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1. ACA Research, Australia, Jan 2017 n=141 GPs



Topical anaesthesia of skin prior to

- Insertion of IV catheters
- Blood sampling
- Vaccination
- Superficial surgical procedures, including split skin grafting



Topical anaesthesia of

- The skin prior to insertion of IV catheters, blood sampling, vaccination, superficial surgical procedures, including split skin grafting.
- Leg ulcers to facilitate mechanical cleansing and debridement.
- Genital skin prior to superficial surgical procedures or infiltration anaesthesia.
- Skin prior to minor superficial cosmetic procedures

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## Today's issue of PD

**Pharmacy Daily** today has two pages of news, our regular health & beauty feature plus a front cover page from **emla®** and a full page from **Pharmacy 4 Less**.

## Pharmacy4Less in Tas

**PHARMACY4LESS** claims to be Australia's fastest growing pharmacy franchise, with its expansion across the country, now seeing the group establish a beachhead in Tasmania.

The growth is highlighted along with further details of the Pharmacy4Less offer on **page 4**.

## SHPA welcomes funds

**THE** Society of Hospital Pharmacists of Australia has hailed the 2017 federal budget, highlighting extra hospital funding, measures to reduce out-of-pocket PBS costs, and commitment to some hospital pharmacy initiatives.

CEO Kristin Michaels said the Society welcomed the priority placed on medicines with mandatory and tiered price reductions applying to medicines in the F1 formulary category from 01 Jul 2018, while those that move from F1 to F2 formulary and lose patent face 25% mandatory price reduction, up from 16%.

"SHPA is pleased to see the majority of these savings generated from pricing policies, \$1.8b across the next five years, ...will be used to fund new medicines listings to the benefit of all Australians."

Michaels noted that with hospital pharmacists facilitating 20% of PBS expenditure, they manage a much higher proportion of generic medicines than community pharmacists, therefore playing a key role in the government achieving planned PBS savings.

## Entresto funded

**SYSTOLIC** heart failure treatment Entresto (sacubitril/valsartan) has been listed on the Pharmaceutical Benefits Scheme (PBS) from 01 Jun.

Novartis said it would focus on providing doctors with education for appropriate use of Entresto.

## Budget pharmacy agreement

**THE** Pharmacy Guild of Australia has reached agreement with the Federal Government, accepting the \$600 million already allocated in the Sixth Community Pharmacy Agreement (6CPA) which will continue and expand existing community pharmacy programs, as well as a further \$225 million over three years to the community pharmacy sector and wholesalers as a result of lower script volumes (**PD** breaking news last night).

In return the Guild has agreed not to pursue any further funding for lower than expected prescription volumes over the remaining life of the 6CPA.

In addition, much to the delight of the Generic and Biosimilar Medicines Association (GBMA), the Guild has announced it will "continue to work with the government to support an increased uptake of generic and biosimilar medicines in community pharmacies, including through the use of computer software platforms to promote their use".

The Department said the measures would support the viability of pharmacies and the pharmaceutical supply chain, including in rural areas, "enabling

## GBMA sector certainty

**THE** Generic and Biosimilar Medicines Association (GBMA) has welcomed the two-year budget extension to its 2015 Strategic Agreement with the government, saying it gives certainty and predictability for the sector.

Described as "direct outcomes of collaborative discussions between GBMA and the government through the Generic Medicines Working Group (GMWG)", the organisation hailed the biosimilar uptake drivers, amendments to price disclosure and enhancements to prescribing software to prioritise generic brands.

GBMA Chair, Allan Tillack said these measures were "essential in the formation of a functioning and competitive biosimilars market, delivering PBS savings and increasing patient access to these life-changing treatments".



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them to continue to deliver services to patients and ensure all Australians have affordable and timely access to medicines".

The Pharmaceutical Society of Australia (PSA), while welcoming the 6CPA funding which seeks to "improve clinical outcomes and extend the role of the pharmacist in the delivery of primary health care", was quick to argue there was "a significant opportunity missed in the Budget for further maximising the role of pharmacists – the most accessible health professionals in Australia – especially in terms of innovation and delivering new, evidence-based services".

PSA national vp Michelle Lynch said, "Establishing a genuine partnership with pharmacists and PSA – as the peak national body for all pharmacists – will support the Minister in achieving the Government's plan".

## EBOS director goes

**EBOS** Group this morning cryptically advised the Australian Stock Exchange that Peter Kraus "has ceased to be a director of the company pursuant to operation of the provisions of the company's constitution".

Kraus has been associated with EBOS for 27 years since being appointed to the company's board in 1990, with the directors wishing him well for the future.

Previously a major shareholder in the company, Kraus still holds 3.5 million EBOS shares worth about \$60 million.

## emla price reduced

**DERMAL** anaesthesia is now more affordable, with Aspen Pharmacare recently adjusting the price of emla products after acquiring the brand late last year.

Used in hospitals for more than 31 years, the range includes patches which are ideal for topical anaesthesia of the skin prior to immunisations for children.

Emla cream is available in 5g packs for smaller superficial cosmetic procedures such as piercing, as well as a 30g presentation for larger area application such as leg ulcer cleaning or tattooing.

More details on the relaunched emla pricing on the **cover page**.

## MA ticks stability

**LAST** night's federal budget included details of a much-anticipated new strategic agreement between Medicines Australia and the government, "to support ongoing access to the latest innovative medicines for patients, significant savings to taxpayers and provide much needed stability for the innovative medicines industry".

MA chairman Wes Cook said the agreement "upholds the key principles sought by Medicines Australia, such as the need for policy predictability and certainty for industry; acknowledgement that the industry is currently delivering savings through recent reforms and that the additional savings generated for taxpayers will be reinvested into new medicines on the PBS."



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## Pharmacy set for growth

**PHARMACEUTICAL** retailing revenue in Australia is forecast to grow by 3.9% over the next five years, to reach \$16.4 billion in 2020-21, according to a new pharmacy Industry Overview Report published by Bankwest as part of its Business Insights series.

The report states that the landscape of the pharmaceutical retailing industry is set for a period of growth, with Australia's ageing population and positive attitude to health and well-being assisting the growth of the industry.

Bankwest said disposable income is a key component in pharmaceutical retail expenditure, particularly for OTC items such as vitamins and skin care products.

However, the report also set out challenges facing the industry over the next five years, which include an intensifying of competitive pressures, falling prices due to price disclosure, ongoing discounting tactics and the looming patent cliff.

Wholesalers are also covered, with the report confirming the majority of supplier terms for retail pharmacy are under 30 days, as an outcome of the reforms of the CSO.

"Retail pharmacy has largely adapted with the formation of buying groups along with short trading terms with favourable discounts," the report added.

Bankwest executive gm, Business Banking Sinead Taylor said the report, which complements the Bankwest UTS Community Pharmacy Barometer, identified several important drivers behind the industry's predicted growth.



"It's pleasing to see the relative health of the pharmaceutical retail industry, but what's especially useful is that a report like this is able to chart the drivers as well as the challenges facing the industry," Taylor said.

Revenue per established pharmaceutical retailer is forecast to decline over the next five years, with the report also noting a massive 30.1% increase in pharmaceutical exports over the last 12 months - but despite this exports are still lower than in 2012.

The report also collates data on the number of pharmaceutical retailing establishments, industry employment and gives a state-by-state breakdown of the sector.

See [www.bankwest.com.au](http://www.bankwest.com.au).

### Scotland uni degree

**SCOTLAND** will introduce a five-year integrated pharmacy degree from 2020.

The government said the "consensus view" from an advisory group - comprising of the two pharmacy schools, Community Pharmacy Scotland (CPS) and other stakeholders was to introduce a five-year degree instead of the current four-year degree and one-year pre-registration training.

In their report, the advisory group concluded a five year program would "better prepare" pharmacists for practice in Scotland.

### Pharmacy thieves GPS

**THREE** thieves in Ohio, USA, have been arrested after a quick-thinking pharmacist slipped a GPS tracker into their bag during a robbery.

According to investigators who used the gadget to find the trio, they had robbed more than 20 CVS and Rite-Aid stores between Cincinnati and Columbus.

When arrested on 29 Apr, police found 2,180 pills in the back seat of their vehicle.



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### NSAIDs cardiac risk

**TAKING** any dose of common non-steroidal anti-inflammatory drugs (NSAIDs), such as naproxen and ibuprofen, for as little as one week has been linked to an increased risk of heart attack, according to University of Montreal Department of Pharmacy research.

While the link has been known for some time, and highlighted at the time of the delisting of cox-2 inhibitor rofecoxib from MSD, the timing of the risk and the impact of dose had remained a question.

Now the Canadian researchers have demonstrated that the risk of heart attack was greater with higher doses and during the first month of use.

The study found that all NSAIDs, even over-the-counter products such as naproxen, were linked with an increased risk of heart attack.

**CLICK HERE** to access the study.

### Irish decriminalisation

**THE** Irish Pharmacy Union has called for decriminalisation of drugs for personal use.

IPU President Daragh Connolly told his organisation's national conference that addressing the drug problem in Ireland is a balancing act between preventing and ensuring access to treatment for those addicted to drugs.

The call by the pharmacy peak body comes as the latest drugs strategy is currently being drafted by the Irish government.

### Pharmacy AF screen

**THE** Journal of the American Heart Association's *Circulation* has called for governments worldwide to introduce screening for Atrial Fibrillation (AF) in all people aged 65 years and over, including the possibility of screening being part of pharmacy's service.

With AF responsible for as many as one third of all strokes, 27% of AF-related strokes (amounting to 10% of all strokes) are not detected prior to stroke because AF is often asymptomatic, the report noted.

"Screening can be run through GPs, pharmacies or in the community, and carried out with manual pulse rhythm checks or with a handheld mobile ECG device, the best tool for rapidly offering a firm AF diagnosis," according to Arrhythmia Alliance ceo and founder Trudie Lobban.

Professor Richard Schilling, Arrhythmia Alliance medical director, added that oral anticoagulants can greatly reduce the risk of AF-related stroke.

Go to [afscreen.org](http://afscreen.org) for the report.

### Quinine a killer

**LONG** term use of quinine to treat muscle cramps or restless legs has been linked to an increased risk of death, according to European research, although it is no longer approved for use in Australia.

The *JAMA* published study involving 175,000 people revealed the link - **CLICK HERE** for access.

## WIN WITH DESIGNER BRANDS

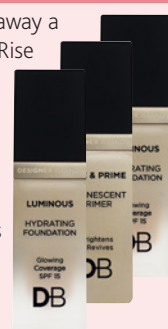
This week Pharmacy Daily and Designer Brands are giving away a set each day of their Luminous Longwear Foundation and Rise & Prime Luminescent Primer.

The Rise & Prime Illuminating Primer enhances the skin's natural radiance by providing a luminous and hydrating base that's perfect for any foundation. Its light diffusing properties brighten fatigued or dull skin. The Longwear Luminous Foundation's hydrating and dewy formula leaves skin looking brighter and more radiant. It's enriched with Green Tea, Aloe Vera and Vitamins A, C & E to hydrate and keep skin looking fresh. **CLICK HERE** to see more.

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

What type of brush should you use to apply the DB's Luminous Hydrating Foundation?

Congratulations to yesterday's winner, Danika Kelly from FRED.







## Dispensary Corner

### THEY'VE got tongues wagging!

Father and daughter duo Byron and Emily Schlenker from Syracuse in New York share a unique genetic similarity...the world's widest tongues.

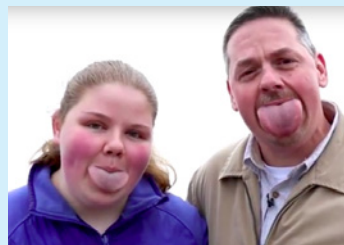
Byron is the Guinness World Record Holder at 8.55cm wide - people commonly measure it against an iPhone 6 Plus.

16-year old Emily is a chip off the old block, with her tongue already 7.31cm wide, more than a credit card.

She reckons her dad's licker has grown by a couple of centimetres as he's always stretching out the muscle when he shows people.

Byron also gets a lot of compliments from women and men alike on Facebook making him somewhat of a celebrity!

The duo can't eat icecream any faster though, unfortunately.



**A BREWERY** in Denmark has produced a new beer which is squarely aimed at the so-called "adventurous drinker".

Whimsically titled 'Pisner', the special brew has been produced from fields of barley fertilised with about 50,000 litres of urine collected from a music festival in Northern Europe last year.

The makers, a firm called Norrebro Bryghus, have reassured customers no human waste was actually put directly into the novelty beer.

## Health, Beauty and New Products

Welcome to our weekly promoted feature with all the latest health, beauty and new products for pharmacy. Suppliers wanting to promote products in this feature should email [newproducts@pharmacydaily.com.au](mailto:newproducts@pharmacydaily.com.au)

### Aromababy New 100g Barrier Balm

Award-winning **Barrier Balm** has a new size coming soon. Aromababy's best selling, natural soothing balm is available in 100g and 25g. With organic calendula, evening primrose and natural vitamin e oils, this superior product has been calming skin for two decades. Made in Australia, packaged in glass for optimum protection and exported around the world, this premium product stands on a long history of safety and efficacy. Lanolin, petrochemical and zinc free, this no-fuss product melts on contact with the skin to help soothe and protect. Gift with purchase available until 30 May.



**Stockist:** 03 94640888

**RRP:** \$16.95 25g, \$35.95 100g

**Website:** [www.aromababy.com.au](http://www.aromababy.com.au)

### Active Energy Face Cream by Nivea

Nivea Men **Active Energy Face Cream** is a moisturiser that helps improve the skin so it looks revitalised for the whole day. The fast-absorbing and non-sticky formula fights signs of tiredness, improves skin condition and instantly moisturises and revitalises the skin. Nivea Active Energy Face Cream brings a sense of freshness and energy that carries through while at the same time gives a lift to tired eyes and skin.



**Stockist:** 1800 103 023

**RRP:** \$14.15

**Website:** [www.niveamen.com.au](http://www.niveamen.com.au)

### Gentle Face Cleanser

Pharmacy Care **Gentle Face Cleanser** is a lightweight cleanser that also moisturises skin. The dermatologically tested formula is free from colour, fragrance, parabens and sodium lauryl sulphate (SLS). It is ideal for those with sensitive skin. Pharmacy Care Gentle Face Cleanser will restore youthful skin appeal by creating the appearance of a silky smooth hydrated effect without any unwanted lingering oily shine.



Avoid contact with eyes. For external use only. If product enters eyes rinse with clean water. If irritation occurs discontinue use.

**Stockist:** 1300 790 618

**RRP:** \$8.99

**Website:** [www.guardianpharmacies.com.au](http://www.guardianpharmacies.com.au)

### Trilogy Rosapene Radiance Serum

With a silky textured serum to hydrate, refresh and instantly smooth skin Trilogy's **Rosapene Radiance Serum** is formulated with a unique antioxidant complex Rosapene, a blend of rosehip oil and powerful antioxidants. This certified natural serum nourishes skin while helping protect against free radical damage. Sea algae helps boost skin radiance, while aloe vera maintains moisture balance and soothes for a smoother, glowing complexion. Tomato seed oil is rich in carotinoid antioxidants such as lycopene. It is also high in lipid antioxidants which plays a vital role in protecting the skin against oxidative stress.



**Stockist:** 1800 651 146

**RRP:** \$42.95

**Website:** [www.trilogyproducts.com/au](http://www.trilogyproducts.com/au)

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