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## New MATES topic

**THE** Veterans MATES project has released its newest topic for health professionals and consumers, titled *The Diabetes Cycle of Care*.

It includes a full therapeutic brief which can be accessed online at [www.veteransmates.net.au](http://www.veteransmates.net.au).

## DRUG MISUSE

Know  
the signs.  
Know  
what to  
say.

### New online learning course

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

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## Free Priceline health checks

**PRICELINE** Pharmacy is spending over \$1 million to roll out sixty new "digital health kiosks" into its network, as part of an initiative aiming to cement the brand's position as a leader in women's health and beauty.

Effective from today Priceline is also offering free 15-minute in-store Women's Health Checks, having trained almost 500 of its pharmacists across the country to

deliver the assessments.

Covering a range of health and lifestyle factors such as anaemia screening and breast-check education, "we are taking an active role in bettering the health of Australian women," said API ceo Stephen Roche.

Selected stores will also feature the new self-service kiosks which provide instant measurement of BMI, blood pressure, heart rate and body fat percentage.

Upon completing the tests patients may be directed to the in-store pharmacist to discuss their results.

Priceline said the initiatives follow a survey of over 50,000 people which helped it understand its customers better and resulted in the 2015 National Women's Health Report - **CLICK HERE**.

## Codeine moratorium?

**THE** Pharmacy Guild is calling for a 12 month deferral of the final decision on the rescheduling of OTC codeine products, in order to allow time for a national real-time monitoring system to be implemented.

"It is a matter of public health that these products remain available in Schedule 3 to treat mild to moderate pain when it occurs," the Guild wrote in its *Forefront* fortnightly update yesterday.

"Existing scheduling of these products allows timely access to important analgesic medicines in a pharmacy environment where an appropriate level of supervision exists," the Guild said.

Recording of codeine sales needs to be supported by nationally consistent provisions in each jurisdiction to mandate real-time recording of codeine sales, said executive director David Quilty.

He also urged the introduction of mandatory labels to advise consumers of the potential for dependence from prolonged use.

## Homeopathy fine

**THE** Federal Court has ordered a company called Homeopathy Plus and its director Frances Sheffield to pay fines of \$138,000 for making "false or misleading representations about the effectiveness of the whooping cough vaccine".

The ACCC said it brought the case because there was a real risk that consumers might be influenced by statements on the company's website to the effect that the pertussis vaccine was ineffective, as well as claims that homeopathic treatments or products are a safe alternative.

The offending statements were also ordered to be withdrawn.

ACCC commissioner Sarah Court confirmed that consumer protection issues in the health and medical sectors are a current enforcement priority for the ACCC.

## Turning the sod for new Ego HQ

**EGO** Pharmaceuticals has broken the ground on its new Global Headquarters, with the Dandenong facility part of a \$135 million expansion plan for Australia's largest locally-owned pharmaceutical company specialising in dermatology.

The formal soil-turning ceremony saw Ego md Alan Oppenheim and Scientific and Operations director Jane Oppenheim joined by Victorian minister for industry, Lily D'Ambrosio and Minister for Roads, Luke Donnellan.

"This development will enable us to grow exponentially and continue to drive our manufacturing and export business," Alan Oppenheim enthused.

"It secures the future of Ego in Victoria to continue to grow and innovate as industry leaders to meet the needs of our consumers".

The project will create 200 new jobs, with the \$35m first stage comprising a three storey office and distribution centre.



Manufacturing facilities estimated to cost over \$100 million will round out the project, with the company continuing to see strong demand from export markets.

"We are proud to be driving this growth from Victoria to the world."

"Australian manufacturing and exporting has significant benefits to the wider economy and we're committed to continuing to innovate, invest in Australians and lead the industry with our world class practices from state-of-the-art facilities," Oppenheim added.

Currently all Ego products are manufactured in Braeside.



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**References:** 1. Ortiz R, Toblli JE, Romero JD et al. Efficacy and safety of oral iron(III) polymaltose complex versus ferrous sulphate in pregnant women with iron-deficiency anaemia: a multicentre, randomized, controlled study. *J Matern Fetal Neonatal Med* 2011;24:1-6. 2. Toblli JE, Brignoli R. Iron(III)-hydroxide polymaltose complex in iron deficiency anaemia / review and meta-analysis. *Arzneimittelforschung* 2007;57:431-438.

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### Travel Specials

**WELCOME** to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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### Gluten Free Italy Tour

**Albatross Tours** has announced a series of designated "Gluten Free Friendly" departures in 2016 for iWts *The Italian Grande tour*.

The fully escorted trip includes 17-night's accommodation, coach travel, daily breakfast and 11 dinners with 100% gluten free meals, plus all sightseeing, excursions and entrances.

Priced from \$7,489 per person twin share, travellers can save \$300 per person if they book and deposit the tour by 15 Jan 2016.

Featuring leisurely two, three, four and five night stays, the trip explores the Italian Lakes District, Tuscany, Umbria and the Amalfi Coast.

See your travel agent or call 1300 135 015.

### Kids free at Wolgan

**Emirates One&Only Wolgan Valley** in the NSW Blue Mountains is targeting families with a kids stay free offer.

On sale from 20 Oct-20 Dec for travel over the same period, the offer includes up to two children aged under 12 years in a Heritage Villa who can stay and dine for free when sharing the room with their parents.

Normal conditions apply and there are some black-out dates - for more information or to book call 02 9308 0550.

## Pharmacy numbers grow

**THE** Pharmacy Guild has hailed new figures on the numbers and distribution of community pharmacies across Australia, saying they are evidence of "the national public benefit being delivered by the current pharmacy regulatory model".

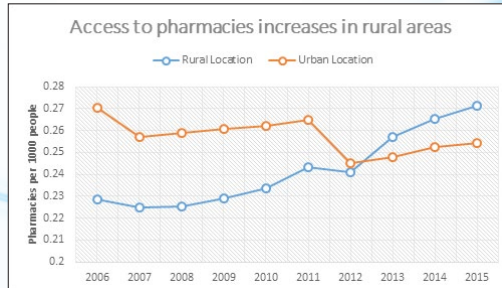
The data shows there are sixty more community pharmacies operating across Australia than at the same time last year.

There are now 5,510 community pharmacies in the country, up from 5,450 twelve months ago, and 891 of them are in rural locations.

The Guild says the figures "paint a picture of a system that is not only growing, but also growing in the right places to meet our national needs", with coverage of rural areas has been steadily growing over the last decade (see graph).

In fact there are now more pharmacies per person in rural areas than in metropolitan areas.

"The national distribution of community pharmacies is governed by a set of location rules which prevent businesses from clustering in areas that already have an oversupply, and instead ensures



new pharmacies are established in areas where there is genuine community demand and need.

"These rules were designed to ensure equitable access for all Australians to the PBS, regardless of where they live," the Guild said.

As well as improved rural distribution, the figures serve "to highlight the potential for community pharmacy to play a bigger role in delivering health care to Australians where they most need it," the Guild added.

### SHPA opinions sought

**THE** Society of Hospital Pharmacists is asking for feedback from members to help select the five statements the organisation will contribute to the second Choosing Wisely Australia release next year, with ten possibilities shortlisted at [www.shpa.org.au](http://www.shpa.org.au).

## 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, parslays 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 SA or NT to send the correct answer to

[comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

What is the difference between the Revitalising Facial Scrub and the Detoxifying Facial Scrub?

Need a hint? Visit [www.sukinorganics.com](http://www.sukinorganics.com)

Congratulations to yesterday's winner, Jelena Ilic.



## DISPENSARY CORNER

**SURGEONS** at a hospital in Mumbai, India had the shock of their life when a dead man on whom they were just about to conduct an autopsy woke up on the post-mortem table.

According to Mumbai deputy police commissioner Ashok Dudhe, a doctor at the Lokmanya Tilak Municipal General Hospital had certified that the homeless man was dead after he was found unconscious and suffering from multiple infections.

The body was taken to the morgue, and "as the autopsy was about to begin, the man awoke, triggering chaos after which the doctors rushed to the room.

"They snatched the death certificate from my staff and tore it up," Dudhe said.

A hospital spokesman said the police had forced the error by asking medical staff to examine the man on the road outside the hospital, because they were busy with security arrangements for a pending visit by Indian Prime Minister, Narendra Modi.

**GODS** worshipped by Britain's ancient druids probably had some good calcium levels, with archaeologists concluding that cheese, yoghurt and milk were regularly offered to pagan deities during religious ceremonies.

Researchers from the University of York and University College London have been studying the diets of people living at the late Neolithic settlement at Durrington Walls, where the people who built Stonehenge probably lived.

They analysed residues found in ancient pottery and found the earthenware vessels from the ceremonial spaces were mainly used for dairy - in contrast to those in residential areas which generally held "impure" meat.