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Monday 16 May 2016

PHARMACYDAILY.COM.AU

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## Mylan Seeing is believir

### Today's issue of PD

Pharmacy Daily today has two pages of news, plus a full page from Mylan promoting its Crystalyze system which offers real-time pharmacy generic substitution analytics.

#### **PSNZ adds online CPD**

THE Pharmaceutical Society of New Zealand (PSNZ) has commissioned a new online learning management system which promises to "revolutionise the delivery of continuing education".

The PSNZ annual report for 2015, released last week, also confirms the organisation is investing in membership of two new groups: the International Pharmaceutical Federation (FIP) and the Primary Health Organisation (PHO) Alliance in New Zealand.

PSNZ national president Graeme Smith said "it is clear the future direction of the New Zealand health system involves collaboration around some form of alliance contracting."

With advocacy being one of the pillars of the Society's mandate, Smith said it was "critical for the future of pharmacy that we are represented at the table when primary care discussions take place".

## Pharmacy contraceptive role

PHARMACISTS should play an increased role in providing counselling on contraceptive options, especially when dispensing emergency contraception such as the morning-after pill according to the Australian Healthcare and Hospitals Association report.

The report identified pregnancy as "a key health issue for women in Australia", calling for an overhaul of medical services offered to women seeking contraception with researchers revealing half of all pregnancies are unplanned.

Increased Medicare funding for contraceptive services is also on the report agenda recommending the extension of Medicare items to include nurses working in GP clinics who insert and remove different types of long-acting reversible contraceptive devices.

"The current Medicare Benefits Schedule review process is an opportunity to address this, ensuring that MBS items reflect best contemporary practice," said ceo of the Australian Healthcare and Hospitals Association, Alison Verhoeven.

Dr Deborah Bateson, medical director at Family Planning NSW, told a Women's Health Summit in Sydney that "while the pill remains a useful contraceptive option, it is important for women to be informed about long-acting reversible contraceptive methods and be able to easily have one inserted if this is their choice".

The Women's Health Summit will be told of the estimated 200,000 unplanned Australian pregnancies and more than 80,000 terminations occur annually.

In addition, the Summit will learn emergency contraception was dispensed by pharmacists on more than 600,000 occasions last year.

### Pfizer baulks at lethal

PHARMACEUTICAL giant Pfizer has changed its policy around provision of product for lethal injections in the United States of America.

Lethal injection has been the most common form of capital punishment in the US, but now has a supply problem, with Pfizer the last company to declare its drugs would not be supplied to correctional institutions.

### **Drink spiker charged**

PHARMACIST Yan Chi (Anthony) Cheung has been charged with using poison to injure a person or cause distress or pain and tampering with evidence, and will face court later this month for allegedly spiking the drink of a female colleague according to ABC News

The action was caught on CCTV appearing to show Cheung pouring a liquid into the woman's drink.

The man was apparently infatuated with the younger woman and had offered her a job at the pharmacy after they met at a local church three years ago.

### **New face protection**

**CANCER** Council has released a video introducing its range of face daywear products and especially highlighting its new day wear matt product with sun protection factor (SPF) 50+.

Take just one minute and 14 seconds to update your knowledge on the face daywear range, how best to use them and how they can help protect skin from wrinkles, fine lines and pigmentation.

Find the video on Cancer Council's iconic products by **CLICKING HERE**.





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# Pharmacy

PHARMACYDAILY.COM.AU Monday 16 May 2016

# **EXPANDING NATIONALLY**

For more information or to book a confidential meeting contact Jason Kelly on 0456 391 105 or jason@pharmacy4less.com.gu



CLICK TO ENQUIRE



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



Services Account Manager at Health Advice Plus/Instigo.

### Are you adequately servicing your patients?

**INNOVATIVE** delivery of professional services is unexpected; an over and above offer to customers. It delights because it's distinctive, not just excellent. It creates a story because it influences patients in ways even good retail service can't. It's time we start thinking beyond the blood pressure /clinical intervention incentive and become not only innovative but consistent in the delivery of services to ensure the bettering of health outcomes/ satisfaction.

In retail, quality customer service is the key element of successful business. Imagine the possibilities for an industry/business that has the ability to offer improved health outcomes alongside quality customer service? In this customerdriven market, where a critical time for change is prevalent, one cannot think of business growth without professional services.

It's surprising how many business owners are simply unaware of the opportunities within their pharmacies when it comes to professional services. NSW Pharmacy owner: "understanding the opportunity within my pharmacy lead me on a path to start making changes addressing staff issues as a matter of necessity to make a success out of professional services (and the future of our pharmacy). I encourage all business owners to ensure they understand the financial and patient benefit elements of professional services".

## \$54m for diabetes CGM

**HEALTH** minister Sussan Lev and PM Malcolm Turnbull have committed to \$54 million in funding for Continuous Glucose Monitoring (CGM) devices for up to 4,000 children and young people with type 1 diabetes.

The election promise follows years of lobbying on the issue by the Danii Foundation which has been campaigning to help prevent the tragedy of "dead in bed" syndrome where otherwise healthy children die in their sleep due to a blood sugar low.

Danii Foundation founder Donna Meads-Barlow cited an extensive international literature review which showed in real terms anywhere between 7,000 and 28,000 Australians go to bed every night not knowing if they will wake the next morning.

"We are thankful that the government is funding best practice and preventing unnecessary deaths," she said.

The CGM devices will be available to people aged under 21, with

Turnbull saying they will help reduce visits to emergency departments and missed school days by allowing families and children to better selfmanage the condition.

**MEANWHILE** the Danii Foundation will host a major fundraiser to support its ongoing work next month, with tables now on sale for the Jelly Bean Ball.

The high profile black tie event will be held at the Four Points by Sheraton at Sydney's Darling Harbour on 25 Jun - more details at emily@danii.org.au.

### Permissibles update

**THE** Therapeutic Goods Administration (TGA) has updated its list of permissible ingredients for use in listed medicines.

The list includes 29 new excipient ingredients and one new active ingredient, while there are also updated warning statements for peanuts and black cohosh.

Details and changes have been posted at www.tga.gov.au.



### **DISPENSARY CORNER**

YOU'VE heard of medicinal marijuana, but how about vehicular cannabis?

We're not sure why, but a Florida man has created a car mostly made of hemp.

Bruce Dietzen, pictured below riding high in the smoking hot rod, used hemp to build the body of the vehicle and says the techniques used could help cut the greenhouse emissions of the world's more than one billion cars.

The Cannabis Car was created from about 45kg of imported Chinese hemp, which was combined with resin to form a strong plastic material to make the body which was mounted on a Mazda chassis.



THE operators of the iconic Blue Lagoon in Iceland have agreed to foot the bill for psoriasis sufferers who use the healing powers of its waters to treat the condition.

The lagoon is already approved by Icelandic health authorities as a treatment option, but until now the expense has been reimbursed by the state, according to the Iceland Monitor.

The operators of the attraction have now agreed to take on the cost in order to help out the country's beleaguered health system, in a move which will save about \$300,000 a year.

"Given the limited funding for healthcare services in Iceland we want to do our bit to build a better society," said ceo Grimur Saemundsen.

Anyone seeking free treatment will still require a referral from a GP, with about 3,000 people a year expected to be treated.

## **WIN WITH**

KEY SLIN ALL NATURAL

This week Pharmacy Daily and Key Sun are giving readers each day the chance to win a prize pack including Key Sun

All Naturals Kids Sunshine D + Vitamin D and Calcium + Magnesium.



Key Sun All Natural Kids food supplements are mum and dad's go to natural and healthy treat, developed and formulated specifically

for the needs of children. With the added goodness of essential nutrients, Key Sun All Natural

Kids lozenges provide a great tasting all-natural treat that kids love. Find out more HERE.

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

Are Key Sun All Natural Kids Iollipops Australian made? Click here for a hint

Check here tomorrow for today's winner.

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