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Biosimilar intro

THIS week's RGH Pharmacy E-Bulletin gives an introduction to biosimilars, and the assessment process by the Pharmaceutical Benefits Advisory Committee which supports substitution at pharmacy level - to view **CLICK HERE**.

DRUG MISUSE

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New online learning course

Focuses on misuse of pharmaceutical opioids, including OTC codeine, and benzodiazepines.

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NPS medicines snapshot

NPS MedicineWise today launched Be Medicinewise Week with the release of a survey highlighting the prevalence of medicines in Australia.

Based on a poll of 1,000 Australian adults, the report showed 83% of respondents aged 65 and over took prescription medicines every day - while 29% of those aged 50 or older took seven or more prescription medicines on a regular basis.

Interestingly, it isn't just older Australians taking medicines regularly, with 43% of 34-49 year olds taking three or more medications, and 45% of respondents aged 18-34 taking one prescription medication regularly.

13% of respondents reported

Cross off MA board

MEDICINES Australia chairman Martin Cross will step down from the role at the organisation's annual general meeting which will take place later this month.

Cross took up the role just over two years ago (**PD** 25 Jun 2013), with his career also including roles as chairman of the former Generic Medicines Industry Association and as head of Novartis & Alphapharm.

Pharmacy Guild executive director David Quilty paid tribute to Cross and his "articulate and passionate contribution to the sector".

Medicines Australia said it would reveal a new board of directors at the agm "and that Board will bring renewal, including to the role of Chairman".

having more than 20 different types of medicines stored at home, and 39% conceded that "some to most" of these may be out of date.

A quarter of those polled admitted knowingly taking a medicine that was out of date.

In terms of where the medicines are being purchased, 83% of respondents had bought an over-the-counter medicine at a pharmacy within the past year.

And in accordance with the recent Roy Morgan survey on complementary medicines (**PD** Fri), NPS found CMs were more likely to be bought at a pharmacy (51%) compared to a supermarket (37%), health store (21%) or online (11%).

NPS MedicineWise spokesperson Karen Kaye urged good medicine habits, such as cleaning out the cabinet on a regular basis and "communicating with their health professionals about all the medicines they take and making sure these are regularly reviewed."

"For people taking multiple medicines, side effects, interactions between medicines, accidental overdosing and forgetting to take medicines can easily become issues," Kaye said.

New arthritis website

ARTHRITIS Australia has launched a new online resource called Empowered to support people of all ages living with rheumatoid arthritis, ankylosing spondylitis and psoriatic arthritis.

The launch coincides with World Arthritis Day today, with Arthritis Australia ceo Ainslie Cahill taking the opportunity to remind Australians that arthritis is not just a condition that affects older people.

The new website has been independently developed by Arthritis Australia with an educational grant from Janssen-Cilag - see empowered.org.au.

Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from **Pharmacy 4 Less**.

eHealth appointment

HEALTH minister Sussan Ley has announced the appointment of Robyn Kruk as the independent chair of the eHealth Implementation Taskforce Steering Committee, along with ten other clinicians, health IT, government and consumer experts.

The committee is responsible for the establishment of the Australian Commission for eHealth, which will oversee the "rebooted" personalised My Health Record system, with functions and resources to be transitioned from the National e-Health Transition Authority.

Ley said next year the government would trial different participation arrangements for the My Health Record, including opt-out to "identify the best approaches for increasing participation in the national digital health system".

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Weekly Comment

Welcome to **PD's** weekly comment feature. This week's contributor is **Louise Berger, Marketing Account Manager at Instigo.**



Knowing Your Customers

IN A time of increased competition and business change have you thought about how well you really know your customers? Only by truly understanding and knowing your customers are you able to anticipate their needs and exceed expectations – thereby offering a genuine point of difference.

Data contributes significantly to getting to know your customer, and it should play a pivotal role in developing your marketing and customer communication strategies. Analysing the customer's demographic data and pairing this with their transactional data allows you to identify and predict customer needs, both in terms of products and potential services you may offer, and then deliver a truly tailored communication to bring them in-store.

Two customers may appear to fall within the same bracket based on age, gender, location and income, but based on shopping behaviour they are actually distinctively different in terms of their life stage and 'shopper psychology'. If you can understand these different needs by analysing their customer data and personalise your key messages accordingly, it will lead to a more positive customer response and a long term relationship whilst delivering a better marketing ROI.

It is important to stand out amongst the crowd (especially in an email inbox), by providing the right offer through the right channel, at the right time to give you the best result.

AIDH feedback sought

THE Society of Hospital Pharmacists of Australia is seeking feedback from users of the *Australian Injectable Drugs Handbook* on a revised layout for the publication.

Now in its sixth edition, the AIDH has been published by SHPA for almost two decades as the "go-to reference for nurses and anyone else preparing injectable medicines".

All public hospitals have access to the electronic version of AIDH via their health department information sites, with users urged to provide input by **CLICKING HERE**.

FDA expands Opdivo

THE US Food and Drug Administration has expanded the use of Opdivo (nivolumab) for the treatment of patients with metastatic non-small cell lung cancer whose disease progressed during or after platinum-based chemotherapy.

Like Keytruda (pembrolizumab), Opdivo targets the cellular pathway known as PD-1/PD-L1, with the FDA saying by blocking the pathway the drugs may help the body's immune system to fight the cancer cells.

Both Opdivo and Keytruda have been granted accelerated approval based on a "breakthrough therapy designation".

Pharmacists can help with mental health

THE International Pharmaceutical Federation has highlighted the increasing roles that pharmacists and their national associations are taking in mental health care.

In a new document *Focus on mental health: the contribution of the pharmacist* released on World Mental Health Day, 10 Oct, FIP has given an overview of a range of areas of involvement including health promotion, early detection, triage, optimising treatment outcomes, education, shaping public policy, research and interprofessional practice.

"For many people experiencing mental health problems, pharmacists and family doctors are likely to be their first point of contact...pharmacists have a significant role to play if we are to make mental health for all a global reality," said Gabriel Ivbijaro, President-Elect of the World Federation for Mental Health.

The FIP *Focus on Mental Health* report gathers examples from across the globe of how pharmacists and pharmaceutical organisations are making a practical difference to mental healthcare.

FIP ceo Luc Besancon said the document helps identify pharmacists as an "important yet underused resource" - see [fip.org](#).

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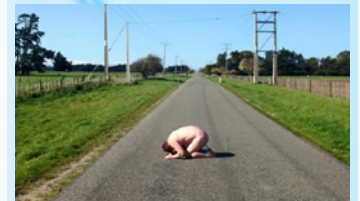
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DISPENSARY CORNER

NEXT time a customer presents with cold symptoms, ask them if they caught a chill doing the "frozen chook".

Described as possibly the "new planking," the frozen chook is the latest internet sensation, is believed to have originated in New Zealand, according to a *Dominion Post* report.

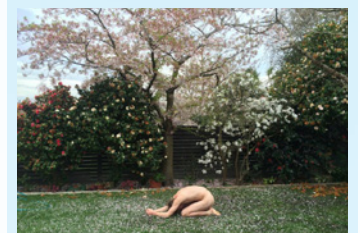
It involves stripping naked and having a photo taken while posing in a foetal position - and then posting it on social media using the #frozenchook hashtag.



Naturally the movement has its own Facebook page ([facebook.com/Frothpit](#)) with a range of stunning images (pictured) already posted by a growing band of aficionados.

A spokesperson was quoted as saying it's more than a fad.

"We want people to know that you don't realise how hilarious it is until you get in front, or behind the camera. As much as we are taking the p*** we do believe it is an art form," he said.



Win with sukin

This week **Pharmacy Daily** and **Sukin** are giving readers the chance to win a Sukin Super Greens gift pack worth \$41.85.

The Super Greens range is a super food smoothie of skincare actives! Kale, spirulina, parslets and chlorella combined with acai, goji and many more to promote a healthy glow and leave a clean, radiant complexion.

To win, be the first person from **NSW** or **ACT** to send the correct answer to comp@pharmacydaily.com.au



What are some of the key ingredients in the Super Greens range?

Need a hint? Visit www.sukinorganics.com

Check here tomorrow for today's winner.

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Part of the Travel Daily group of publications.

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