

Today's issue of PD
Pharmacy Daily today has three pages of news plus a full page from **Wizard Pharmacy**.

Wizard loyalty plan

WIZARD Pharmacy is today highlighting its "Rewards" loyalty scheme offering, which it says not only drives retention but also "delivers business growth through meaningful engagement" with customers - for details see **page four** of today's *Pharmacy Daily*.

S3 advertising consultation

THE Therapeutic Goods Administration has opened a formal consultation on advertising of pharmacist-only (S3) medicines.

Feedback is sought on whether advertising of S3 items would be permitted by default, possible additional requirements for pharmacist education and provision of information by patients, and consideration of a mechanism to allow sponsors to seek approval to advertise to the public S3 products as part of market authorisation applications.

The Australian Self-Medication Industry has previously proposed a model for S3 direct to consumer advertising which includes a range of pharmacist education resources and a directive to patients to ask their pharmacists for information.

At APP last month ASMI chairman Lindsay Forrest said the proposals would see pharmacists play a larger role in Australian healthcare, with a mandatory infomercial-style format which highlights disease states, branded product information and the pharmacist's role in determining whether the therapy is right for the consumer.

The TGA's consultation also covers proposed changes to the Scheduling Policy Framework, including allowing public consultations on interim decisions, enabling applicants to present directly to advisory committees and increased transparency around the scheduling process.

The full consultation document is now available at tga.gov.au with interested parties invited to provide submissions by Fri 28 Apr 2017.

Biosimilar fact sheets

THE Department of Health has published a series of fact sheets about the PBS listing of Australia's first biosimilar medicine, which became effective on 01 Apr.

The Brenzys brand of etanercept is now available on the PBS, and is the first biosimilar to be available through community pharmacy as a self-administered therapy.

Brenzys is substitutable ('a' flagged) with the Enbrel brand of etanercept, with the items used to treat a range of autoimmune inflammatory conditions.

The dosage for Brenzys is the same as for the reference brand Enbrel, 50mg of etanercept per week, with the product supplied in single-use pre-filled syringes and pre-filled pens for administration via subcutaneous injection.

The fact sheets are now online at health.gov.au/biosimilars.

Support your patients this winter

With winter fast approaching, supporting your patients' immunity becomes an important part of any treatment. The BioCeuticals immunity range offers an efficacious array of nutrients and herbs to help optimise and support healthy immune function.

ArmaForce

This comprehensive formula combines herbal and nutritional ingredients, andrographis, olive leaf, vitamin C and zinc to help support healthy immunity.

Ultra Potent-C®

A potent blend of vitamin C, together with zinc, vitamin E, beta-carotene and rutin, provide a rich antioxidant mix to help support immune health.

Echinamide® ImmunoBurst

Using a proprietary extract of echinacea (Echinamide®), these chewable capsules offer a refreshing blend of honey, eucalyptus oil, peppermint oil, lemon oil and menthol.



Contact your Practitioner Sales Consultant today and take advantage of our Winter Deals!

For more information call 1300 650 455
www.bioceuticals.com.au

PRACTITIONER-ONLY BRAND

CH2 cyclone success

A NUMBER of *Pharmacy Daily* readers have highlighted the exceptional service provided by pharmacy wholesaler CH2 during the aftermath of Cyclone Debbie.

Queensland pharmacies struggling to get stock due to the weather predicament hailed CH2, which came through with urgent deliveries on Fri after the pharmacists were told by other major wholesalers they may not receive items until this week.

GP struck off over S8s

THE NSW Health Care Complaints Commission has cancelled the registration of general practitioner David West, with a finding of professional misconduct following inappropriate prescribing of S8 and S4D drugs including prescribing drugs of addiction to drug dependent patients, and a failure to maintain adequate medical records.

THE CPD YEAR IS HALF-WAY THROUGH

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Just one click away from keeping up to date with all the *Pharmacy Daily* breaking news as it comes to hand



Jelly bean expression

GOLD Cross Products has launched an 'Express Yourself with Glucojel' competition, with entrants invited to create artwork using virtual Glucojel jelly beans on a palette at glucojel.com.au with a whopping \$20,000 major prize.

A separate 'Express Yourself' campaign invites pharmacy assistants (PAs) to take pictures of themselves in front of their pharmacy's Glucojel display and post it on the PA **FACEBOOK PAGE**.

AZ's Tagrisso FDA nod

THE US Food and Drug Administration has granted regular approval to Tagrisso (osimertinib from AstraZeneca) for the treatment of patients with a specific mutation-positive form of non-small cell lung cancer.

The drug had previously been granted accelerated approval for this indication and was approved in the UK in Oct 2016 (*PD* 06 16).

Tagrisso has been registered in Australia since 03 Aug 2016.

Blackmores NICM \$10m boost



WESTERN Sydney University's National Institute of Complementary Medicine (NICM) has welcomed two philanthropic gifts totalling \$10 million, the largest in the university's history.

The Blackmore Foundation, Marcus and Caroline Blackmore's personal philanthropic trust, and Australian natural health company Blackmores, are each gifting \$5 million to the University.

Western Sydney University Vice-Chancellor Professor Barney Glover (*pictured* above with Marcus Blackmore) says the gifts will support research and innovation in integrative and complementary medicine, with the gift an example of universities and industry collaborating to drive research.

"Our country has the lowest level of industry-research collaboration in the OECD," says Glover.

"If we want to continue to develop ideas that improve the health and wellbeing of all Australians, as well as generate

new jobs and industries, we need to encourage a greater level of private support of higher education research and innovation.

"Australian medical research institutes draw, on average, 30 per cent of their funding from the private sector. This support is essential to fulfilling the Federal Government's agenda to improve university and private industry collaboration to promote research and build upon Australia's Global Innovation Strategy."

NICM director Professor Alan Bensoussan said the gifts would support new PhD scholarships, postdoctoral fellowships, support for international visiting scholars, as well as advancing research translation.

Blackmores chairman Marcus Blackmore said, "As industry leaders, it is our responsibility to invest in integrative and complementary medicine research and to support innovation in this field."

CGM to be funded for young diabetics

A NATIONAL roadshow highlighting opportunities for young people with type 1 diabetes to access continuous glucose monitoring (CGM) technology will be undertaken in the coming weeks by the Danii Foundation.

The move comes in the wake of Health Minister Greg Hunt's announcement on Sat (*PD* breaking news) that the National Diabetes Services Scheme will fund CGM systems for all eligible type 1 diabetics under the age of 21, in a package worth \$54 million.

Subsidised access to the products will be provided alongside other NDSS items which include insulin pen needles and syringes, blood glucose test strips, urine ketone test strips and insulin pump consumables.

A CGM is a small wearable device that measures glucose levels 24 hours a day with an alarm to let the user know if they are out of range, stable or on the way up or down.

They reduce the frequency of daily finger prick tests, with some models working in conjunction with a compatible insulin pump.

To access CGM sensors and transmitters through the NDSS the child or young person will need to be assessed by an authorised health professional to determine whether they meet specific criteria and to ensure the use of CGM will help as part of their overall diabetes management program.

Guild hails tax change

THE Pharmacy Guild has welcomed the passage of the government's Enterprise Tax Plan through the Senate, which will cut taxes paid by pharmacy small businesses and provide welcome relief from other impacts such as PBS reforms and heavy discounting.

Guild executive director David Quilty said the changes "will be seen as recognition of the vital role of these small businesses in their communities, employing local staff and meeting the health needs of their patients".



A CGM Eligibility Assessment Form is now available for download at diabetesaustralia.com.au.

"This will be life-changing for children, young people and their families," Hunt said.

The program was developed to fulfil a promise made during last year's federal election, with the government since working with expert endocrinologists, paediatricians and diabetes educators, as well as Diabetes Australia, the Juvenile Diabetes Research Foundation, the Pharmacy Guild of Australia and the Danii Foundation.

Danii Foundation co-founder Donna Meads-Barlow is *pictured* above at the announcement with the Health Minister.

For details of the CGM national roadshow events and to register see www.danii.org.au.

Measles outbreak

WESTERN Sydney is experiencing a potential outbreak of measles, with infected and infectious people last month moving through a Hillsong Church, an RSL club, a hospital emergency department and multiple shopping centres.

NSW Health director of communicable diseases, Dr Vicky Sheppeard, said unless people could recall having two measles shots they should be vaccinated as soon as possible.

Dispensary Corner

AN AMERICAN footwear company is being criticised after launching a new range of high heeled shoes for babies.

Probably not the most ideal aid for learning to walk, the Pee Wee Pumps products have been accused of participating in the sexualisation of children.

However company founder Michele Holbrook said the “funny and cute” shoes are only intended to be photo props (**below**), describing babies who wear them as the “belle of the ball”.



IT MAY not be great for his cholesterol levels, but a US man has successfully sued the owners of a chain of Dunkin’ Donuts stores because they weren’t supplying real butter.

Jan Polanik launched legal action when he was given a butter substitute on his bagel, according to the *Boston Globe*.

While admitting it was a “minor thing,” the man’s lawyer said he was determined to “stop the practice of representing one thing and selling a different thing”.

An attorney for the franchisees confirmed the case had been settled, and the stores have now changed their protocol for serving butter to customers.

CW property deals

CHEMIST Warehouse looks set to significantly expand its presence in the Sydney CBD, with real estate group CBRE confirming new leases for stores at 299 Elizabeth St and 614-626 George St.

CBRE’s Australian head of leasing said Chemist Warehouse’s “quick to market, streamlined and efficient approach to rolling out new stores allowed the company to mop up key locations”.

He said CBRE had identified an area in the Sydney CBD which met Chemist Warehouse requirements in terms of store footprint and exposure, with the location secured quickly due to the nature of the market and the speed of the tenant.

Low value drugs list

NHS England has announced it will publish a national list of “low value” drugs as part of a new drive to reduce GPs’ prescribing costs, according to an article in the *BMJ*.

The review will initially focus on ten treatments that NHS Clinical Commissioners, the body that represents clinical commissioning groups, estimates could save the NHS £128m (AU\$205m) a year.

Visit bmj.com for the details.

NTRC launches

THE Society of Hospital Pharmacists of Australia has today launched the National Translational Research Collaborative (NTRC), an initiative which promises to “better connect and support Australian pharmacy research organisations”.

The NTRC is a free virtual membership hub, enabling connections to support the establishment and expansion of research projects within and between hospitals, universities and research institutes.

NTRC chair Dr Lisa Pont said the group’s supportive structure and patient focus reflected the challenges and opportunities of pharmacy research, such as securing grants and funding as well as upscaling multi-site projects.

Organisations and individuals can join NTRC from today by submitting their research background and current activity, relevant experience and local support via an online Expression of Interest form.

The data collected will help SHPA to evaluate the current capacity and capability of Australia’s pharmacy research landscape.

Grants worth \$60,000 from Gilead Sciences and Celgene are now available to projects reviewed and endorsed by the NTRC, as the first round of funding opportunities available through the collaborative.

Pont said “discoveries need dollars...through the expertise of its scientific advisory and grants and awards sub-groups, NTRC will open new doors for innovative clinical pharmacy research projects.”

See shpa.org.au/ntrc.



Welcome to PD’s weekly comment feature. This week’s contributor is Carl Gibson, CEO Complementary Medicines Australia.



Complementary medicine – an underestimated part of health care

IT’S a big week for health. Friday, 7 April, is World Health Day and the 15th World Congress on Public Health meets in Melbourne this week to discuss all things related to public health. This includes complementary medicine, which is an important, yet often underestimated, part of healthcare systems. Global recognition of complementary medicine is growing, however, with an increase in regulatory standards and regulatory alignment, and an increase in economic and political discourses about integration of complementary medicine with conventional medicine.

Both the World Health Organization (WHO) Global Strategy and the Western Pacific Regional Strategy – Australia is a signatory to both – identify pharmacists as important stakeholders in supporting the appropriate use of traditional medicine, and data indicate that Australians still prefer to purchase their complementary medicines from pharmacies due to a wide product range and access to professional advice.

There will be a large number of health challenges discussed this week, which highlight the real and immediate role for smart preventive health. This is not limited to, but certainly includes, the use of complementary medicine for primary and secondary prevention of illness, and encouraging and empowering all Australians to take better care of their health.

WIN WITH DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away their NEW Escape Collection Cosmetic Bag Trios.



Stay organised, and accessories in style with Designer Brands 3 Piece Cosmetic Bag Trio. Perfect for storing all your beauty needs, these 3 compact beauty purses are the ideal size to pop in your handbag for on the go necessities. Available in 2 great shades, Onyx and Crimson, these bags are also perfect for gifting! TIP: Use the handy clear purse to grab what you need quickly. **CLICK HERE** to see more.

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

How many purses are there in each Escape Collection Cosmetic Bag Trio?

Check here tomorrow for today’s winner.

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Our **Rewards** program not only drives retention but also delivers business growth through meaningful engagement

(AND DELIVERS REAL VALUE TO WHO'S IMPORTANT
YOUR CUSTOMERS)

WIZARD *pharmacy*

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