemist Warehouse has been one of Australia's fastest growing retail groups over the last decade.

The company now has almost 300 stores in every state and territory

in Australia, making it the country's largest pharmacy retailer.

Tascone said the 450 square foot store would "offer Melbourne shoppers and tourists alike the opportunity to purchase department store brands at Chemist Warehouse discounted prices".

The opening ceremony will also include a performance by the Choir of Hope and Inspiration (formerly the Choir of Hard Knocks), which Chemist Warehouse is supporting through its tenth anniversary tour during 2016.

EC approves Keytruda

MSD has announced that the European Commission has approved Ketruda (pembrolizumab) for the treatment of advanced (unresectable or metastatic) melanoma in adults.

The decision allows marketing of pembrolizumab in all 28 EU member states at the approved dose of 2 mg/kg every three weeks.

Keytruda is available on the PBS in Australia from 01 Sep (**PD** 29 Jun).

Zantac downscheduled

THE medicines scheduling delegate has confirmed the interim decision recommended by the TGA's Advisory Committee on Medicines Scheduling that ranitidine (Zantac) be exempted from Schedule 2 when in divided preparations for oral use containing 300mg or less of ranitidine per dosage unit, in the manufacturer's original pack containing not more than seven dosage units.

The delegate has also confirmed that esomeprazole (Nexium) will be included in Appendix H.

The implementation date for the changes is 01 Oct 2015.

Eliquis onto PBS

PFIZER and Bristol-Myers Squibb have welcomed the PBS listing of Eliquis (apixaban) on the Pharmaceutical Benefits Scheme from 01 Aug, for the treatment of deep vein thrombosis and pulmonary embolism, and prevention of recurrent venous thromboembolism.



DISPENSARY CORNER

WHAT a bloody good idea.

The organisers of the upcoming Untold Music Festival in Romania have teamed with the eastern European nation's National Institute for Blood Transfusion to provide tickets to the event in exchange for blood donations.

Campaign flyers promoting the event remind patrons that "Not only vampires need blood".

It's a highly appropriate promotion given that the festival - to be headlined by DJs David Guetta and Avicii - will take place in the Transylvanian city of Cluj, definitely Dracula territory.

As many as 500 people have so far "paid with blood" for their tickets, the organisers said.

A NEW Zealander with a prodigious memory has been crowned as the best French Scrabble player, despite barely being able to speak a word of the language.

Nigel Richards, who's also a three times English world champion Scrabble player, won the Belgium tournament after learning the French dictionary in the space of nine weeks.

Yves Brenez, vice president of the Belgian Scrabble Federation, described Richards as a "Scrabble war machine...to him words are just combinations of letters".

Richards, who lives in Malaysia, also recently won the King's Cup in Thailand, one of the world's richest Scrabble competitions.

Win with MOR

This week *Pharmacy Daily* and **MOR** are giving away an Essentials Reed Diffuser each day, valued at \$34.95.

With subtle packaging, bright pastel highlights and ingredient-rich formulations, the Essentials collection presents five memorable fragrances in an assortment of quality products to embrace everyday self-indulgence. Housed in a tinted glass vessel, this aromatic Reed Diffuser will enliven the senses and add a pop of colour to any room.



To win, be the first from **VIC** or **TAS** to answer the following question. Send your answer to comp@pharmacydaily.com.au

What is the price range for the new Essentials Collection?

Need a hint? [CLICK HERE.](#)

Congratulations to yesterday's winner, Lisa Robertson from SA Health.