**GSK pricing not misleading**

THE Australian Competition and Consumer Commission (ACCC) has concluded its investigation into GlaxoSmithKline (GSK), finding it has made “ambiguous but not misleading statements” linking a price increase of its Panadol Osteo products to their Pharmaceutical Benefits Scheme (PBS) delisting.

The ACCC said it had “some significant concerns about the ambiguity of GSK’s statement” but considered that “the evidence available is unlikely to establish a contravention of the Australian Consumer Law”.

“There can be a fine line between an ambiguous statement and a misleading one,” ACCC Chairman Rod Sims said.

In Dec 2015, GSK sent letters to wholesalers and pharmacies referring to the Government announcement that most OTC medicines, including Panadol Osteo, would no longer be available on the PBS from 01 Jan, 2016.

“In moving to an OTC business model, GlaxoSmithKline is no longer able to sustain its current pricing of Panadol Osteo...as such, there will be a price increase on Panadol Osteo from 01 Jan 2016.”

Sims commented, “Where price increases are attributable to a number of factors, businesses need to be careful in linking one factor, such as a change to Government policy, to an increase in prices so as not to mislead consumers”.

The ACCC found the delisting from the PBS resulted in some modest indirect costs to GSK, but was only one of a number of reasons for the price increase.

“Other contributing factors included the entrance into the market of generic paracetamol 665mg products and the effect this had on sales of Panadol Osteo,” Sims added.

“There were no direct regulatory costs to GSK arising from the delisting of Panadol Osteo from the PBS,” he concluded.

**Most risk, least care**

**YOUNG** adults aged 18 to 24 years are more likely than any other age group to drink at risky levels, but are the least likely to receive treatment for alcohol use, according to a report released last week by the Australian Institute of Health and Welfare (AIHW).

Despite this, it is older age groups who are more likely to receive treatment, with almost half (49%) treated in their forties.

“Overall, the use of alcohol treatment has increased, at 30 treatment episodes per 10,000 people in 2013-14 - an increase of 20% from a decade ago,” said AIHW spokesperson Tim Beard.

**Biolo World TGA alert**

**THE** Therapeutic Goods Administration (TGA) has tested a product labelled Biolo World Slimming capsules and found they contain the undisclosed banned substances sibutramine and phenolphthalein, which are dangerous to health.
**SHPA AusDI, MIMS deal**

THE Society of Hospital Pharmacists yesterday announced agreements with health information providers AusDI and MIMS to make its *Don’t Rush to Crush* second edition available as part of both publications.

Speaking about the AusDI deal, SHPA ceo Kristin Michaels said the arrangement would provide better access to *Don’t Rush to Crush* since it has been recently included in the Pharmacy Board of Australia’s list of essential references for pharmacists.

“This significant decision validates SHPA’s long-standing commitment to developing and updating this important publication and means all pharmacists can have better access to this resource,” she said.

The first phase of the AusDI integration makes the SHPA content available via a “simple search and browse interface,” with an enhanced integration fully embedded into the AusDI workflow scheduled to be released later in the year.

MIMS has also partnered with SHPA to make *Don’t Rush to Crush* available as “additional optional content” within eMIMS Cloud.

**Locum Co shortlisted**

PHARMACY locum-finder recruitment agency Locum Co has been shortlisted as a finalist to take out an award in the Professional Services Business of the Year category at the Optus My Business Awards 2016, hosted by My Business, Australia’s longest-running publication tailored to the small business community.

**Win with australis**

This week Pharmacy Daily and australis are giving readers each day the chance to win a pack of Bright Eyes Illuminating Under Eye Concealer.

Want to brighten eyes, bring radiance to the skin and erase any signs of fatigue? Of course! Australis Bright Eyes Illuminating Under Eye Concealer is available in two shades that suit all skin tones – Banana and Musk – and are both equally effective. The yellow of the banana is perfect for banishing dark under eye circles and correcting redness. The pink hues of the musk accentuates & highlights features, and is a secret weapon in creating a gorgeous, luminescent healthy glow.

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

**Congratulations to yesterday’s winner, Julie Sage from Plunketts Chemmart Pharmacy.**

What are the shade names?
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