Committee Secretary
Senate Select Committee on Men's Health
Department of the Senate
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Dear Secretary,

Re: Submission to the Senate Select Committee on Men's Health

Organisation making submission

SHine SA Inc (Sexual Health information networking and education South Australia), formerly the Family Planning Association of SA, is the lead sexual health agency in South Australia providing one to one clinical and counselling services as well as community and workforce education programs, research, clinical practice training, resource development and community participation programs. Although men's access to resources, professional and community education programs as well as counselling is almost in line with that of women, men's access to one to one clinical/medical services is still under represented (4%).

Since the inception of SHine SA 40 years ago, there has never been additional funding, or specific purpose funding from state or commonwealth governments for the provision of specific services to men. Funding from the commonwealth from 1974 to 1998 was through the Family Planning Program grant, and then through Public Health Outcomes Funding Agreement. Funding has always focussed on women's sexual and reproductive health issues and the prevention of unplanned pregnancy and abortion. Services that have been provided to men therefore, have been provided at the expense of reducing services to women. The greatest need for SHine SA services for men is in the area of sexual dysfunction (including erectile dysfunction and premature ejaculation) and relationships counselling.

Our submission is based on research and the organisation's experience of working with individuals, the community and other service providers.

Further information about sexual health can be obtained from a serious of 17 Fact Sheets about sexual health issues by going to http://www.shinesa.org.au/go/information-and-resources/shine-sa-resources/sexual-health-fact-sheets

We would be pleased to provide any additional information as requested by the Committee.

The health of Australian men

SHine SA has been increasingly concerned about men's health status generally and their sexual and reproductive health specifically. The lack of health seeking behaviours of Australian men is well documented. Men's Health magazines, portray men's health issues as "more sex, better sex", and 6 pack abdomens. Advertising about men's health services is almost exclusively about sexual dysfunction, more sex, better sex.

Male sexual dysfunction industry

The creation and promotion of the male sexual dysfunction industry by pharmaceutical, health care professionals, advertising and public relations firms, are attempts to convince essentially well men that they are sick, or slightly sick men that they are very ill, while often times failing to treat the underlying causes of these problems.

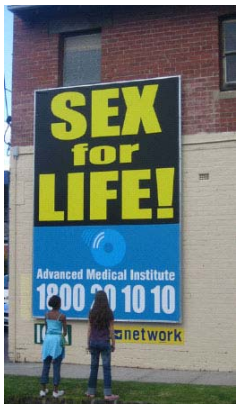
The Advanced Medical Institute (Australia), notoriously know as the people with the billboard that say "want longer lasting sex", is the best know. http://amiaustralia.rtrk.com.au/?scid=2434&kw=3801761

They have an enthusiastic advertising campaign;

The advanced Medical Institute has taken an aggressive interest in sex since the early 1990's in Australia, using public relations, direct to consumer advertising, promotion of off-label prescribing and other tactics to create a sense of widespread sexual inadequacy and interest in drug treatments.

The promise of a relatively anonymous service, for a problem that is a leading cause of fear, anxiety and shame among men and the promise of longer lasting sex, has had some 45,000 men receive a service from Advanced Medical Institute per annum according to Jakov Vaisma, founder and CEO, http://amiaustralia.rtrk.com.au

Some would claim that the success [see appendix 1] of the sexual dysfunction industry is largely a product of our long history of social and political control of sexual knowledge and sexual expression which have created shame and ignorance that make it difficult for many people to understand sexual satisfaction or cope with sexual problems in rational ways, and the sexual dysfunction industry offers relatively simple solutions [1].



Billboard

Newspaper advertising

Shop a docket

Billboard

What are the causes of erectile dysfunction?

Erectile dysfunction has serious underlying causes.

- Some 85 percent of erection difficulties have physical causes, and only one in ten are the result of psychological problems.

- Serious health problems such as:
  Diabetes, high blood pressure, obesity, chronic renal failure, high cholesterol and sleep apnoea are all linked to erectile dysfunction.

- Medication, alcohol and drugs such as:
  Cigarettes, alcohol and drug abuse, medication (for blood pressure, cholesterol, depression, psychiatric disorders and prostate cancer.)

- Psychosocial issues
  Performance anxiety, relationship problems, stress at work and financial pressures, depression, sexual attitudes and upbringing and psychiatric disorders.

- Neurological diseases that interfere with nerve function (Parkinson's, Alzheimer's)

What type of treatments are prescribed?

At Advanced Medical Institute men can get a service over the telephone. They do not have to talk to the doctor, their partner can do this [2]. Men do not have to front up at a doctors and tell their story and treatments can be obtained via post, saving the embarrassment of a visit to a chemist with a prescription. Men are pressured into contracts for supply of drugs and contracts have been cited at between $2,000 to 3,500 per annum. There is a consultation fee but it is not know if a Medicare Item is raised for this. How easy is it. In fact it seems so easy that the Advanced Medical Institute has reported that some 45,000 are provided with services every year. AMI services do not address the underlying causes of dysfunction, this is not possible with out a face to face consultation with a doctor [2].

Advanced Medical Institute do not prescribe Viagra. They provide compound formulations (manufacture themselves). These are a number of drugs that have been available for different conditions for 30 to 50 years. They are off-patent medication. Several of these substances are put together then prescribed by the doctor, often over the telephone and provided to the client via post. These drugs do not come under the PBS. The cost of drugs is reported in various articles at between $2,000 to 3,500 per annum.

The drugs include phentolamine, apomorphine, clomipramine [2]

1. Phentolamine - is a reversible nonselective alpha-adrenergic antagonist. Its primary action is vasodilation. When given by injection it causes blood vessels to expand, thereby increasing blood flow. When injected into the penis (intracavernosal), it increases blood flow to the penis, which results in an erection.

2. Apomorphine - is a type of dopaminergic agonist, a morphine derivative (but does not actually contain morphine, or bind to opioid receptors). Apomorphine is a relatively non-selective dopamine receptor agonist, having possible slightly higher affinity for D2-like dopamine receptors. Currently, apomorphine is used in the treatment of Parkinson's disease and (under the name Uprima) of erectile dysfunction.

3. Clomipramine - is a tricyclic antidepressant. It was developed in the 1960s by the Swiss drug manufacturer Geigy (now known as Novartis) and has been in clinical use worldwide for decades. Uses in respect to premature ejaculation.

Concerns about the services being provided

There are documented concerns from Specialist medical professionals about the Advanced Medical Institute, the services they provide and the impact that these services have on men's health in general. Individual doctors and organisations like Andrology Australia have made complaints.

A search through the internet about complains regarding the Advanced Medical Institute will yield a significant amount information.

Complaints about the company

Complaints from men who have been prescribed drugs by the Advanced Medical Institute that either the drugs do not work or have made them very ill. Men have complained that they have signed a contract for a 12 month supply of drugs (values stated to be between $2,000 and $3,500 per year), when the drugs have not worked and they have complained to the Advanced Medical Institute, they have been advised that they have a contract and they will have to pay.

1. What the popular media have said about AMI
http://www.theage.com.au/articles/2003/10/12/1065917281116.html?from=storyrhs

2. What the ACCC has said about AMI
http://www.accc.gov.au/content/index.phtml/itemId/413793/fromItemId/622975

http://www.accc.gov.au/content/index.phtml/itemId/607538

3. AMI used media personnel to lie about effectiveness AMI treatments but got caught
http://www.smh.com.au/news/National/Impotency-lie/2005/05/16/1116095909025.html

4. What the medical profession has said about AMI
http://www.australiandoctor.com.au/news/50/0c028e50.asp

http://www.australiandoctor.com.au/news/4b/0c01ac4b.asp

5. New South Wales Parliament and AMI
http://www.parliament.nsw.gov.au/prod/parlment/HansArt.nsf/V3Key/LA20040901026

Interventions

SHine SA believes that education strategies directed to the general public and to GPs that raise awareness and understanding of male sexual health disorders are recommended to help reduce the stigma associated with these conditions and reinforce men's help-seeking behaviour. Focusing education strategies on the association between sexual dysfunction, cardiovascular disease, diabetes, obesity, alcohol and drug abuse, depression and providing high-quality, evidence-based information, may help men to seek treatment.

Rather than trying to 're-educate' men who are reluctant to seek help and use health services, a preferred approach would be to adopt a public health approach to men's health and provide health services which better meet their needs, but this requires dedicated funding for the delivery of services.

There is a serious imbalance between the profile, importance and resources invested in the selling of sex to men (and women) and that invested in dealing with the problems potentially caused by this promotion, such

as unwanted sex, unplanned pregnancy. For example, Australia is one of the last developed countries without comprehensive relationships and sexual health education programs delivered to children and young people as a part of the compulsory core school curriculum. This reflects in the poor levels of health literacy and health seeking behaviours.

As in the findings of the 2008 Senate Enquiry into Sexualisation of Children in the Media, SHine SA re-iterates the call for comprehensive, age appropriate sexual and relationships education for all Australian children and young people when they are at school.

Conclusions

SHine SA congratulates the Senate for undertaking this important inquiry. SHine SA strongly recommends that the Senate findings are linked to the findings of the consultation on the Men's Health Policy for Australia, and that the findings and policy is backed by adequate funding to improve men's access to best medical practice and to education programs that improve their health literacy and self care.

References

[1] Lenore Tiefer Female sexual Dysfunction: a case study of Disease Mongering and Activist Resistance downloaded http://medicine.plosjournals.org/archive/1549-1676/3/4/pdf/10.1371_journal.pmed.0030178-S.pdf

[2] Senate Standing Committee on Environment, Communications and the Arts. Sexualisation of Children in the Media Wednesday 30 April 2008 Sydney. Proof Committee Hansard.

Appendix 1

Profitability of the Advanced Medical Institute
Downloaded from www.reuters.com – 27.08.2008

Advanced Medical Institute Inc. Announces Results For Quarter and Half Year Ended...

Sun Feb 17, 2008 6:30pm EST

Advanced Medical Institute Inc. Announces Results For Quarter and Half Year Ended December 31, 2007

SYDNEY, Australia--(Business Wire)--
Advanced Medical Institute Inc. (OTCBB:AVMD) (AMI), a leading provider of treatment for Erectile Dysfunction and Premature Ejaculation in Australia and New Zealand, has announced results for the fiscal quarter and half year ended December 31, 2007. All figures are in U.S. Dollars.

For the six months ended December 31, 2007, as compared to the same period in 2006:

-- Total gross revenue increased 19.9% to $24,376,126 compared with gross revenue of $20,322,223 in the prior corresponding period. Revenue from its Erectile Dysfunction treatments increased 37.3% to $11,024,027, revenue from its Premature Ejaculation treatments increased 2.9% to $11,379,997 and revenue from its Prostate treatments increased 69.8% to $1,193,716.

-- Unearned revenue increased by $239,568 to $5,340,856 during the six month period.

-- Income before tax was $1,440,447 compared with $1,467,426 in the prior corresponding period. The current half year results include non-cash patent amortization expenses of $740,631 whereas the results in the prior corresponding period only included non-cash patent amortization expenses of $445,206. As a consequence, income before tax and before patent amortization expenses increased 14% to $2,181,078 compared to $1,912,632 in the prior corresponding period.

-- Net income after tax was $685,194 compared with $637,711 in the prior corresponding period. The after tax impact of non-cash patent amortization expenses in the current period was $518,441 compared to $311,644 in the prior corresponding period.

For the three months ended December 31, 2007, as compared to the same period in 2006:

-- Total gross revenue increased 32.8% to $13,167,619 compared with gross revenue of $9,918,553 in the prior corresponding period. Revenue from its Premature Ejaculation treatment programs increased 7.5% to $5,694,511, revenue from its Erectile Dysfunction treatment programs increased 59.7% to $6,451,475 and revenue from its Prostate treatments increased 106.1% to $610,530. Quarterly revenue in the current period increased 17.5% compared with gross revenue of $11,208,507 in the first quarter despite the business being closed for a week between Christmas and the end of the year.

-- Unearned revenue increased by $128,613 to $5,340,856 during

the three month period compared with an increase of $472,944 to $4,899,974 during the same period a year ago.

-- Net income before tax increased 166.3% to $1,291,774 compared to $485,132 in the prior corresponding period. The current quarterly results include non-cash patent amortization expenses of $387,570 whereas the results in the prior corresponding period only included non-cash patent amortization expenses of $318,571. As a consequence, income before tax and before patent amortization expenses was $1,679,344 an increase of 109% on the prior corresponding period.

-- Net income after tax was $746,731 compared with $96,020 in the prior corresponding period and compared with net income after tax of ($61,537) in the first quarter.

As at December 31, 2007, as compared to December 31, 2006:

-- Cash and cash equivalents increased to $1,901,152 from $606,298.

-- Total assets increased to $47,050,689 from $43,156,040.

-- Total Stockholders Equity increased to $30,328,023 from $28,870,755.

"We are delighted with the results for the second quarter and first half year of fiscal 2008 as AVMD has experienced a significant return to profitability as well as gross revenue growth," said Dr. Jacov Vaisman, founder, president, CEO and chairman of the board of AVMD. "In addition, the cash position and balance sheet of the Company has been significantly improved, while at the same time the principal amount of the secured loan made to the Company from ANZ Nominees has been reduced to AUD2.348 million as at February 11, 2008 from AUD3 million initially in September 2006 as a result of significant voluntary prepayments which have been made by the Company."

"Our core Australian operations continue to experience significant revenue growth with modest growth in our PE treatments and very substantial growth in both our ED and prostate treatments," continued Dr Vaisman.

"As previously announced, we have further reduced the level of our ongoing investment into our operations in Japan and China, the results of which are reflected in our three month results," Dr. Vaisman concluded.

For more detailed information please see the attached table of results or refer to the Company's Quarterly Report on Form 10-Q filed with the United States Securities and Exchange Commission on February 14, 2008.

About AMI

Advanced Medical Institute Inc., (OTCBB:AVMD), headquartered in Sydney, Australia, is a leading provider of treatment programs for erectile dysfunction and premature ejaculation in Australia and New Zealand. The Company operates more than 20 facilities in Australasia, China and Japan. AVMD has more than 280 employees, including 55 medical personnel and, since its inception, has provided treatment to more than 300,000 customers. Advanced Medical Institute and its predecessor companies began arranging treatment programs for Premature Ejaculation and Erectile Dysfunction patients in 1993. For more

information, visit the company's website at: www.avmd.com.au.

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward- looking statements are based on current expectations or beliefs, including, but not limited to, statements concerning the company's operations and financial performance and condition. For this purpose, statements that are not statements of historical fact may be deemed to be forward-looking statements. The company cautions that these statements by their nature involve risks and uncertainties, and actual results may differ materially depending on a variety of important factors, including, among others, the impact of competitive products and pricing; changes in consumer preferences and tastes or perceptions of health-related issues; effectiveness of advertising or market-spending programs; changes in laws and regulations; fluctuations in costs of production, foreign exchange and interest rates; and other factors as those discussed in the Company's reports filed with the Securities and Exchange Commission from time to time.

Weighted average number of shares, basic	53,507,450	53,507,450	53,507,450	47,186,478

The accompanying notes are an integral part of these unaudited financial statements.

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