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## Zoono's Midas touch

**ASX-LISTED** New Zealand-based biotech company Zoono Group has signed an agreement with German pharmaceutical and healthcare company Midas Pharma GmbH for sales and distribution in the EU and selected global markets.

The agreement is the culmination of six months' work on behalf of both parties, the company said.

Zoono manufactures a range of “scientifically-validated and environmentally friendly” antimicrobial sprays, wipes & foams.

## NPSA upholds CSO standards

**DISTRIBUTING** the full range of PBS products to anywhere in Australia and generally within 24 hours, is the key deliverable for the Community Services Agreement (CSO) and needs to be valued, says the National Pharmaceutical Services Association (NPSA).

NPSA Chairman Mark Hooper said the organisation “echoes recent sentiments expressed by Medicines Australia in relation to creating unity across the healthcare sector to ensure that the system remains on stable footing, however has warned of undervaluing the role of CSO wholesalers”.

Based on studies commissioned by the NPSA, in Australia wholesale distribution costs, including the cost of the CSO, account for just 6.5% of the total PBS spend and 80% of products are distributed for less than the cost of a postage stamp.

“Australia has a world-class healthcare system and a key part of this is the National Medicines Policy, which functions to ensure that everyone in the country can have affordable and timely access to medicines,” Hooper said.

“NPSA members play a critical role in this by upholding the standards of the CSO, a large part of which is the requirement to be able to deliver the full range of PBS products to anywhere in Australia

and generally within 24 hours.

“The ongoing sustainability of this system, which has provided substantial benefits for patients, pharmacists and government since its introduction in 2006, relies however, on mutual support across the sector.”

Hooper expressed the organisation's concern around exclusive-direct distribution arrangements, which have been shown to “undermine patient access and add unnecessary complexity for pharmacists”.

NPSA called upon politicians of all persuasions to protect the principles of the National Medicines Policy.

## Advert complaints

**THE** Therapeutic Goods Administration (TGA) has called for health professionals and consumers alike to alert them to advertisements that don't meet the requirements of the Therapeutic Goods Advertising Code.

The TGA says it takes action on all complaints and recently took action against a company advertising a product that claimed to cure cancer.

Vulnerable people have the most to lose with the possibility that they may forego evidence-based treatments for fake fix-all snake-oil type products.

The TGA reminds consumers that any product claiming to be 100% effective or to have zero risks across a range of disease states is bound to be fake.

Further, claims relating to cancer, heart disease, mental illness or poisoning are not allowed, nor are any claims that exploit fear if not used, or sound too good to be true - as always, they probably are.

Visit [tga.gov.au](http://tga.gov.au) for more.

## Apple Watch spots AF

**DATA** presented at the American College of Cardiology (ACC) annual meeting indicate that the Apple Watch was able to spot atrial fibrillation (AF) in certain wearers.

Almost 420,000 people were involved in the research with 2,161 or 0.5% being alerted to irregular heartbeat patterns.

The Apple Heart Study consisted of volunteers with an Apple Watch and a compatible iPhone who self-enrolled and pursued irregularities with a study doctor.



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## E-cigarette study

**TOBACCO** giant Philip Morris International last week released the results of new e-cigarette research at the 58th Annual Society of Toxicology Meeting in the USA.

The as yet unpublished six month study demonstrated that e-cigarette vapours with and without nicotine had a significantly lower risk of cardiovascular disease than cigarette smoke.

## SIGN UP FOR 2019 AFL FOOTY TIPPING

Tipping is back for 2019 with the top tipper from each code winning a \$1,000 gift card from GuildDigital.



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## Dispensary Corner

**FORGET** using DNA to develop precision drugs - a Japanese company is set to deploy genetic testing technology to produce personally customised meals.

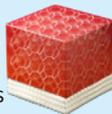
A new Tokyo eatery called "Sushi Singularity" is set to launch next year, courtesy of Open Meals, a food tech-focused startup which launched 3D printed sushi at a festival in the US last year.

The project envisions customers searching and uploading data to a digital food platform connected to a robotic arm which 3D prints pixel cubes made from edible gel.

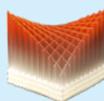
Biological samples - most likely from saliva and urine - will be used to create sushi that exactly meets the nutritional requirements of each individual customer, the company said, promising that "sushi combined with biometrics will enable hyper-personalisation based on biometric and genomic data".

As a side benefit, customers will also receive a genetic health check, the company promised.

The restaurant's website is already live, showcasing some of the conceptual models which will be used to



create menu items, such as "cell cultured tuna", "negative stiffness honeycomb octopus", "anisotropic steamed shrimp", "oze tick kappa roll", "micro pillar saltwater eel",



"powdered sintered sea urchin" and "Hirayama Castle squid castle" - see [open-meals.com](http://open-meals.com).



## PBAC summaries

**THE** Pharmaceutical Benefits Advisory Committee (PBAC) has published its Public Summary Documents arising from the Nov 2018 PBAC meeting.

A total of 48 changes to listings including indication extensions and new additions were recommended. Visit [pbs.gov.au](http://pbs.gov.au) for details.

## Ramsay aims high

**AUSTRALIAN-LISTED** hospital healthcare provider Ramsay Health Care (RHC) has announced its intention to become the largest healthcare provider in Europe in a presentation for UK investors delivered late last week.

Presently operating in six European countries, RHC said it will continue to record sustainable and diversified growth, increasing competitiveness.

Ramsay CEO Pascal Roché said the company was intent on creating value aiming at a joint result of €3.8b in sales while creating an attractive workplace for doctors, pharmacists, other healthcare professionals and employees.

## CO poisoning device

**THE** US Food and Drug Administration has approved the marketing of ClearMate, a new device intended to be used to treat patients suffering from carbon monoxide poisoning.

ClearMate, which consists of a gas mixer, valves, meters, breathing circuits, an oxygen reservoir, a mask and hoses, uses a novel method for quickly removing CO from the body, working to increase a patient's rate of breathing.

Hospital emergency rooms are expected to be the main setting where ClearMate is used.

## Vit D testing still valid

**RECENT** efforts by health authorities in Australia to restrict testing for levels of vitamin D in patients has been described as a "blunt instrument" in a research article by University of Adelaide authors Dr David Gonzalez-Chica and Professor Nigel Stocks.

Taking data from the National Prescribing Service MedicineInsight database, the authors concluded that even though the measures taken to restrict vitamin D testing in 2014 have almost halved its frequency, the measure had "also lessened the frequency of testing among those at higher risk of deficiency, with only a small improvement in vitamin D deficiency detection".

The study investigated 1.5 million 'active' patients aged 18+ years in the primary care setting - [bmj.com](http://bmj.com).



Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is

**Amit Saha, Pharmacist & Technical Manager at Dermal Therapy.**



## Foot odour control

**A PAIR** of feet has approximately 250,000 sweat glands. Quite a high number in proportion to other parts of the body, and they subsequently produce large amounts of sweat. The common misconception is that sweat causes odour.

Sweat itself is odourless, but it creates a beneficial environment for certain bacteria to grow. These bacteria are naturally present on our skin, but when the feet are trapped in an enclosed environment e.g. shoes and socks for hours on end, excess moisture creates excess bacteria that feed on sweat and dead skin cells, resulting in foot odour.

While very common, having foot odour can be embarrassing. Some tips to try and prevent / avoid foot odour are to wash your feet daily morning and night with an antibacterial soap, avoid synthetic socks that don't allow the feet to breathe and then change these socks regularly.

Another solution is to use a foot odour control spray. There are many different options on the market, but health professionals should recommend a solution that eliminates the bacteria originally causing the foot odour, slows the perspiration rate and absorbs this excess foot moisture throughout the duration of the day and night if necessary.

These simple steps will go a long way to solving most foot odour issues.

## Win with BetterYou

This week Pharmacy Daily & BetterYou are giving away each day a prize pack including the BetterYou™ B12 Boost Oral Vitamin Spray and the BetterYou™ Magnesium Flakes 250g valued at over \$40.

Support your energy levels and maintain brain health with the BetterYou™ Vitamin B12 Oral Spray. Specially formulated to be ingested via the inside of your cheek, by bypassing your digestive system. BetterYou™ Magnesium Flakes offer pure relaxation and rejuvenation with a highly concentrated form of 100% natural magnesium chloride (47%). Soaking in a hot bath helps to relax and ease sore muscles and stiffness whilst give your skin a hydrating and soothing treat. For more info see [www.betteryou.com.au](http://www.betteryou.com.au).



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

How do you use the BetterYou™ Oral Vitamin Sprays?

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