

Today's issue of PD

Pharmacy Daily today has two pages of news plus a full page from **SOUTHERNATURE**.

Orphan consultation

THE Therapeutic Goods Administration has launched a consultation into the Orphan Drug Program, looking at whether it is still fulfilling its intended purpose: to provide an incentive to sponsors to bring medicines for a small population to market.

"Since the inception of the TGA Orphan Drug Program there have been developments in the definition and recognition of 'rare diseases,'" an overview reads, including improvements in technology to diagnose rare diseases and to tailor therapies.

The industry is invited to make comment on the consultation, with a deadline of 25 Nov 2016 after which feedback will be released.

More details at www.tga.gov.au.

Lactation support

TODAY'S *Pharmacy Daily* includes a full page highlighting a 25% discount offer on **SOUTHERNATURE'S** Ultra DHA for Pregnancy & Lactation - for details see **page 3**.

Intern training from DHS

THE Federal Department of Human Services (DHS) has launched a new online National Intern Training Program, with a series of modules aiming to "help pharmacy interns understand their roles and responsibilities" when doing business with the department.

The modules review theory and case study questions to check knowledge about dispensing and claiming under the Pharmaceutical Benefits Scheme's (PBS) rules and regulations.

The program builds on the PBS for Pharmacy Students e-Learning program which introduces fledgling pharmacists to the PBS Schedule and the Safety Net.

The intern training starts with PBS Authority Items, Highly Specialised

Drugs and Prescriber Bag Supplies, followed by 'review and knowledge check' modules titled 'PBS Fundamentals', 'Dispensing PBS Prescription Supplies' and 'Dispensing Complex PBS Items'.

An update on the DHS website details the program which can be undertaken from anywhere including remote and rural locations and scheduled for a convenient time for the intern.

Although designed for intern pharmacists, the Department said the program contains specific topics that can be used by anyone working in the pharmacy sector and the PBS - humanservices.gov.au.

UK approvals faster

BRITAIN'S National Institute for Health and Care Excellence (NICE) says it plans to fast-track approval processes for "new highly cost effective therapies" with the aim of making them available up to three months sooner.

The 'lighter touch' process would apply to treatments likely to have a cost per QALY (quality adjusted life year) of up to £10,000.

"By further streamlining our processes we will ensure treatments that clearly offer exceptional value for money will be available to the patients who need them faster than ever before," said NICE ceo Andrew Dillon.

Insulin pump advisory

HEALTH professionals are advised that Australasian Medical & Scientific Limited, in consultation with the TGA, is issuing a safety advisory regarding the Animas Vibe insulin pump due to the potential for battery compartment damage to affect the supply of power to the unit - see tga.gov.au for info.

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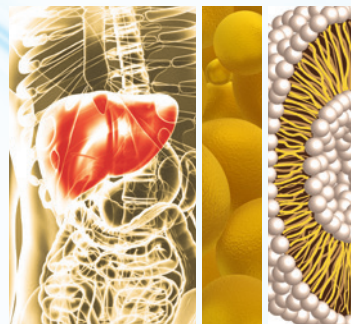
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ADEA insulin webinars

THE Australian Diabetes Educators Association (ADEA) is hosting a series of webinars under the title *Know Your Insulin*.

The series aims to raise awareness of the importance and issues surrounding insulin safety and provide practical suggestions on reducing errors.

Visit www.adea.com.au for more.



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Weekly Comment

Welcome to PD's weekly comment feature. This week's contributor is **Natasha Flynn, Business Development Manager for HealthDirection Pty Ltd.**



Building on brand strength

A QUESTION that many members of the complementary medicines industry have been asking themselves is: how do you build a strong, reputable business that is able to adapt and respond in an increasingly competitive landscape? Today, consumers are looking for more from their trusted brands, and that includes social responsibility and accountability. In an age of social media, and with customer loyalty difficult to hold onto, it is vital to stand out from the pack for the right reasons. Genuine high-quality products are the foundation, but consumers also want and expect more. A differentiating point can be as simple as taking part in the greater good. After all, nobody likes someone who just takes and doesn't see the value in sometimes giving a little back. It is a demonstration of integrity and good values. It becomes a part of the brand story, where customers continue to engage because they like what your business stands for and that you are contributing to a cause that resonates with them. You need to be clear about your business identity and sing it loud and proud. If your customers like what you stand for, like what you do and how you do it, then you are much more likely to be successful and stay successful.

Mental health Rx \$ down

DESPITE an increase in the number of subsidised mental health-related prescriptions being dispensed in Australia, the total bill has dropped by an average of 1.4% per year between 2009–10 and 2013–14, according to a new report from the Australian Institute of Health and Welfare (AIHW).

The report, *Mental health services—in brief 2016*, shows that \$753m was spent by the Federal Government on mental health-related scripts under the Pharmaceutical Benefits Scheme (PBS) and Repatriation Pharmaceutical Benefits Scheme (RPBS), accounting for about 8% of

all PBS/RPBS funding.

AIHW spokesperson Tim Beard said, "more prescriptions were dispensed, rising by an average of 2.6% per year over the five years from 2010–11," with the cost of many subsidised medications declining and antidepressants making up 68% of the total.

CLICK HERE to access the report.

Prostate research win



AUSTRALIAN Prostate Cancer Research (APCR) ceo Mark Harrison (pictured) has been awarded one of two first prizes for his company's

development of *Prostmate*, during a red-carpet announcement at the European Society of Medical Oncology (ESMO) Annual Congress in Copenhagen, Denmark.

"*Prostmate* is a companion tool designed to support our vision that 'no man dies of prostate cancer'," Harrison explained.

Three new AusPARs

AUSTRALIAN Public Assessment Reports (AusPARs) have been generated for AstraZeneca's new chemical entity Zurampic (lesinurad) an adjunctive therapy for gout, Novartis' sacubitril/valsartan salt complex chronic heart failure treatment and Roche Products' Actemra, an adjunctive therapy for rheumatoid arthritis.

Visit www.tga.gov.au for details.

WIN WITH SOUTHERNATURE

This week Pharmacy Daily and SOUTHERNATURE are giving away their Omega 3 Concentrate each day.

SOUTHERNATURE's Omega 3 Concentrate is Australia's only 5 Star Rated fish oil, receiving the highest rating for purity, potency and freshness from the only third party testing and certification program for fish oils, IFOS (International Fish Oil Standards). SOUTHERNATURE's Omega 3 Concentrate tests for a number of industry bench marks including fish oil stability, purity, potency, heavy metal levels and even radiation. SOUTHERNATURE's Omega 3 Concentrate is made only from Sardine and Anchovy oil to ensure premium amounts of EPA and DHA. For more info **CLICK HERE**.

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



Which 2 fish varieties does SOUTHERNATURE source their fish oil from in order to a) pass the world's strictest testing standards for purity and b) guarantee negligible levels of harmful substances?

Check here tomorrow for today's winner.

Dispensary Corner

BUMP the hump - *Choice Magazine* Shonky Award 'winner' Camel Milk Victoria has backed down on its health claims following the recognition and the fact that the ACCC and Victorian food enforcement bodies were alerted to the company making misleading health claims about the product.

The claims have been removed from their website acknowledging there was no evidence to support the claims.

Other *Choice Magazine* shonky 'winners' included Samsung for product failures, American Express for "sneaky surcharges", Cash Converters for "Best Wolf in Sheep's Clothing", Green and Clean fresh-air sellers and more.

See www.choice.com.au.



STAYIN' Alive sound track did the job - a subway worker in the US owes her life to a co-worker performing CPR to the beat of the 1977 Bee Gees disco hit *Stayin' Alive* after suffering a shock.

Monique Brathwaite, a 35 year old mother of four, told the *Daily News* she remembers nothing about her fall onto the deadly electric rail, which powers trains, after tripping on the roadbed of the No 1 train in upper Manhattan.

Co-worker David Martinez had rushed to commence lifesaving chest compressions using the rhythm of the Bee Gees' tune, from John Travolta's *Saturday Night Fever*, perfect for CPR at 103 beats per minute.



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