

Step 5 Streamline operations

Step 4 Train for better results

Step 3 Ramp up marketing

Step 2 Improve layout

Step 1 Buy better

Pharmacy
Choice

Take the next step

Call Now 1800 036 367

A retail program for independent pharmacies

Today's issue of PD

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

BC survival up 16%

THE five-year survival rate for women aged 20-39 diagnosed with breast cancer (BC) is up from 72% in 2007-2011 to 88% in 2015, according to a new report from the Australian Institute of Health and Welfare (AIHW).

"In 2015, it is projected that 795 young women will be diagnosed with breast cancer, and 65 will die from it, which is an average of two diagnoses a day and one death a week," said AIHW spokesperson Justin Harvey.

Cancer Australia ceo Professor Helen Zorbas has welcomed today's report, saying "Although the number of young women diagnosed with breast cancer has increased over time, the incidence rate has remained stable over the past three decades".

RGH Phcy E-Bulletin

CANNABANOIDS and their medicinal uses are the subject of the RGH Pharmacy E-Bulletin this week, covering a brief history, the main forms of cannabanoids and their effects on the nervous system.

One formulation was approved by the Therapeutic Goods Administration for use in Australia in 2013 for the treatment of moderate to severe neuropathic pain and spasticity in patients with multiple sclerosis, the Bulletin said.

[CLICK HERE](#) to access the Bulletin.

Farmaforce set for listing

PHARMACEUTICAL contract sales organisation Farmaforce is expected to make its debut on the Australian Securities Exchange this week, after raising more than \$5 million to "accelerate the implementation of the company's business model".

In operation since Jan 2014, Farmaforce promotes its clients' products to healthcare professional customers such as GPs, specialists and pharmacists, and says that pharmaceutical industry consolidation is a key driver for its business model.

In particular the increase in generic drug competition due to a high rate of patent expiries is "forcing pharmaceutical companies to move towards a greater reliance on outsourcing of various traditional functions in order to streamline operations and improve operating efficiencies".

As well as services visiting

doctors, Farmaforce offers nurse and pharmacy teams, concentrating purely on a small portfolio of products seeking to maximise exposure within a pharmacy "with product positions that are more noticeable and accessible for pharmacy clients," the company's prospectus says.

Labelling draft TGO

THE Therapeutic Goods Administration has updated the draft Therapeutic Goods Order for the labelling of medicines and associated guidance.

The TGA says it's now seeking feedback on the proposed amendments from the 80-plus individuals and organisations that provided comment on the consultation last year.

See www.tga.gov.au.

£1m of ED meds seized

UK MEDICINES and Healthcare products Regulatory Agency (MHRA) enforcement officers have seized around half a million doses of unlicensed erectile dysfunction (ED) medicines, with an estimated value of more than £1 million, during a raid on an address in Datchet, Slough.

A 37 year-old man was arrested on suspicion of possession and intent to supply to other parties these unlicensed medications, the MHRA said.

FDA Onivyde approval

THE US Food and Drug Administration has approved Onivyde (irinotecan liposome injection), in combination with fluorouracil and leucovorin in defined pancreatic cancer patients. [CLICK HERE](#) for more.

New orphan addition

THE Therapeutic Goods Administration has granted orphan status to Equine Antithymocyte Immunoglobulin (ATGAM) injection from Pfizer Australia for the treatment of aplastic anaemia. See www.tga.gov.au for details.

2 weeks to ASMI conf

REGISTRATION for the Australian Self Medication Industry (ASMI) conference on 11 Nov closes in two weeks, with discounts of 10% available for groups of five or more.

The conference will look at the big opportunities for the consumer healthcare products industry, as well as the challenging issues facing the sector and the latest innovations in self care, with a strong line-up of presenters.

To register see asmi.eventsair.com.

Dementia behaviour response support

THE federal government has committed \$54.5m to a new initiative establishing Severe Behaviour Response Teams (SBRTs) across Australia to support residents with dementia reducing their risk of being unnecessarily transferred to a higher security or acute facility, Minister for Health and Aged Care Sussan Ley announced last week.

"This service will provide greater peace of mind for residential aged care providers, who can call on the mobile teams seven days a week."

The SBRTs will provide advice and assessment to residential aged care providers within four hours of an assistance request, she said.

Research Snippets

- Nicotinamide (vitamin B3) reduces non-melanoma skin cancers (NMSC) formation in high risk patients - [CLICK HERE](#).

- Medications to avoid or take with caution in pregnancy are summarised in a recent article in *The Conversation* - [CLICK HERE](#).

- Vitamin D and calcium supplementation failed to prevent colon cancer in spite of high hopes, according to a newly published study in the *New England Journal of Medicine* - [CLICK HERE](#).

- Ben Basger, lecturer and tutor in pharmacy practice, Faculty of Pharmacy, The University of Sydney summarises 'five things of interest' to pharmacists about Allergic Drug Reactions in *AJP* - [CLICK HERE](#).



NEW
Maltofer®
Body-friendly iron

For bodies that need iron
with less side effects^{1,2*}

*versus ferrous sulphate

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.

ALWAYS READ THE LABEL. USE ONLY AS DIRECTED. Maltofer contains Iron as Iron Polymaltose. For the treatment of iron deficiency and prevention of iron deficiency in high risk adults and adolescents where the use of ferrous iron supplements is not tolerated, or otherwise inappropriate. Maltofer® is a registered trademark of Vifor Pharma used under license by Aspen Pharmacare Australia Pty Ltd. For more information, visit maltofer.com.au

Pharmacy training?
We have you covered.



pharmacyClub
pharmacyclub.com.au

pharmacistClub
pharmacistclub.com.au

Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Ashley Smith, Professional Services Manager** at Instigo.



Professional Services – What is your strategy?

EXECUTING professional services successfully isn't having a list of services on your pharmacy window. It's about what happens when your customer walks into your pharmacy. Your customer will notice the difference in being offered advice and assistance in the form of a COPD screening service with an NRT purchase compared to a standard NRT purchase.

With 6CPA underway and the end of year approaching, now is the time to review and develop your professional services strategy. One of the biggest barriers in successfully implementing anything in business is a lack of strategy and not building from the right foundation. Before you grow your offering you should ensure you are maximising current opportunity. To do this, you need to review your data and your execution to date. Have you been successful in delivering services under 5CPA/6CPA? Are programs such as Clinical Interventions and MedsCheck now a part of your everyday processes?

Most pharmacies have significant opportunities that they are not making the most of because they aren't taking the time to assess, execute, market and measure their professional services offering.

Delivery of professional services needs to occur from the top down. Now is a crucial time for the owner/manager to be present, supporting your team and driving sustainable change supporting your growth strategy.

US anti-opioid abuse push

AMERICAN president Barack Obama has launched a major effort to address the country's "prescription drug abuse and heroin epidemic".

Pharmacy groups have joined the plan, with CVS expanding a program which allows the dispensing of naloxone without an individual prescription and launching a new drug abuse prevention program called Pharmacists Teach, where CVS pharmacists will address high school classes across the country. Rite Aid will train 6,000

pharmacists on naloxone use over the next year, while the American Pharmacists Association will educate pharmacists through a new Resource Centre on opioid use, misuse and abuse.

Key initiatives in a Presidential Memorandum issued last week also include a requirement for federal departments and agencies to provide training on the prescribing of opioids to all Federal health care professionals who prescribe controlled substances.

The memorandum also directs government organisations that directly provide, reimburse or otherwise facilitate access to health benefits, to conduct a review to "identify barriers to medication-assisted treatment for opioid-use disorders, and develop action plans to address these barriers".

Obama said more Americans now die every year from drug overdoses than in motor accidents, and the majority of these overdoses involve prescription medications.

A range of health professional organisations have joined the push, targeting a doubling in the number of providers that can prescribe naloxone and buprenorphine over the next three years.

Servier research lift

SERVIER Laboratories has committed \$400,000 over five years to support Australian research, with a commitment to the 2015 John Chalmers Fellowships to be matched by the George Institute for Global Health, creating five fellowships of two years each.

Dr Amanda Wang has been awarded the inaugural John Chalmers Post-Doctoral Fellowship to investigate acute kidney injury.

The fellowships will be awarded to post-doctoral researchers in cardiovascular, hypertension, renal or diabetes therapeutic areas.



DISPENSARY CORNER

DRIVERS on New Zealand's State Highway 3 in the Manawatu Gorge were warned to "keep your windows rolled up," in a special hygiene alert which was the result of an unfortunate spill.

Several tonnes of chicken offal was understood to have fallen off the back of a truck, leading to the closure of all but one lane while road workers cleaned things up.

It took about three hours to sort out the big mess, with a spokesman for the NZ Transport Agency thanking the crews "who worked very hard on what was an unpleasant job to make the road safe for motorists".

POLICE in the US state of New Jersey are inviting someone to come and claim a package which was apparently delivered to the wrong address.

While in the process of trying to find the correct owner they opened the box and found about 25kg of marijuana in sealed bags.

The officers said the recipient is "more than welcome to come to police headquarters to claim them," and in the meantime are trying to find the shipper too.

NOT so healthy ageing?

A woman who has just celebrated her 100th birthday says she still works 11 hours a day, six days per week.

Felimina Rotundo told Buffalo TV station WGRZ that she got her first job aged 15 during the Great Depression, and it appears she hasn't stopped since.

She works at the College Laundry Shoppe from 7am to 6pm, and isn't considering retiring because working gives her something to do.

Rotundo said too many people retire early, and advised her fellow seniors to "get out and do some work".

Win with Natura Siberica

This week Pharmacy Daily and Natura Siberica are giving readers the chance each day to win a Natura Siberica prize pack including Revitalising Bath Salts 600g, Nourishing Cream Soap 500mL and Lifting Hand Cream.

Natura Siberica is a new organic beauty range for hair, body and bath. Originating from the unspoilt continent of Siberia, this unique range is formulated from Wild Harvested herbs and flowers and exclusive natural and organic ingredients. Visit www.naturasiberica.net.au.

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

What is wild harvesting and what does it ensure?

Check here tomorrow for today's winner.

Organic & Natural
Wild Harvested
Born in Siberia



PHARMACY 4 LESS

EXPANDING NATIONALLY



STORES IN NSW, VIC & QLD

Western Australia Opening October 2015

CONFIDENTIAL MEETINGS AVAILABLE

Canberra Wednesday 28th October

Western Australia Friday 6th November

Queensland Friday 13th November

For more information or to book
a confidential meeting contact
Feras Karem on 0414 653 803
or feras@pharmacy4less.com.au

[CLICK TO ENQUIRE](#)

PHARMACY 4 LESS

DISCOUNT CHEMIST