

## Today's issue of PD

Pharmacy Daily today has two pages of news plus our **Winter Spotlight** feature on page 3.

## Mayne loses \$200m

**MAYNE** Pharma shares fell almost 11% on Mon, wiping around \$200m from its market capitalisation, following a revelation that sales for its Teva suite of US generic products would not meet forecasts.

The US generic scene was described by chief executive Scott Richards as "facing a tough price deflation cycle," adding "Mayne Pharma is not immune".

Richards said that the accelerating price pressure is "not just Teva, it's across the sector...this is probably as tough as it's been".

The situation has been worsened by President Donald Trump's classic rhetoric saying that pharma companies "have been getting away with murder," the company said.

## \$10m for myDNA

**MELBOURNE-BASED** myDNA has raised \$10 million in its latest round of capital raising, which has included the backing of Swisse ceo Radek Sali who is joining the genetics company's board.

myDNA chairman Dennis Bastas said "Mr Sali joins our experienced team, bringing a consumer focus to the company's highly credentialed scientific foundations, as we prepare to launch an expanded range of wellness, diet and nutrition tests".

Sali said he believed myDNA represented "the future of health - personalised, tailored health advice that can improve individual health outcomes and allow the health care system to operate more efficiently, all based on robust genetic science".

## Code of Conduct update

**THE** Pharmacy Board of Australia is set to invite feedback to its Code of Conduct for pharmacists in Australia, with social media and online channels to inform the profession on how it can contribute.

Still in an "early research phase," the scheduled review will also feed into the AHPRA framework used by 10 other health profession National Boards, with some minor profession-specific changes for some Boards including Pharmacy.

The Code aims to support and inform good practice, and to assist practitioners, National Boards, employers, health care users and

other stakeholders to understand what good practice involves.

"It seeks to assist and support practitioners to deliver safe and effective health services within an ethical framework," according to a communiqué from the Board's latest meeting issued yesterday.

The Board also highlighted the importance of pharmacists meeting legal and professional obligations in relation to advertising (**PD** 21 Apr).

## Mar satisfaction

**THE** latest Customer Satisfaction Awards ratings for community pharmacy from Roy Morgan has seen My Chemist increase its ranking during Mar to 91%.

Terry White came in second place, followed by Priceline Pharmacy, Chemist Warehouse and Soul Pattinson - see [roymorgan.com.au](http://roymorgan.com.au).

## May PBS additions

**HEALTH** minister Greg Hunt yesterday confirmed the addition of "\$310 million of new vital drugs" to the Pharmaceutical Benefits Scheme, with new items including Kalydeco (ivacaftor) for children aged 2-5 with cystic fibrosis.

Also now on the PBS is OFEV (nintedanib), a first time treatment for idiopathic pulmonary fibrosis (IPF) from Boehringer Ingelheim.

Hunt also announced the addition of Blincyto (blinatumomab) for acute lymphocytic leukaemia, and Zinbryta (daclizumab) for multiple sclerosis, with the minister saying since coming into government the coalition had added about \$6 billion of new drugs to the PBS "without fear or favour" based on PBAC recommendations.

## Winter is (nearly) here

**TODAY'S** issue of *Pharmacy Daily* features our newest Spotlight supplement, with details of several products ideal for winter sales included on **page three**.



Curash Baby Care **New Look**  
Curash™ Babycare **NEW LOOK** baby wipes range available now  
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## New MSD biosimilar

**RENFLXIS** from the MSD stable is the second infliximab biosimilar to be given TGA approval, and the company is planning a hospital launch of the product in 2017.

The original comparator drug is Remicade from Janssen-Cilag and is approved for autoimmune diseases including rheumatoid arthritis, psoriatic arthritis, psoriasis, Chron's Disease and ulcerative colitis as well as ankylosing spondylitis, each indication carrying their own conditions for prescription.

The first infliximab biosimilar launched in Australia was Hospira's Inflectra.

With a number of originator biologic medicines (primarily mAb therapies) set to come off patent, the government has estimated that increased use of biosimilar medicines will deliver as much as \$880 million in PBS savings over the next five years.

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## Dispensary Corner

**MY HEART** will go on...and on.

A couple from New Plymouth in New Zealand are so close that they chose to be admitted to Taranaki Base Hospital with different heart problems.

Ann and Harry Smith both suffered heart attacks on the same night.

Harry, 73, blacked out after having a drink and then Ann, also aged 73, experienced an angina attack - a reduction of blood flow to the heart muscle that imitates the symptoms of a heart attack.

The couple who have been together for half a century, were inseparable via text during their hospital stay, and organised a memorable picture (**below**) to be snapped by the doctors and nurses who found it all very amusing.



**A 58-YEAR** old woman from Culiacan, Mexico, has given birth to healthy twins after a second round of IVF, despite high risks of pre-eclampsia for a pregnancy at her advanced age.

According to *El Universal*, the unnamed new mother had a C-section to deliver twins Victor and Victoria who were then assessed by a paediatrician before spending three weeks in neonatal intensive care.

The babies will undergo months of monitoring to ensure they are developing properly.

The world's oldest mum of twins was 67 year old Maria del Carmen Bousada de Lara from Spain.

## DAA services PSA review

**THE** Pharmaceutical Society of Australia (PSA) is inviting feedback on revised guidelines for Dose Administration Aid services, following a review to support the implementation of new Professional Practice Standards.

The review has focused on Standard 15: Dose Administration Aid (DAA) Service, undertaken to take into account recent research, changes to common practices and the release of the Guidelines on dose administration aids and staged supply of dispensed medicines by the Pharmacy Board of Australia in September 2015.

Comments are sought from stakeholders including pharmacists, consumers, other health professional groups and practitioners, educators, researchers and government bodies.

An important outcome of the review has been updating of the guidance around cytotoxic medicines and medicines stability when repacked in a DAA, in line with recommendations from the Pharmacy Board, as well as Australian and international literature.

The revised guidelines also address advancements in automated packing technology that have developed since the last review in 2007.

The PSA acknowledges the Federal Department of Health for providing funding for this work as part of the PBS Access and Sustainability Package, including the Sixth Community Pharmacy Agreement (6CPA).

Visit [psa.org.au](http://psa.org.au) to access the consultation paper, including the revised DAA Guidelines.

The consultation will remain open until 24 May 2017 - **CLICK HERE**.

## Orphan drug reform

**THE** TGA has published transition arrangements for the reform of its Orphan Drug Program, which is undergoing its first review in almost two decades.

The program is set to re-focus on "the consideration of greatest unmet need" with additional eligibility criteria targeting life-threatening or seriously debilitating conditions, significant benefit over existing options and medical plausibility - see [tga.gov.au](http://tga.gov.au).

## Win with dreambaby

This week Pharmacy Daily and Dreambaby® are giving readers the chance to win each day the new Dreambaby® EZY-Reach Organiser.

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To win, be the first person from QLD to send the correct answer to the question below to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

How many internal drink holders does the NEW Dreambaby® EZY-Reach Organiser have?

Congratulations to yesterday's winner, Helle Southwell from Batehaven Pharmacy.



## Guild Update

### New advertising compliance strategy

**THE** Australian Health Practitioner Regulation Agency (AHPRA) and National Boards have released their new Advertising Compliance and Enforcement Strategy.

AHPRA and National Boards regulate health practitioners in Australia through the National Registration and Accreditation Scheme. The National Scheme regulates 14 health profession groups across Australia.

Their regulatory work includes acting on complaints, educating practitioners and taking action against unlawful advertising.

Their goal is to ensure advertising about regulated health services is done responsibly in order to keep the public safe from false or misleading claims and to assist them to make informed decisions about their healthcare.

The new strategy explains:

- how the risk-based approach is applied to advertising compliance and enforcement
- how they encourage voluntary compliance and deal with non-compliant advertising, and
- how they plan to evaluate and refine this strategy

A dedicated 'advertising resources' section is available on the AHPRA website.

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# Winter spotlight

Pharmacy Daily's Winter spotlight is your guide to all the essentials - from products to assist with coughs and colds through to keeping you hydrated and vitamin boosted - ready for this years Winter season. To feature here email [advertising@pharmacydaily.com.au](mailto:advertising@pharmacydaily.com.au).

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