



Today's issue of PD

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

Advertising forum

THE Australian Health Practitioner Regulation Agency and the Pharmacy Board of Australia have released a series of resources on responsible healthcare advertising, as outputs from a multi-profession stakeholder forum which took place in Melbourne on 09 Aug 2017.

See a full report along with videos of presenters and panel discussions covering compliance, consumers, the online landscape and more at pharmacyboard.gov.au.

Surgery antibiotics

MORE than half (60%) of antibiotics given to patients after surgery to prevent infections are prescribed inappropriately, usually because they are not required at all, a situation that may be contributing to the rise of antibiotic resistance, according to the Surgical National Antimicrobial Prescribing Survey (SNAPS).

The survey also shows over 43.4% of antibiotics given to patients before or during surgery to prevent post-operative infections fall short of good prescribing practice in at least one respect - namely that the drug is given at the wrong time.

The results were reported by the National Centre for Antimicrobial Stewardship and the Australian Commission on Safety and Quality in Health Care.

CLICK HERE for access.

Codeine switch ups Maxigesic

AFT Pharmaceuticals says it is expecting significant sales growth of its flagship product Maxigesic in Australia as a result of the Feb 2018 rescheduling of products containing codeine to prescription only.

Consumer market research has indicated to AFT that nearly half (40-47%) of codeine patients will switch to an OTC alternative analgesic, with the potential switch volume estimated to be 284 to 333

million tablets.

The company yesterday reported its results for the six months to 30 Sep, with operating revenues of \$36.6m, up 23% over the previous corresponding six month period.

The operating result improved by \$1.7 million but was still a \$6.7 million loss for the period.

Maxigesic is now being sold in 10 countries: Australia, Brunei, Israel, Italy, Malta, New Zealand, Serbia, Singapore, United Kingdom and United Arab Emirates.

The company also said that new out-licensing and distribution agreements for Maxigesic oral dose forms had been secured, increasing the number of countries where the product was licensed to 124, up from 110 in FY2017.

There are now 25 EU countries where the product is registered and the company said it intended to launch additional dose forms there as well as target licensing agreements in North America.

Healthpoint Digital has arrived

IN-STORE displays have evolved, with the traditional 'Healthpoint' now relaunching as Healthpoint Digital - taking to the market a digital media platform that promotes professional service programs.

Healthpoint Digital also offers an enhanced content management solution which aims to support pharmacies with the management of minor ailments.

The new platform allows pharmacists to provide a consistent minor ailment message directly to the consumer, which can be emailed and/or printed out in store.

Suppliers and service providers can also advertise via Healthpoint Digital to promote their products and services directly to consumers at the point of purchase.

Healthpoint Digital has already been deployed across 200 pharmacies, with more being added on a regular basis - for more info see **page three**.

\$5.3m raised for AD

LISTED biotech company Actinogen Medical has raised \$5.28m through a placement to investors, fully funding the completion of XanADu, Actinogen's Phase II trial of Xanamen in Alzheimer's disease (AD).

The study, approved by the FDA in Jan this year, will enrol 174 patients across the US, UK and Australia, with results expected by Jun 2019.

Sildenafil OTC in UK

AUTHORITIES in Britain have announced that erectile dysfunction drug Viagra (sildenafil) will be available over the counter with the advice of a pharmacist.

Viagra Connect (sildenafil 50mg) will be formally classified from a Prescription Only Medicine (POM) to a Pharmacy Medicine (P) making it available without prescription for use by men over 18 who have erectile dysfunction.

The UK Medicines and Healthcare products Regulatory Agency (MHRA) said the decision followed a "reassuring assessment of the safety of Viagra Connect" as well as a positive outcome from a public consultation earlier this year.

The medicine will be sold from pharmacies following a discussion with a pharmacist, who will "be able to determine whether treatment is appropriate for the patient," the MHRA said.

The agency said making Viagra more widely available would help direct men who might not otherwise seek help into the health system and away from the risks that come with buying medicines from websites operating illegally.

Viagra Connect will not be sold to those with severe cardiovascular disorders or certain other conditions, who must continue to be supervised by a doctor if taking the erectile dysfunction drug.

The MHRA said over the last five years its investigators had seized over £50m worth of counterfeit erectile dysfunction medicines.

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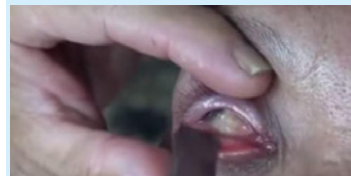
Dispensary Corner

A CHINESE barber is making headlines around the world after a video of his technique for shaving eyelids went viral on social media.

Xiong Gaowu performs "traditional eyelid shaves" (below) at his roadside location in Chengdu, with reports citing customers saying their eyes feel "refreshed" after the procedure.

According to a Chengdu ophthalmologist the technique may unblock sebaceous glands along the rim of the eyelid and thus help boost eye moisture.

As far as Mr Xiong goes, his advice for any prospective practitioners is "you should be gentle, very, very gentle".



FAST food definitely has a major image problem in Russia, where a politician has proposed labelling chains such as KFC and McDonald's as "foreign agents" which aim to damage the health of their customers.

Boris Chernyshov, 26, accused the American eateries of being "manipulative and non-transparent about their long term health effects" as well as contributing to the decline of Russia's own cuisine.

If Chernyshov's proposal succeeds, the fast food restaurants would be required to be part of a "foreign agent registry".

McDonald's has over 400 outlets across Russia, employing 35,000.

Codeine impact research

THE Australian Self-Medication Industry has highlighted a new study which is seeking participants to investigate the impact of the removal of over-the-counter codeine on 01 Feb 2018.

The research is being conducted by scientists from the University of Tasmania and the University of NSW, and will involve a web-based survey to follow patients over a 12-month period to explore the impact the new regulation on access to codeine has on their use of codeine-containing medicines, pain management, their mental and physical health, and their use of health providers such as GPs and pharmacies.

Regular consumers of codeine-containing medicines who are over 18, live in Australia and are not currently being treated for codeine dependence are invited to apply to take part in the study.

The online survey will be required to be completed four times over a 12 month period, and for the first survey participants have

the opportunity to win one of twenty \$100 vouchers, with a \$20 reimbursement for completing each of the other three surveys.

Participant details will be deidentified, and no individual data will be published, with more information on how to register and a brief screening survey now available at www.utas.edu.au.

\$2m for app study

MENTAL health charity The Black Dog Institute has been granted \$2.18 million to run a trial to evaluate whether mental health smartphone apps can help prevent depression in adolescents.

The so-called 'Future Proofing' trial, led by Professor Helen Christensen, will recruit 20,000 year seven students in 2019.

The trial will also look at other impacts of cognitive behavioural therapy-based apps including on anxiety, eating disorders, suicide risk, academic performance, sleep, physical health & drug & alcohol use.



Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

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www.cruiseweekly.com.au

Explore in Crystal luxury

CRYSTAL Cruises has launched a new collection of Asia-Pacific voyages aboard its upmarket *Crystal Serenity*, allowing cruisers to experience the region in comfort and convenience.

Itineraries range from six to 14 days in length and include a Far East Vistas getaway between Ho Chi Minh City and Singapore departing 22 Mar 2018, or the Pacific Sojourn Getaway which departs Honolulu, Hawaii for Sydney on 30 Jan 2018.

Prices for the shorter voyages start at US\$3,221 per person including a veranda stateroom - see your travel agent or call Crystal on 1300 059 260.

Arctic savings

AUSTRALIA'S Expedition Cruise Specialists is offering savings of up to \$6,600 per couple on a once-in-a-lifetime Arctic expedition, with a 13-day voyage from Murmansk in Russia aboard the nuclear ice-breaker *50 Years of Victory* including a full day at the North Pole.

2018 departures start at \$38,795 per person - for more information call 1800 90 20 80.

WIN WITH LE TAN

Each day this week Pharmacy Daily and Le Tan are giving away a prize pack of selected Le Tan Sunscreen and After Sun products.

The new Le Tan feel good sunscreen lotion is sweat resistant, four hours water resistant and won't run into your eyes. The new and improved formula contains hydrating ingredients such as coconut water to hydrate the skin while in the harsh Australian sun. Available in three SPF variants - 15, 30 and 50 SPF - and different size bottles. Also new is the Le Tan Cool it! After Sun range that contains three Aloe based products for instant cooling and hydration.

www.letan.com.au | Stockists - 1 400 650 981

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

How long is the sunscreen water resistant?

Congratulations to yesterday's winner, Siobhan Ruri from DoseAid.



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DIGITAL

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