



Dispensary Corner

THE information wonderland that is social media has produced a new so-called health trend - drinking your own urine.

Several groups on Facebook with tens of thousands of followers advocate that drinking your own pee can help with a range of medical ailments such as improving cardiac health, preventing hair loss, reverse ageing and eliminating acne.

Perhaps most disturbingly, some groups encourage users to brush their teeth with urine in order to get rid of mouth toxins.

Apart from being completely deluded, surely that can't help with keeping your teeth at their whitest can it?



AND while we're on the topic of unfortunate technologically-driven obsessions, new figures released in Britain have confirmed that the "Fortnite" online computer game is being blamed for one in 20 UK divorces.

The report by Divorce Online included an analysis of divorce petitions filed during 2017 and found a total of 200 - or about 5% - cited Fortnite as a reason for the couples separating.

The compulsive multiplayer game is widely available, and while it is free to download it allows "in-play purchases" which bring in about US\$300m a month for its developer, Epic Games.

MM2018 video

THE Society of Hospital Pharmacists of Australia has released a video wrap-up of its recent Medicines Management 2018 conference.

The 44th SHPA National Conference took place in Nov at the Brisbane Convention and Exhibition Centre with more than 1,300 delegates attending the four day event.

This year's event is scheduled for 14-16 Nov 2019 on the Gold Coast - view the MM2018 video online at pharmacydaily.com.au/videos.

TGA digital webinar

THE Therapeutic Goods Administration will next month host a webinar about its role in regulating digital health products.

The interactive session on 07 Feb will allow participants to pose questions after the presentation, which is being targeted at those who are designing or manufacturing digital health products and are unsure if they are regulated by the TGA.

Registrations can be made online at www.tga.gov.au.

No-deal Brexit plan

BRITAIN'S Medicines and Healthcare products Regulatory Agency (MHRA) has issued updated guidance setting out proposed arrangements for regulation of medicines in the event of a "no-deal" Brexit.

The UK is leaving the European Union on 29 Mar 2019, with the government continuing to focus on delivering the deal which has been negotiated with the EU.

However preparations for all scenarios are also under way, and in the event a deal is not finalised the new guidance specifies a range of key arrangements.

These include automatically converting Centrally Authorised Products (CAPs) to UK Marketing Authorisations, a process known as "grandfathering".

The MHRA will also undertake targeted assessment of new applications for products containing new active substances or biosimilars which have received a positive outcome from the European Medicines Agency.

Free scientific advice will be provided for UK-based small and medium enterprises, including for orphan medicines, and the plan also provides for a period until the end of 2021 to amend packaging and leaflets for items already on the market in Britain.

Prescriptions issued in EU countries will continue to be recognised, and parallel imports will be allowed for products holding an EU marketing authorisation.



Welcome to Pharmacy Daily's weekly comment feature.

This week's contributor is **Sally Benedek**, Pharmacist, Diabetes Consultant & Trainer and Professional Services Account Manager at instigo Pharmacy Consulting.



The Impact of Language in Diabetes Care

LANGUAGE and the way healthcare professionals use language is powerful in affecting motivation, behaviour and outcomes, especially in patients living with diabetes. Diabetes is a complex condition and the "diabetes dialect" is often unintentionally negative which can have negative impacts on the person managing their condition. However, using positive and encouraging words can build relationships to enhance health outcomes and improve mental wellbeing.

An example is to use "condition" instead of "disease" which has negative undertones and is often used to describe an illness that can be contagious and incapacitating. Using "condition" is less stigmatising. Another example is to use "check" or "monitor" instead of "test". People with diabetes "check" or "monitor" their blood glucose to steer their decision making. It is not a pass or fail. One of the most common errors is using "diabetic" which defines the person by their condition. The more preferred phrase is "a person living with diabetes".

Using language that is non-judgemental, free from stigma, respectful and person-centred will change the way people feel and foster collaboration between patients and their healthcare professional. The most important thing is to listen to your patient and be considerate about the words you choose to build a trusting relationship with your patients and enhance their ability to manage their diabetes.

Win with Dermal Therapy

Everyday this week Pharmacy Daily and Dermal Therapy are giving away a selection of the pictured products to the value of \$45.



Dermal Therapy™ Medicated Lip Balm is formulated with a synergistic

blend of ingredients designed to hydrate and soften severely dry lips, keeping them smooth and healthy looking. With visible results in 1 day, Dermal Therapy lip balm may assist dry and chapped lips associated with cheilitis, and is specifically recommended by dermatologists for patients on severe acne oral medications. Visit www.dermaltherapy.com.au to find out more.

To win, be the first from NSW or ACT to send the correct answer to the question to comp@pharmacydaily.com.au

True or False? Dermal Therapy Medicated Lip Balm is recommended by dermatologists for patients on severe oral acne medication?

Check here tomorrow for today's winner.