

## Today's issue of PD

Pharmacy Daily today has three pages of news including our weekly **Health & Beauty** feature plus the **MIMS Monthly Update**.

## Cancer ad fines cut

**ADVERTISING** including claims a patient was successfully treated for cancer using Chinese medicine, were not significant enough to warrant an initial \$45,000 fine, a Sydney court has ruled.

NSW-based Chinese medicine practitioner, Qi Xin Chen, has been ordered to pay a fraction (\$7,200) of the fine imposed on him for false advertising, after appealing the severity of the punishment.

On 31 Oct 2018 Chen, who owns the Australian Natural Medicine Centre in Gladesville, NSW, was found to have published false misleading or deceptive articles on his company's websites about the treatment of cancer.

He was also found to have breached the Health Practitioner National Law by using testimonials in his advertising, which would have created an unreasonable expectation of beneficial treatment, including one testimonial claiming that a patient had been cured of cancer using Chinese medicine.

On 20 Nov, Chen filed a notice of appeal on the ground that the "penalty was too severe".

On 27 Mar, the District Court of NSW found the "unlawful use of testimonials was at the lower end of the scale and other unlawful advertising was mid-range or below".

## Budget 2019 pro pharmacy

**THE** Australian pharmacy sector has generally welcomed last night's Federal Budget, with a range of measures set to support the industry including an extension of the Administration, Handling and Infrastructure (AHI) fee.

\$215 million has been provided over three years from 2020-21 to provide additional remuneration to community pharmacies through increased AHI payments on all PBS scripts, which has been partly funded by reallocating money from Sixth Community Pharmacy Agreement professional programs.

The Budget also provided \$15 million over three years for additional Community Service Obligation payments to pharmacy wholesalers, as well as \$15 million in 2018-19 to promote quality use of medicines by patients through medication management programs in community pharmacy.

Pricing arrangements for high cost medicines will also be aligned between community pharmacy and hospital, while \$7.2 million has been provided for a "take home naloxone" program to help reduce deaths caused by opioids.

Pharmacy Guild of Australia National President, George Tambassis, also noted previous announcements about shortening the PBS payment cycles for pharmacies to help cashflow.

Measures to assist small businesses included increasing the instant asset write-off threshold to \$30,000 as well as expanding its accessibility to businesses turning over up to \$50 million.

## Cutting-edge blister pack dispensing robot for DAA's

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## Faster Nurofen

**RECKITT** Benckiser is launching a fast-acting ibuprofen-lysine formulation, Nurofen Quickzorb, this month.

The combination of ibuprofen and lysine has been shown to absorb into the bloodstream quicker than ibuprofen alone.

## DIRECT CHEMIST OUTLET

### Discount Chemist™

**Direct Chemist Outlet** honoured the top performer for 2018 awarded to DCO Reservoir, winning the annual DCO Pharmacy of the Year Award.

Finalists were selected based on their outstanding performance in achieving an exceptional store environment, retail program execution and a genuine care for their customers.

The pharmacy has also seen growth since implementing the full suite of DCO programs and services.

DCO Reservoir in particular has shown great innovation with the installation of their in-store 'Coffee Lab'.

**Congratulations to Direct Chemist Outlet Reservoir!**



## RENEWAL DUE

use your member login to get started

[www.pdl.org.au](http://www.pdl.org.au)



## Perx Health App Referral Program

Medication adherence made easier

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**GuildCare NG**



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## More pregnancy training needed

**PHARMACISTS'** efforts to improve pregnant women's medication adherence are falling short due to a lack of access to reliable information, a group of international academics believe.

The meta-analysis of 14 studies reporting on women's beliefs about medicines and adherence to pharmacotherapy during pregnancy published from 2000 onwards, found community pharmacists needed more training to improve adherence.

"Concerns about medication use and non-adherence are widespread among pregnant women," the authors said.

"Women are more reluctant to use medicines during pregnancy and tend to overestimate the teratogenic risk of medicines.

"Risk perception varies with type of medicine, level of health literacy, education level and occupation.

Furthermore, low medication adherence during pregnancy is common, the paper concluded.

"Finally, limited evidence showed

current community pharmacists' counselling is insufficient. Barriers hindering pharmacists are insufficient knowledge and limited access to reliable information.

"Further education, training and research are required to support community pharmacists in fulfilling all the opportunities they have when counselling pregnant women."

## Perx Health ramps up

**PERX** Health and GuildLink are expanding their patient medication management program.

Launched in 2018, the Perx program is offered to patients living with Parkinson's Disease and provides free access to the Perx medication adherence app via Guildcare NG pharmacies.

The program has now expanded to include patients living with hypertension as well as transplant recipients taking specific medications.

Click on the Perx Health App advertisement on **page one**.

## The eyes have it for Galderma



**YESTERDAY** Galderma hosted an event in Sydney to launch a new cosmetic surgery concept called WiF-EYE, based on the potential environmental factors such as digital screen use and exposure to blue light may contribute to the development of fine lines and wrinkles around the eyes.

Presenter Dr Juliana Sarubi (pictured) gave some background, with Galderma noting that its Dysport (clostridium botulinum type A toxin) is now available for the treatment of lateral canthal lines (crow's feet) in Australia.

"The periorbital area, consisting of the eyelids and surrounding areas, is one of the first areas to show signs of ageing," the company said, often due to repetitive contraction of the muscles around the eye area.

"Emerging concepts like WiF-EYE help us to investigate environmental factors that may contribute to premature ageing," Sarubi noted.

This year 580,000 anti-wrinkle procedures are expected to be carried out in Australia, up 30% over the last four years.

## Advantage winners

**WINNERS** of the \$100 to spend in store in the Advantage loyalty competition came from Advantage Pharmacy Lobethal, Claremont Plaza Advantage, Convenient Chemist Wollongong, Craignish Pharmacy, Howles Pharmacy, Lang Lang Pharmacy, Lowood Advantage, Melton Pharmacy Superstore, Pharmacy 360 Black Rock and Woolgoolga Coastal Chemist.

## Win with PURE Papaya

Everyday this week Pharmacy Daily and PURE Papaya are giving away a



prize pack valued at \$48.95.

100% Natural skin care range perfect for use by the whole family. PURE range includes Vapour Balm (Chest rub), Papaya Ointment (ultra-rich multi use skin food), Papaya Renew (Scars & Stretch marks), Papaya Lips (lip balm to nourish & protect). Visit [Purepapayacare.com.au](http://Purepapayacare.com.au) to find out more.

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

**Why is PURE Papaya Ointment effective for irritated skin?**

Congratulations to yesterday's winner, Bec Higgins.

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## Dispensary Corner

**IN THE** pharmacy business, most would assume sales of medicines and other healthcare products would cover the rent.

However, one Irish pharmacy has turned to crowdfunding service, Patreon, to raise the cash required to keep its doors open.

Established in 1853, with an interior to match, Sweney's Pharmacy is a Dublin institution, featured in James Joyce's epic *Ulysses*, due to the famous lemon-scented soap made by the proprietors for generations.



Over the past 10 years the pharmacy (pictured) has transitioned from an active dispensary into a volunteer-run museum of pharmacy, attracting visitors from around the world.

While the store hasn't dispensed in a decade, the pharmacy was able to keep the landlord from the door through a combination of sales of the lemon soap and donations from visitors.

However, last Jul rent for the 11ft by 14ft pharmacy doubled to €1,500 (\$2365) a month, forcing the volunteers to come up with some creative solutions to ensure the doors stay open.

## Health, Beauty and New Products

### New MediChoice Inhaler

Nova Pharmaceuticals brings its new **MediChoice Inhaler** to market with special introductory deals via Clear Sales Australia. This inhaler provides fast and temporary relief from nasal congestions, making breathing feel clear and cool. Packed in a convenient shelf spray of six, MediChoice Inhaler is the only alternative to the originator. Offering high pharmacy margins, and lower cost to your customers, MediChoice is the right choice this season. Available through DHL and API now.



**Stockist:** Clear Sales 1800 640 043

**RRP:** \$6.49

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

### Toothbrush Set: 3-Stage

The Dreambaby **3-stage Baby Gum and Tooth Care Toothbrush Set** suits babies who are teething. The three stage system follows dental development and ensures comfort in your little one's mouth. Stage 1 brush: Soft rubber to gently massage sore or tender gums. Stage 2 brush: Very gentle rubber spikes, great for cleaning and massaging cavities, gums, tooth rim and growing baby teeth. Stage 3 brush: Soft bristles for developing teeth, ensuring comfort and great oral hygiene. The set is available in pink (pictured) and blue.



**Stockist:** 02 9386 4000

**RRP:** \$9.95

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

### Cheeki Stainless Steel Straws

Choose reusable Cheeki **Stainless Steel Straws** that don't 'suck' for the environment. These stainless steel straws have been designed to last a lifetime and feature a rounded mouthpiece with no sharp edges for the safest of sips. Keep a set of reusable straws in your bag or car and you'll never need to resort to the single-use

kind again. Available in a variety of packs, straight and bent options in gorgeous metallic shades – silver, gold, black & rose gold. All straw packs come with a cleaning brush and the set of four straws also includes a fabric storage bag.

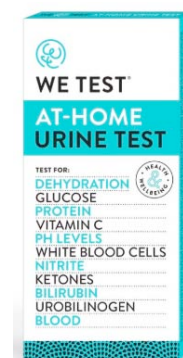
**Stockist:** 02 9981 1000

**RRP:** \$12.95 - \$24.95

**Website:** [www.cheeki.net.au](http://www.cheeki.net.au)

### We Test: At-Home Urine Test

Test your urine for 11 different parameters in the privacy of your own home with We Test's **At-Home Urine Test for Health**. Instant results. A urine test for your health & wellbeing. Each test strip tests for 11 different parameters. Each parameter tests for different substances in the body. The colours on the strip change based on your urine: test for dehydration, glucose, protein, vitamin C, pH levels, white blood cells, nitrite, ketones, bilirubin, urobilinogen and blood. Always read the label; use only as directed; if symptoms persist see your doctor.



**Stockist:** Major wholesalers

**RRP:** \$19.99

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



## New Products

- **Telotristat ethyl (as telotristat etiprate) (Xermelo)** and its active metabolite (telotristat) are inhibitors of L-tryptophan hydroxylases (TPH1 and TPH2), the rate limiting steps in serotonin biosynthesis. Serotonin regulates secretion, motility, inflammation and sensation of the gastrointestinal tract, and is over secreted in patients with carcinoid syndrome. Through inhibition of peripheral TPH1, telotristat reduces the production of serotonin, thus alleviating symptoms associated with carcinoid syndrome. Xermelo is indicated for the treatment of carcinoid syndrome diarrhoea in combination with somatostatin analog (SSA) therapy in adults inadequately controlled by SSA therapy. Xermelo tablets contain telotristat ethyl (as telotristat etiprate) 250 mg in a pack size of 90.

## New Indications

- **Mepolizumab (rch) (Nucala)** is now indicated as an add-on treatment for relapsing or refractory eosinophilic granulomatosis with polyangiitis (EGPA) in adults aged  $\geq 18$  years.
- **Morphine sulfate pentahydrate (Kapanol 10 mg, 20 mg)** is now indicated for the symptomatic reduction of chronic breathlessness in the palliative care of patients with distressing breathlessness due to severe chronic obstructive pulmonary disease (COPD), cardiac failure, malignancy or other cause. Kapanol should only be used after treatments for the underlying cause(s) of the breathlessness have been optimised and non-pharmacological treatments are not effective. Treatment with Kapanol in this setting should only be initiated by a specialist knowledgeable in its use.
- **Tofacitinib (Xeljanz)** is now indicated for the treatment of adults with moderately to severely active ulcerative colitis (UC) who have had an inadequate response, lost response, or were intolerant to either conventional therapy or a biological therapy. Therapy with Xeljanz should be initiated and monitored by a specialist physician with expertise in the management of conditions for which Xeljanz is indicated (e.g. gastroenterologist).

## New Contraindications

- **Amoxicillin (trihydrate)/clarithromycin/esomeprazole (magnesium trihydrate) (Nexium Hp7)** contains clarithromycin, which is contraindicated with concurrent domperidone, hypokalaemia (risk of QT-time prolongation), severe hepatic failure in combination with renal impairment.
- **Hylan G-F 20 (Synvisc, Synvisc-One)** should not be used in patients with known hypersensitivity (allergy) to hyaluronan (sodium hyaluronate) preparations.
- **Saxagliptin (hydrochloride)/metformin hydrochloride (Kombiglyze XR)** is now contraindicated with acute or chronic metabolic acidosis, including lactic acidosis, with or without coma.

*This list is a summary of only some of the changes that have occurred over the last month.  
Before prescribing, always refer to the full product information.*