

Today's issue of PD

Pharmacy Daily today has three pages of news plus a full page from Flo Rapid Relief.

Terry White tops Oct satisfaction stakes

THE Terry White brand has come out on top in the Oct monthly Consumer Satisfaction Awards compiled by Roy Morgan Research. The figures, based on a moving sample of 9,287 consumers between Nov 2016 and Oct 2017, saw My Chemist come in second place, followed by Discount Drug Stores, Priceline Pharmacy and then Chemist Warehouse.

Assisted dying passes

VICTORIA'S parliament has approved new assisted-dying laws which will make it the only state where voluntary euthanasia is legal. Pharmacists will be heavily involved in the implementation of the legislation, with a discussion paper suggesting lethal drugs would be supplied in a locked box. The current timetable would see the option become available in Jun 2019, with Vic Guild president Anthony Tassone saying the organisation is committed to supporting pharmacies which decide to take part - as well as those who choose not to supply the medication for assisted dying. The proposal does not stipulate which drugs will be used at this stage, with options including Nembutal which is not currently TGA-approved for human use.

Amgen details direct move

AMGEN says changes to the distribution model for its osteoporosis medication Prolia (PD yesterday) will include a range of commercial deals for all community pharmacies.

The controversial change will see distribution of Prolia managed by DHL effective from 01 Dec, rather than through the major wholesalers, with the company saying the new model "provides greater visibility of stock transport, allowing us to trace every batch to the individual pharmacy."

"DHL are offering the latest technology in cold chain delivery, and pharmacies will receive Prolia in a DHL cold chain box," the company said.

Amgen said it would provide guidance and support to community pharmacies over the coming weeks to ensure a smooth transition to the new Prolia distribution model.

"The efficiencies provided by this new model will enable Amgen to support community pharmacy through the provision of in-pharmacy customer programs, the first of which will be launching

NPS osteoarthritis tips

NPS MedicineWise, in an effort to reduce a purely medicines focus on management of osteoarthritis along with associated expensive imaging tests, is offering patients non-pharmacological solutions. Visit nps.org.au for details.

AMGEN

soon," a spokesperson told *Pharmacy Daily*.

Pharmacists play a key role in the management of patients with osteoporosis, Amgen said, with the company recognising community pharmacy as a key partner to improve patient engagement and compliance.

"We are committed to working with community pharmacy to increase the diagnosis and treatment of osteoporosis - a chronic condition that currently is largely undiagnosed," the spokesperson added.

Amgen's move to bypass wholesalers for Prolia distribution follows the recent switch by AstraZeneca, which this month started delivering nine high-cost medications to pharmacy, also in partnership with DHL.

Semenax warning

THE Therapeutic Goods Administration has found that a product labelled Semenax capsules contains the undeclared prescription-only substance Yohimbine - a drug mainly used in veterinary medicine to reverse the sedating effect of xylazine.

Also found in some dodgy dietary supplements, the TGA said the supply of Semenax capsules in Australia is illegal.

The organisation is working with the Australian Border Force to help stop future shipments of Semenax capsules from entering Australia.

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Winner of Product of the Year 2018
Foot Care category "Survey of 13,500 people by Nielsen."



TGA codeine training

HEALTH professionals dealing with chronic and acute pain management are being offered codeine up-scheduling workshops run by the Therapeutic Goods Administration (TGA) to ensure they have alternative strategies to use in preparation for 01 Feb and beyond.

The TGA said it is working in collaboration with Primary Health Networks and pain specialists to host a series of workshops, giving attendees the opportunity to engage with senior TGA representatives as well as leading specialists in acute and chronic pain management and addiction. Visit tga.gov.au for details.

FDA issues generic opioid guidance

THE US Food and Drug Administration has issued new guidance on the development of "generic abuse-deterrent opioids" as part of the ongoing battle against the US opioid crisis.

The FDA has so far approved ten opioids with abuse-deterrent formulations (ADF) intended to make crushing a tablet to snort or dissolving a capsule to inject, more difficult or less rewarding.

However the uptake of the new products has been slow, with key factors including price because the anti-abuse formulations are currently only available as brand-name products.

The new guidance aims to help speed the development of generic versions of ADF opioids.

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Cannabis medicines in SAS

AUSTRALIAN medicinal cannabis companies have been given notification from the Therapeutic Goods Administration that approved cannabis products will become available for doctors to prescribe on the Special Access Scheme (SAS) from late Feb 2018.

Listed company Medlab said the arrangement would apply to its NanaBis (cannabis CBD/THC pain product) and NanaBidal (cannabis CBD epileptic seizure product).

The new arrangement also gives Medlab the go-ahead to import "significantly larger annual volumes of cannabis" the company said in an ASX announcement.

In the meantime, the company is undertaking its first clinical trial of NanaBis shortly at Sydney's Royal North Shore Hospital under the supervision of Professor Stephen Clarke, medical oncologist,

palliative medicine specialist and Professor of Medicine at the University of Sydney.

The trial will see NanaBis administered to seriously ill oncology patients to assist pain management in place of opioids.

Medlab CEO Sean Hall said the support from the TGA and the medical community was pleasing.

"In pursuing a clinical trial route, we are seeking to make our medicines distinctive, giving medical practitioners, government and industry stakeholders such as the Australian Medical Association (AMA) confidence in prescribing for our products," Hall said.

"AMA president, Dr Michael Gannon in Mar this year was quoted as saying 'Show us the scientific evidence and doctors will prescribe it [cannabis]'," he added.

"The effect of the TGA changes enable Medlab a faster route to commercialisation of our research."

Medlab management projections forecast the annual commercial value of its allowable importation of cannabis material to be approximately A\$30m, or 12% of what is an estimated Australian market worth around \$250m.

UK ADE campaign

BRITAIN'S Medicines and Healthcare products Regulatory Agency (MHRA) has launched a social media campaign to promote reporting of suspected side effects from OTC medicines.

Part of an EU-wide awareness week, the campaign highlights potential side effects such as headaches, a sore stomach, flu-like symptoms or even 'feeling a bit off'.

"Reporting these can help regulators monitor medicines on the market and take action as appropriate," the MHRA said.

Regulators such as MHRA rely on the reporting of suspected side effects to make sure medicines on the market are acceptably safe.

"Unfortunately all reporting systems suffer from under-reporting - this is why our campaign is important to both raise awareness and help strengthen the system," the regulator said.

Pharmacist - Daylesford

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Guild rejigs consumer facing websites

THE

Pharmacy Guild has combined its 'Find a Pharmacy' website with the 'Ask Your Pharmacist' site, and relaunched the revamped portal to consumers.

The new website provides advice from pharmacists on common health issues, with the aim of educating consumers on the range of services available within community pharmacies.

It also helps them find specific pharmacies that offer the services they need.

Pharmacies are urged to ensure their details in MyGuild are up to date, as each pharmacy's details on the new site - such as opening hours, services and languages spoken - relies on the information in the MyGuild accounts.

The Guild will also shortly launch the next iteration of its *Ask Your Pharmacist* campaign, following on the success of the previous chapter which finished over a year ago.

This time the promotion will be exclusively digital, featuring a range of different ad styles including standard banners, articles and Instagram posts by Mamamia, blog posts and YouTube videos.

The campaign will run into early 2018 focusing on women aged 25-54, promoting asthma services, baby clinics, medication management and diabetes services.



Codral ads withdrawn

JOHNSON & Johnson Pacific has been ordered to not use the terms "flu" or "influenza" in an online advertisement for its Codral Cold & Flu products, after an anonymous complaint suggested the reference might encourage consumers to "self-diagnose and self-treat a serious ailment instead of seeing a doctor".

The ruling was made in late Sep by the Therapeutic Goods Advertising Complaints Resolution Panel, with the outcome made public this week.

The offending advertisement showed a pack shot along with a symptom guide which aimed to help consumers tell the difference between "a cold" and "flu".

J&J said it strongly believed the complaint to be "vexatious and mischievous," putting together a detailed argument urging that the complaint be treated as withdrawn.

The company asserted that "flu" was not a restricted representation, however the Committee found that previous advertisements had combined "cold and flu" together in contrast to this ad which clearly differentiated the conditions.

The Panel was satisfied that the words "flu" and "influenza" in the ad potentially referred to serious forms of the disease.

The advertisement also did not direct consumers to seek medical advice if they experience a high fever associated with flu.

The Panel told J&J to withdraw the advertisement and any representations found to have breached the Code including the terms "a flu", "flu" and "influenza".

Win with dreambaby

Each day this week Pharmacy Daily and Dreambaby® are giving readers the chance to win the Dreambaby® Premium Bath Seat.



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Dispensary Corner

TASMANIAN pharmacist Michael Meaney from Shearwater Amcal Max has expressed major misgivings at the evaluation methods employed by researchers from Public Health Wales and King's College London into the effects of various alcoholic beverages, as described in *Dispensary Corner* yesterday.

Meaney said the *BMJ Open* study had been somewhat beaten to the punch by none other than William Shakespeare, who more than 400 years ago published a commentary on the effects of alcohol on a man's love life in his play *Macbeth*.

"In it he commented on the fact that it increased his libido (it provokes the desire) and causes drowsiness (but it takes away the performance)," Meaney told *PD*.

Meaney said he was disappointed the authors of the latest article didn't go into the same detail with their research as Shakespeare - particularly in relation to urine and nose-painting.

"My, how academic standards have slipped over the years," he concluded.

SCIENTISTS from US beer firm Budweiser are boldly going where none have been before, by sending barley into space.

The researchers say seedlings of the key beer ingredient will head to the International Space Station early next month, staying in orbit for some time before returning back to earth for analysis.

The company said it was a small step towards Budweiser being the first beer on Mars, saying "we are excited to begin our research to brew beer for the red planet".

\$20k from Guild for Mirabel



YESTERDAY Victorian Health Minister Jill Hennessy handed over this gigantic novelty cheque to the Mirabel Foundation on behalf of the Victoria branch of the Pharmacy Guild of Australia.

The money was raised earlier this year at the Guild's annual Charity Gala Dinner, with the Mirabel Foundation dedicated to assisting families with the costs associated with providing children with educational support - in particular kids affected due to the drug use of their parents.

"It is delightful to see the Pharmacy Guild putting their hand out to support the Mirabel Foundation," Hennessy said.

"Pharmacists work to support the community every day, and this is a great sign of their generosity towards those who need support."

The gift was accepted by the Foundation's Jill Rowe, saying "at the end of the day it's about the community coming together to help those that are different and giving them a voice and making a

mighty difference in their lives".

A spokesperson for the Victorian branch of the Pharmacy Guild said the organisation firmly believes "the greatest gift we can provide a child in need is a good education," with the branch committed to continued support of Mirabel.

Benzac range boost

GALDERMA has announced the launch of Benzac Excess Oil Control as an extension to its range which the company says is the "number one acne brand in pharmacy".

Excess Oil Control is a clinically tested non-comedogenic all-day moisturiser specifically designed for oily to combination skin.

It provides an eight hour matt finish allowing for skin hydration while absorbing excess oil.

Galderma said Benzac Excess Oil Control also acts as a primer to prepare the skin for make-up or sunscreen "so teenagers can stop feeling self-conscious and let themselves shine, not their skin".

Breast cancer drug

A NEW licensing deal by Specialised Therapeutics will see Nerlynx (neratinib) available in Australia, NZ and South-East Asia for women with early stage HER2+ breast breast cancer.

The deal with US firm Puma Biotechnology will see the drug available to eligible women following standard-of-care adjuvant chemotherapy and a year of trastuzumab-based therapy.

Nerlynx is the first FDA-approved treatment for extended adjuvant therapy in early stage HER2+ breast cancer, with Specialised Therapeutics ceo Carlo Montagner saying it was a valuable inclusion to the firm's oncology portfolio.



Events Calendar

WELCOME to *Pharmacy Daily's* events calendar, opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

5-8 Dec: APSA-ASCEPT 2017 Joint Scientific Meeting; Brisbane Convention & Exhibition Centre; to register visit: www.asceptasm.com

3-10 Jan: Dental & Medical Ski Conference; Aspen, USA; for more info and to register see: www.cpdconferencing.com.au

16-18 Mar: Annual Therapeutic Update 2018; Fairmont Resort Blue Mountains; registrations opening soon: www.psa.org.au

3-6 May: APP 2018; Gold Coast Convention and Exhibition Centre; find out more and register at: www.appconference.com



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¹IMS Health Data, Dec 2016 ²The nasal decongestant effect of xylometazoline in the common cold. Eccles R et al. American Journal of Rhinology (2008) Vol 22 pp 491-496

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