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Student of the Year

THE Pharmaceutical Society of Australia has named Megan Coleman of Charles Sturt University as the Alphapharm 2012 NSW Pharmacy Student of the Year (PSOTY).

The announcement follows the NSW final of the Pharmacy Student of the Year counselling competition which was held at last weekend's CPExpo, with Coleman beating out two other state finalists: Kate Blanch, University of Newcastle; and Rebecca Mackay, University of Sydney, for the top spot.

“The judging panel was very impressed by the skills and abilities of these students and their passion for their profession,” said PSA President Grant Kardachi.

Coleman will now go on to compete in the PSOTY national final to be held at PAC 2012 in Melbourne from 18-21 October.

EMA boosts transparency

THE European Medicines Agency has entered a new era of greater transparency, by commencing the publication of suspected side effect reports for medicines authorised in the European Economic Area on a new website: www.adrreports.eu.

“A side effect includes side effects arising from use of a medicine within the terms of the marketing authorisation as well as from use outside the terms of the marketing authorisation, including overdose, misuse, abuse and medication errors, and those associated with occupational exposure,” the EMA said.

The reports come from the EU medicines safety database, EudraVigilance, and are one of the ways in which the EMA monitors the ongoing risk vs reward of medicines.

The first round of publications

were released online this week, and relate to around 650 medicines and active substances, with each drug sporting a single report which pulls together the total number of individual suspected side effect reports submitted to EudraVigilance by Member States and marketing authorisation holders.

According to the EMA, the data can be viewed by age group, sex, type of suspected side effect and by outcome.

“Suspected side effects may not be related to or caused by the medicine, and as a result, the published information cannot be used to determine the likelihood of experiencing a side effect or as an indication that a medicine is harmful,” the EMA said.

Abstracts extended

THE deadline for abstracts for poster and oral presentations from researchers and practitioners working in pharmacy practice and pharmaceutical science for PAC12 has been extended to 01 July 2012.

The change, according to the PSA, is due to an overwhelming response.

The Congress Organising Committee is currently seeking submissions addressing pharmacy research and practice pearl, see www.psa.org.au/pac.

Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

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

03 Jun: Guild Primary Care Workshop, 10am-3.30pm, Port Macquarie - guild.clinical@nsw.guild.org.au.

16 Jun: Stroke Prevention in Atrial Fibrillation workshop, 1.30pm-5pm, Crowne Plaza, Pelican Waters, Qld; educationqld@psa.org.au.

15-17 Jun: Guild Pharmacy Academy Convention and Exhibition, Darling Harbour - guildpharmacyacademy-nce.com.au.

15 Jul: Primary Health Care Workshop, 10am-3.30pm, Wollongong, NSW guild.clinical@nsw.guild.org.au.

03-06 Aug: Australian College of Pharmacy Annual Conference, Hilton Hotel Brisbane - details 02 6163 6700.

11-15 Aug: Medici Capital Pharmacy Snow Business 2012, Mt Buller Vic - details at www.medicic.com.au.

19-21 Oct: PSA Pharmacy Australia Congress, Melbourne Convention Exhibition Centre - www.psa.org.au/pac.

01-04 Nov: SHPA 38th annual conference - Medicines Management 2012, Canberra - mm2012shpa.com.

Guild Pharmacy Academy National Convention & Exhibition

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Bayer shows its support for Australian Variety



YESTERDAY Bayer showed its support for the children's charity Variety by attending the Dine for Kids Norwest lunch and auction.

Speaking to *PD* at the event, Bayer's Adrian Dolahenty said “Bayer believes that it is a truly fantastic cause, because it supports the families that have children with disabilities and we've seen what that has resulted in”.

Speaking at the event, Variety's Peter Hebbes told attendees that the charity gives away \$1 million a month on a national basis.

“That's a lot of fundraising and a lot of fundraisers working hard,” he said. Pictured above is Karen Ledbury from *The Morning Show* who was the event MC and Bayer's Adrian Dolahenty.



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Cabot competition

TODAY *Pharmacy Daily* has partnered with Cabot Health to give readers the chance to win one of five gift packs, including Livatone Shots 60s (valued at \$35) and Dr Sandra Cabot's book *Fatty Liver- You Can Reverse It* (valued at \$24.95).

The Livatone Shots are a once a day high strength liver detox formula made using St Mary's thistle, taurine and selenium to assist with quick liver detoxification; whilst Dr Cabot's book explains how to reverse fatty liver and restore health.

The first five people to answer the following question correctly will win- True or False: Cabot Health Livatone Shots are a one-a-day formula to help to protect liver cells from toxic substances and assist with detoxification.

For help with the answer visit www.cabothhealth.com.au.

Send your answers to comp@pharmacydaily.com.au.

Preventing disease

PHARMACISTS and healthcare professionals now have access to a new Guide to Preventing Chronic Disease for Aboriginal and Torres Strait Islanders.

Launched this week, the Guide provides up-to-date evidence to help deliver best practice in preventive health care for Aboriginal and Torres Strait Islander people, as well as a summary chart of preventive health care activities to be undertaken at each age group across the course of a person's life.

According to the Department of Health, the Government is contributing \$86,000 to promote uptake and effective use of the Guide national through workshops.

Lilly in Shanghai

ELI Lilly has this week officially opened its Lilly China Research and Development Center in Shanghai.

The Centre's goal is to discover innovative diabetes medicines with novel mechanisms of action that can be tailored specifically for the Chinese population to delay the progression of the disease.

Guild & Boehringer partner

BOEHRINGER Ingelheim and GuildCare have partnered to deliver Australian pharmacists with a range of new Compliance and New-to-Therapy programs, designed to help patients prescribed Micardia or Twynsta.

"When selecting partnerships, the primary consideration is whether the two parties working together can unite to provide better health outcomes as opposed to working alone, and we believe these programs pass that test admirably," said Ross Gallagher, CEO, GuildLink.

"These modules will add to the increasing range of GuildCare Programs provided to pharmacies to help them to power the better use of medicines," he added.

The Compliance and New-To-Therapy software Programs are designed to help identify and alert pharmacists (at the point of dispensing) of patients who have been prescribed Micardis or Twynsta.

The program then prompts the pharmacist to document their patient interaction, following a structured reporting format, after

which the program will create a handout for the patient.

Pharmacies who use the system will receive a patient service fee from Boehringer.

"The Compliance and New-To-Therapy programs ensure the patient receives advice on the quality use of medicines if they are prescribed the medication for the first time, or to monitor compliance each time the patient submits a prescription," said Boehringer Ingelheim's Business Unit Manager, Peter Davis.

"It has long been recognised that the pharmacist is a trusted source of health advice in their local community and it is good to know our products are being dispensed with supporting advice from a trained healthcare professional," he added.

When it becomes available, the new software will automatically be enabled in pharmacies which have purchased the GuildCare Programs, and for those that have not, more information about the system is available by calling 1300 647 492.



DISPENSARY CORNER

NOT your average contact lens. Hollywood special effects whiz, Kevin Carter, has released a range of unusual contact lenses for those seeking something a little different.

Almost as good as change of hair colour, or a holiday, the coloured contact lenses each take Carter two days to dye, and are made up of 55% water with a fixed clear centre which allows their wearers to see.

The lenses however do not come cheap, at around \$600 a pair, but they can make wearers look literally out of this world.



HOLY alcohol?

A strange new sweet treat has hit the market, from the makers of human breast milk icecream, called Vice Lolly.

The lollypop is green, shaped like a gun, and is 80% made from the super strength alcohol, absinthe, mixed with three parts holy water from Lourdes.

The lollypop costs around \$30 a piece from The Icecreamists in London's Covent Garden.

"I have a source in France that bought the holy water for me in plastic bottles," said Vice Lolly creator, Matt O'Connor.

"After it was shipped over I spent a lot of time tasting it with absinthe and sugar to get the taste and balance just right.

"It tastes alcoholic with a touch of sweetness.

"After about three of these the average drinker would certainly be feeling the effects," he said.



WIN A PURE THERAPY PRIZE PACK



This week **Pharmacy Daily** has teamed up with **Purist** and is giving five lucky readers the chance to win a Pure Therapy prize pack (pictured to the left), valued at \$87.75.

Pure Therapy by Purist®, the range formulated for severely dry and sensitive skin prone to Eczema, Psoriasis and Dermatitis has expanded to offer a number of facial skin care products as well as an extension to its existing body and hair care range. The new products are now available in pharmacies and health food stores nationally. Selected winners will receive the latest products from the Pure Therapy by Purist range.

For your chance to win this great prize pack, simply be the first person to send in the correct answer to the question below.

What are Pure Therapy products free from?

Email your answer to: comp@pharmacydaily.com.au

Congratulations to yesterday's lucky winner, **Sandy Tran** from **Bankstown Hospital**.