**Pharmacy Daily**

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**Pharmaceutical app**

A SPECIALISED meeting app for the pharmaceutical industry is being launched today by American Express and Events.

HCP MOBILE CONNECT was designed to help pharmaceutical companies be transparent when hosting HealthCare Providers at their events.

The app, powered by DoubleDutch allows those hosting meetings to confirm and log the attendance of the HCP attendees and can also be customised to provide local languages and relevant legal messages.

Senior vp and gm of Amex Meetings and Events Issa Jouaneh said with the healthcare industry hosting “thousands of meetings every year all over the world” the new app would come in handy.

“It provides transparency on attendance records and will deliver value to its users who are required to keep track of this information in order to remain compliant,” he said.

The app is available to all AMEX Meetings & Events pharmaceutical customers.

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**Sex shop marijuana**

SEX shop owners are asking for rights to legally sell marijuana.

The Eros Association which represents adult shop owners said “cannabis regulation is not a matter of if but when”.

They say regulating the drug would “severely reduce” the black market & taxing legal marijuana could generate $300m in revenue to fund treatment for addicts.

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**API back in the fold**

AUSTRALIAN Pharmaceutical Industries (API) has been welcomed back as a member of the National Pharmaceutical Services Association (NPSA) by president Mark Hooper.

“Their involvement will enable the full-line pharmaceutical wholesalers to work as one to provide robust and constructive feedback into the Pharmacy Review and into Government policy more generally,” said Hooper.

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**Panadol Osteo de-listing**

THE Pharmacy Guild of Australia wants the government to acknowledge that the de-listing Panadol Osteo from the Pharmaceutical Benefits Scheme was a “mistake”.

The criteria for de-listing PBS medicines states the product must be available at a price no higher than the PBS concessional co-payment of $6.10.

During its July meeting the PBAC discussed a list of medicines for possible de-listing armed with the information about the ex-manufacturer prices per pack.

At the time the ex-manufacturer price per pack of Panadol Osteo was in fact less than $6.10 but the Guild notes the normal monthly prescribed PBS quantity of Panadol Osteo is not one but two packs.

“It is two packs of Panadol Osteo that osteoarthritis patients have had dispensed to them every month in their PBS prescription, until it was de-listed on 01 Jan, the Guild said.

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**Drug maker price hikes**

US DRUGMAKERS have raised prices an average of 10% on branded drugs since late Dec according to equity analysts.

Some of these increases are adding thousands of dollars to already pricey drugs.

Since 01 Jan Pfizer raised list prices an average of 10.6% on more than 60 branded products with prices for eight products going up at least 20%.

Acorda Therapeutics raised the price of its drug Ampyra used to help multiple sclerosis patients improve walking by 11% on 01 Jan to an annual cost of more than $US23,650 per patient.

Drugmakers say they need to raise prices to fund risky research but the price hikes shed light on the drug companies’ pricing power and the lack of regulatory bodies in place to control the prices.

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**Corum director appt**

IT HEALTH services and e-commerce group Corum has announced the appointment of Gregor Aschoff to the position of executive director, Data and Business Solutions.

Previously a non-executive director for the company, a position he has held since March last year, Aschoff brings “wide experience in software development and in system optimisation”.

“His remuneration will include a base salary of $200,000 plus superannuation, but no incentive arrangements or director’s fees.
Shire-Baxalta merger

Creating a global top-20 pharmaceutical company in therapies for rare diseases, Dublin-based Shire Pharmaceuticals has combined with Baxter spinoff Baxalta Inc. in a deal worth approximately $32b, the companies have announced.

Although shares in Shire fell more than 8% on news of the arrangement, Shire’s chief executive Flemming Ornskov said the combination with Baxalta would create the leading specialist producer of therapies for rare diseases, an area known for its high drug prices, with projected revenues of $20b by 2020. Shire also claimed the deal would generate annual operating cost synergies of more than $500m within three years and be accretive to earnings in 2017.

Wayne T. Hockmeyer, Baxalta’s chairman is expected to become deputy chairman, and two additional directors to be included from the Baxalta Board.

Ornskov continued, “This proposed combination allows us to realise our vision of building the leading biotechnology company focused on rare diseases.”

The therapeutic areas of business in the new combined company include haematology, immunology, neuroscience, lysosomal storage diseases, gastrointestinal/endocrine diseases, hereditary angioedema, ophthalmics and oncology.

The transaction is expected to close mid-2016.

Prescribing doctor prosecuted

The NSW Health Care Complaints Commission has prosecuted Guildford GP Dr Wael Ghanouni in relation to inappropriate prescribing and related conduct. The tribunal found proven a complaint of professional misconduct based on inappropriate prescribing practices in relation to benzodiazepines for 19 patients and failure to keep adequate medical records.

The respondent had been found guilty of contravening the National Law due to a condition on his registration which required him not to prescribe, possess, supply, administer, handle or dispense any schedule 8 drug, or prescribe restricted substances including Schedule 4D items.

Win with Qsilica

This week Pharmacy Daily and Qsilica are giving away a prize pack each day including Remove Cleansing Gel and Rescue Paw Paw Ointment.

Treat your skin to two Award Winners from hair, skin and nail experts Qsilica! Qsilica Remove Makeup & Grime Cleansing Gel is a naturally derived foaming cleanser to gently remove impurities and leave your skin fresh and clean. Qsilica Rescue Paw Paw Ointment helps you say “good-bye dry” with a petrochemical free formula including Shea butter and soothing Calendula with fermented Paw Paw. Visit www.qsilica.com

To win, be the first from QLD to send the right answer to the following question to comp@pharmacydaily.com.au.

The jobjoia oil within QSilica Remove has what effect on the skin?

Congratulations to yesterday’s winner, Amanda Pippia from Leeton Pharmacy.