

# MIMS MATTERS

Spring Edition 2011

## In this issue

- p1. TGA Transparency Review
- p2. Drug Interactions with Smoking
- p3. iMIMS Enterprise Accounts
- p4. MO Medical Calculator App
- p4. ConPharm
- p5. The Difference Between Linking and Integration
- p5. myDr Patient Leaflets are Back
- p6. myDr Website - With a New Look and Feel
- p7. MIMS Online - How much do you know?
- p8. Staff Profile
- p8. Conference Dates - July - October 2011

## TGA Transparency Review

The recent review of the TGA in terms of whether the TGA provides the public with sufficient information about its activities and about the therapeutic goods that it regulates was conducted over seven months by a Panel representing a range of interests and holding a diversity of views.

The Panel consulted widely and reported twenty-one recommendations. The Panel observed that, 'in order to maintain confidence in the regulatory system and ensure that products beneficial to the Australian community continue to be made available by sponsors, the performance of the TGA's regulatory functions must be objective, consistent and timely. It is also essential that the TGA's independence from sponsors and fairness in decision-making be reinforced by openness in its dealings'.

Of particular interest to MIMS are two recommendations that were requested through our submission to the Panel.

*Recommendation 7 – The TGA implement mechanisms to educate and inform the public that listed medicines are not evaluated for effectiveness by the TGA prior to market*

At MIMS we know that many healthcare professionals are unaware of the differences in the listing status. We will assist with the process of making this information more obvious to clinical staff through our MIMS products as well as include it in our consumer information provided on popular [www.mydr.com](http://www.mydr.com) consumer health site.

*Recommendation 17 – The TGA explore mechanisms to maintain the currency of Consumer Medicines Information (CMI) and Approved Product Information (PI).*

The Panel reported that there were strong views in the submissions that CMIs and PIs are not updated on a regular cycle. The recommendation is to 'explore mechanisms' rather than 'implement mechanisms' which is disappointing to many who would have preferred to see a stronger recommendation. It was agreed that the stakeholders affected would be consulted appropriately and the practicalities of implementing these measures will be investigated.

The full report can be found at <http://agencysearch.australia.gov.au/search/search.cgi?query=Review+to+improve+the+transparency+of+the+&collection=agencies&profile=tga>





# eMIMS

We are working on a new advertising campaign for eMIMS so keep your eyes open for some great new ads.

eMIMS has been on the market for years and was the first electronic product MIMS produced. Used by many different healthcare professionals, everyone has their favourite content and way of accessing the information that helps them in their daily work.

Many of you have helped by completing surveys over the years and you may be interested in some of things we have learnt from you in that time:

- When asked which areas of eMIMS you access the most people tell us they use the PIs, CMI and drug to drug interactions the most frequently. The Disease Index is used by the majority of users
- It is clear eMIMS is used several times a day and more often than any other resource, which is heartening to all the team who work so hard to ensure you have access to current and valuable information that supports your patient care
- When asked to rate the importance of different drug interactions modules, drug to drug is the most important

Make sure you and your staff are getting the very best value from your eMIMS by visiting our online training. To view the training video, go to:

- ◆ [www.mims.com.au](http://www.mims.com.au)
- ◆ Click on products (second tab from the left)
- ◆ Click on eMIMS
- ◆ Click on Training

([http://www.mims.com.au/index.php?option=com\\_content&task=view&id=52&Itemid=87](http://www.mims.com.au/index.php?option=com_content&task=view&id=52&Itemid=87))

Or, if you would rather have a hard copy of the eMIMS User Guide, call our client services team on 1800 800 629 and we will pop some in the post. You can always come and take advantage of one on one help at conferences – take a look at the conference list on page 8 to see where we will be and for our stand number.

This is what you've told us about your feeling on eMIMS!



## Digital Advisory Board meets

The inaugural meeting of the Digital Advisory Board (DAB) was held on the 11 August. Members are from pharmacy (community and hospital), general medicine, specialist medicine and nursing. Members come from a wide variety of backgrounds in their various disciplines and will bring a wealth of knowledge and expertise to the MIMS suite of products. They will provide advice on the future development and upgrading of the digital products especially as they apply to their work environments and workflow.

Peter Carroll, Chairperson of the MIMS Editorial Board, welcomed the group and gave them an overview of the work of the Editorial Board and the importance of the DAB in working with the MIMS and the Editorial Board. The chair of the DAB will be a member of, and report to, the Editorial Board.

We warmly welcome this valuable addition to MIMS and look forward to working with them.

# Edgebox wins state iAwards

Edgebox is a recognised clinical systems innovator with experience across the UK, US, Canada, Australia, New Zealand, Hong Kong and China. They provide a simple to use platform of visual thinking tools that help accelerate improvements in performance management and patient safety by expanding the information capabilities of organisations.

For the first time in Australia a ground breaking national healthcare performance, safety and quality system has been established for the private sector through collaboration between Edgebox and the Australian Private Hospitals Association. The National Performance Indicator System captures 34 measures

of activity, incidents and quality performance routinely submitted by over 120 healthcare facilities across Australia. The database now has over 3 years of data and provides facilities with regular and timely feedback on their performance benchmarked against all participating facilities for the purpose of learning and improvement.

In recognition of this significant innovation, Edgebox recently won the 2011 SA state iAwards winner for e-Health. iAwards has become the premier technology awards platform in Australia honouring companies at the cutting edge of technology innovation.

# UBM Medica Team Building

MIMS, myDr and Medical Observer joined forces under one banner and were treated to a lovely day of team building at Strike Bowling Bar in King Street Wharf.

With a busload of eager staff ready to battle in bowling, all became very excited as we approached our destination. Greeted with cocktails, we were given modern silver and black space-like bowling shoes. Divided into teams, the game commenced, accompanied by a delightful range of drinks and continuous flow of delectable gourmet good. With jovial conversation in a relaxed and fun atmosphere, all staff were enjoying themselves with some of us discovering new skills in unexpected strikes and splits.

UBM Medica were very generous in ensuring all staff were relaxed and well provided for. We enjoyed a wonderful variety of gourmet food from bruschetta to mini-burgers, nachos, squid with salad, roast beef sandwiches and much more.

After the bowling concluded, our Country Manager awarded the winning team with prizes. The talented IT department came first and were each presented with a Hoyts Gift Voucher. The pool tables and a private room were booked after the presentation and the serving of food and drinks continued which enabled us to socialise after the bowling game.

It was a wonderful day enjoyed by all and a lovely reward for the ongoing hard work of the three departments. We thank UBM Medica for their generosity and the chance to have a relaxing day of recreation to become better acquainted with staff members across the board.



Winifredo Santeco (IT Help Desk), Gavin Ng (work experience),  
Dinah Graham (Business Development Manager),  
Victoria Fitzgerald (MIMS Editor), Susan Cheng, (MIMS Editor).

# Training continues at MIMS



We are pleased to advise that Alison Dwyer has accepted the role of Systems and Operations Manager at MIMS. Alison has been the trainer for MIMS Online for the past 12 months and as part of her role will continue with the training program for NSW, ACT and QLD on all MIMS products. Please email Alison if you would like to book training on [alison.dwyer@mims.com.au](mailto:alison.dwyer@mims.com.au)

# Using mobile technologies in healthcare: benefits and risks

In the healthcare industry, having access to the right information at the right time is not only convenient but it can mean the difference between life and death. Being able to access information such as patient's blood type, allergies, medications or particular medical conditions, it allows clinicians to make a better decision in a more timely manner.

With the availability of ever more sophisticated and powerful portable devices people are becoming every day more demanding when it comes to data accessibility. People are used to regularly access online their bank accounts, process payments, do online shopping, keeping in touch with friends and family and so on. They expect to be able to access data from anywhere, at any time and using any device. In the same way patients expect that health professionals have access to these technologies for business purposes.

When using mobile devices to access business critical and sensitive information, users should be aware of the risks involved and should apply adequate mitigation strategies to reduce such risks.

## Lost or stolen devices

The biggest security risk, common to both portable devices and removable media, is that they can be easily lost or stolen. For this reason, it is essential that these devices are password protected and information stored on them is encrypted. There are also specialised installable applications that allow remote tracking and remote 'data wiping' of lost devices.

## Malware

Like regular PCs, mobile devices are also subject to the risk of malware such as viruses, Trojans, worms, spyware and so on.

A recent study done by Juniper Networks<sup>1</sup> shows that mobile malware has grown 250% between 2009 and 2010. Mobile device malware may for instance send SMS or make calls to premium numbers without the user's knowledge and can spy on the user's activities by capturing keystrokes, activating microphones and/or cameras and listening to private conversations. To avoid the possibility of being remotely spied, it is good advice to switch off any mobile device when discussing confidential matters, for instance in a board meeting or when in consultation with a patient.

Like for regular PCs, users should consider using antivirus and personal firewall software and ensure to keep them always up-to-date.

Health professionals willing to use mobile devices to remotely access confidential data stored at their Practice, should consider the adoption of a Network Access Control (NAC) device at the Practice to take care of malware detection and enforce security policies. NACs are specialised devices capable not only of

authenticating a user but also of authenticating a mobile device, monitoring malware and unauthorised access.

## Data communication interception

Mobile devices are capable of exchanging data using a variety of communication technologies such as cellular networks, WiFi and Bluetooth. All these communication channels may be used to intercept data transmission and to gain access to information stored on a device. Users may be tricked into connecting to unprotected wireless access points operated by malicious users with the intent of gaining access to the device to scan and capture all its wireless traffic. It is good advice, therefore, to connect only to trusted access points.

Bluetooth should be configured in "non-discoverable" mode and switched off when not in use. Also, when accessing confidential data remotely always use a VPN or other encryption mechanisms to protect integrity and confidentiality of data.

## Exploitation of vulnerabilities / Direct Attacks

All computing devices are also susceptible to vulnerabilities introduced by flaws in the operating system/firmware and installed applications. It is, therefore, extremely important to maintain software and firmware always up-to-date and limit the number of applications installed to those strictly required for business use. Organisations should enforce this by establishing 'application white-listing' (a list of applications that users are allowed to use).

Health professionals should really embrace mobile computing but only if they have a good understanding of the risks introduced by this technology and know how to avoid them. Using a mobile device for accessing sensitive data without understanding the risks involved is very irresponsible and a perfect recipe for disaster.

## Author Biography

*Alberto Tinazzi is a Certified Information Systems Security Professional (CISSP). He works as an independent information security consultant specialised in the healthcare sector. He has 16 years experience as an IT professional, specialised in information management and security. He has spent the last 10 years working within the health sector covering a number of different ehealth roles. Alberto is now managing director of eHealth Security Services, a company dedicated to providing IT services, including affordable and tailored telehealth and security solutions, to healthcare operators. For more information visit [www.ehealthsecurity.com.au](http://www.ehealthsecurity.com.au)*

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1 "Malicious Mobile Threats Report 2010/2011" - Juniper Networks

# MIMS - Drug Interactions

MIMS products incorporate a drug interaction module. This is seen in MIMS online, eMIMS iMIMS, as well as the integrated product in dispensing and prescribing software.

We frequently get asked about drug interactions – most commonly, why drug interactions listed as precautions in product information are not found within the MIMS drug interaction searches.

The team responsible for producing this information is based in Singapore and consists of a Managing Editor and 5 clinical database research editors who are a combination of Doctors and Pharmacists. All of the drug interactions which are shown within the MIMS drug interactions search are evidence-based and come with severity and documentation rankings enabling the user to customise the interactions to their needs.

The editors research, review and collate information to be included in the database, and ensure that the

information is accurate and up to date. To remain unbiased, data from product information, commercial and non-authoritative references is never used; rather, the information is reviewed and researched using only internationally sourced primary references whenever possible. All information is then proofed by a second editor before it gets released into the database, to ensure the consistency and accuracy of the information.

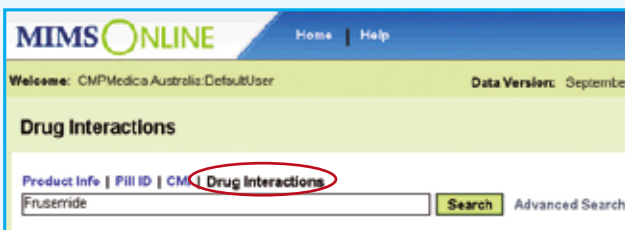
So in summary, all drug interactions in MIMS are evidence based, are well documented and have been reported in primary medical literature. Interactions which are 'theoretical' but have not been reported in the medical literature are excluded. These theoretical interactions are reviewed on a regular basis, so that any new reports of interactions can be updated into our database as soon as practicable.

Gillian Swannick BPharm(Hons) M ClinPharm  
Managing Editor

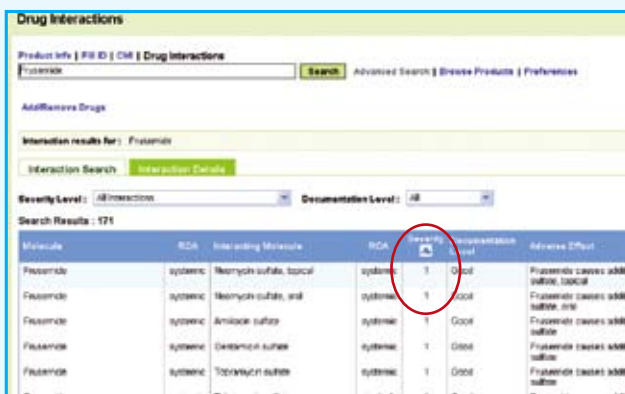
## MIMS Online Drug Interactions

Drug Interactions are a common cause of adverse drug events. Ensure your patients are safe by checking their medications for interactions before prescribing with MIMS Online Drug Interactions module.

1. Make sure you select "Drug Interactions" and then add the drug you wish to check.

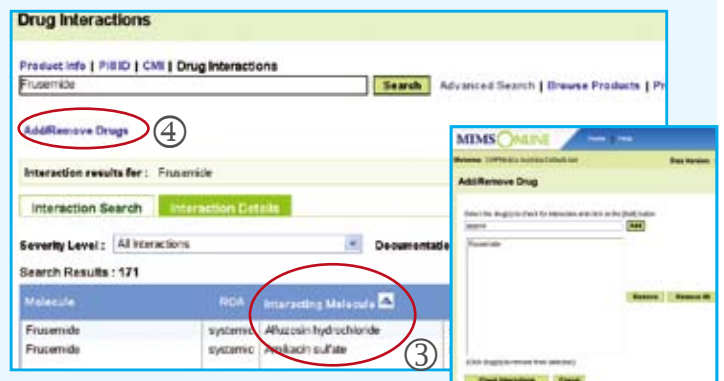


2. All drugs that interact with your drug of choice are given in order of severity. (note the arrow in the header that indicates the order of the listing)



3. To reorder the list by "interacting Molecule" in alphabetical order, click the heading once and the list will reorder (indicated by the arrow)

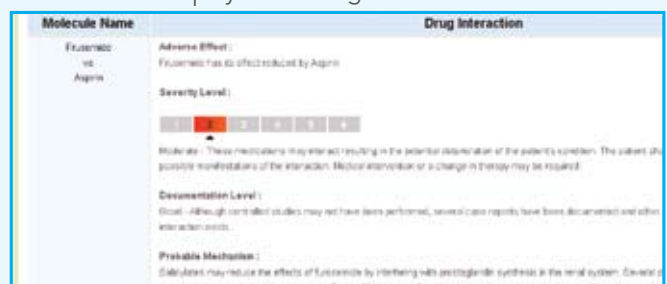
4. To check more than one drug click on Add/Remove Drugs and add the drug in the box. Click "Add" and then "check Interactions"



5. The result, if any, will display for the two (or more) drugs entered.



6. To get the details of the interaction select "Interaction Details" tab and the full information will be displayed including references.



# Register to Medical Observer e-newsletters

Want the most important GP-edited medical news and clinical information delivered to your inbox free?

Registrants for medicalobserver.com.au can opt in for free emails for exclusive online only content, the latest news, features, clinical pictorials and community activity with one tick of a box.

Registration also gets users occasional email updates based on special topics including diabetes, mental health, cardiovascular issues and arts and medicine.

The regular Medical Observer e-newsletters are themed to showcase the best of MO's content in sections - news, clinical, lifestyle and community. Each gives you direct access to much of Medical Observer's premium content, as well as online only articles, without the cost of a Medical Observer subscription. These regular e-newsletters are delivered four days a week, keeping you comprehensively covered on clinical news.

Also special e-newsletters for IMGs and Primary Care Nurses are available.

Users also get first bite at Medical Observer competitions and promotions, CPD points offerings and new columns.

To register, just head to medobs.com.au and hit the gold Register button in the top right corner, or go to medobs.com.au/member/register. Existing members can opt in at medobs.com.au/member/edit.

The process takes just minutes and gives Australian health professionals full access to Medical Observer's current content and archive of thousands of GP-edited clinical articles.



## UBM Medica Team Building



myDr – the consumer health website from MIMS – has the largest online collection of Australian health tools and calculators. Built up over 10 years, the myDr tools and calculators are incredibly popular with health consumers and healthcare professionals alike.

Weightloss and weight tools feature quite prominently in the Top 10 tools, accounting for 5 of the top 10 tools.

Ranging from the most popular – the BMI calculator - to others such as the self-assessment for prostate symptoms, the tools are well used and provoke much feedback on the Commenting feature under each item.

Weightloss and weight tools feature quite prominently in the Top 10 tools, accounting for 5 of the top 10 tools. This reflects the Australian consumer's interest in their weight and weightloss!

Top 10 myDr health tools

1. BMI calculator
2. Ideal weight calculator
3. Calories burned calculator
4. Basal energy calculator
5. Target heart rate calculator
6. Ovulation calculator
7. Waist-to-hip ratio calculator
8. Prostate symptoms assessment
9. Baby due date calculator
10. Daily fibre calculator

As well as calculators, myDr has risk tests designed to highlight to consumers if they have risk factors for a particular disease or condition and to urge them to seek further information from their doctor. Examples include:

- Stroke risk test
- Heart disease risk test
- Osteoporosis risk test



[www.facebook.com/myDr.com.au](http://www.facebook.com/myDr.com.au)



[www.twitter.com/mydrwebsite](http://www.twitter.com/mydrwebsite)

Don't forget to follow myDr on Facebook and Twitter to get the latest health news and updates

**MIMS**

100% pure knowledge

# Staff Profile

## Alison Dwyer



### What is your role?

I am the System & Operations Manager here at MIMS. I have responsibility for ensuring that all our customers receive their MIMS information, print or electronic, on time, every time. To enable this to happen I work very closely with our IT department and the Production and Development Manager and his team. When subscriptions and issues are due it can be a very hectic place. In addition I manage

a wonderful customer service team who are ready to help you with your questions.

### What is your background?

I trained as a nurse and later on obtained a business degree. I have lived and worked in Scotland and New Zealand and for the last 24 years have worked in a variety of roles including pharmaceutical sales, clinical support, consulting and other operations and support roles in the medical and health industry. I worked for the last 12 months on contract for MIMS as an Associate Business Development Manager, primarily responsible for MIMS Online training in QLD, NSW, VIC & WA.

### Tell us something about yourself?

I am a mum of two wonderful adult children and now have a beautiful little granddaughter. I love spending time with family and friends and being active and outdoors, especially in or on the water. I love cooking at home as much as I do discovering that cosy little coffee shops or unique restaurant. My favourite foods are prawns, avocado's and strawberries.. with champagne of course! I am looking forward to travelling to Italy next year.

### MIMS Online Drug Interactions

#### Did you know?

MIMS Drug Interaction module is based on primary literature researched, evidence-based information. All references are given at the bottom of the "Interaction Details" page.

# Conferences

### Australian Society of Anaesthetist's 70th National Scientific Congress

**Thursday 8 Sept – Sunday 11 Sept, 2011**  
**Sydney Convention Centre**

<http://www.asa2011.com>

The scientific format of NSC 2011 has been changed from previous meetings, with a stronger emphasis on invited and sponsored international guest speakers from USA, UK and Europe as well as a comprehensive program of workshops, problem-based learning discussions and debates on controversies in anaesthesia relevant to anaesthetists both in public and private practice.

### Pharmacy Australia Congress

**Tuesday 6 Oct – Sunday 9 Oct**  
**Melbourne Convention Centre**

[www.pac11.com.au](http://www.pac11.com.au)

PAC11's theme of Discovery, Development and Diversification will focus on the changing nature of the pharmacy profession, with the aim of equipping pharmacists to meet and make the most of the challenges and opportunities that lie ahead.

### **MIMS WILL NOW BE EXHIBITING AT BOOTH #16**

### Medicines Management 37th SHPA National Conference

**Thursday 10 Nov – Sunday 13 Nov, 2011**  
**Hotel Grand Chancellor Hobart**

<http://www.mm2011shpa.com>

The conference will showcase the latest in technological and pharmacy practice innovations. Inspirational speakers will remind you of the power an individual has when they follow their passion and make their move. You will have opportunities to connect and network with likeminded colleagues and you will be challenged to get even more deeply involved with the profession for the good of your patients, colleagues and the broader health system.

### **MIMS WILL BE EXHIBITING AT BOOTH #30**

### Australian General Practice Network National Forum

**Wednesday 16 Nov – Saturday 19 Nov, 2011**  
**Melbourne Convention Centre**

<http://www.gpnetworkforum.com.au/agpn-national-forum-2011>

The 2011 AGPN National Forum – Australia's premier primary health care forum – will be staged at a crucial time in the reform of the nation's health system. The first Primary Health Care Organisations (PHCOs) or Medicare Locals will be up and running, and the successful applicants for the second and third tranches should be known. The General Practice Network will be well advanced in transitioning, and will be working with other partners who are key to effective reform.

