

Microsoft

Commercial bulletin

Special points of interest:

This bulletin is free to interested people in Pharma & Healthcare

Please send names of new subscribers to
Jackie@wavedata.co.uk

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www.wavedata.co.uk

Pfizer drug deal in Russia

Pfizer has struck a second deal in Russia, an agreement with Russia's NovaMedica for a new manufacturing plant.

Construction will begin this year on a plant in Russia's Kaluga region with the expectation that the plant will be producing drugs by 2020. NovaMedica, are said to be investing \$85 million into the plant in Kaluga, while Pfizer's plans have not yet been disclosed.

To read more
<http://ow.ly/dSMm302IW5Y>

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Patient needs in the Pharma process

Pharma companies need to listen and understand patient needs.

Healthcare is becoming patient-centric. Pharma and life science industries must respond to this change and become value drivers for patient-centricity throughout their operations.

Cooperation between pharma sales reps (PSRs), healthcare providers (HCPs), and patients must work together in order to achieve their common goal.

To read more
<http://blog.skura.com/blog/how-can-patient-centricity-improve-the-pharma-sales-process>

Hikma acquires six injectable products in Europe

The acquired portfolio includes one anti-infective, one anti-fungal and four oncology products. Five of the products are currently sold across several markets in Europe. The divestiture of these products was mandated by the European Commission as a condition to Pfizer's acquisition of Hospira and the European Commission has announced its approval of Hikma as purchaser of the portfolio.

To read more
<http://www.4-traders.com/HIKMA-PHARMACEUTICALS-PLC-9590215/news/Hikma-Pharmaceuticals-acquires-six-injectable-products-in-Europe-22582740/>

Dispex publishes the Dispensing Doctor Gazette on a monthly basis and provides help advice and support to dispensing practices. This month we gave our reader ten top tips on how to deal with their wholesaler – three are included here thanks to Wavedata.

We thought that perhaps pharma might like an insight into what makes a dispensing doctor tick and what advice we have given them – to find out more email greg@dispex.net and we will post you a hard copy of the Gazette for your information.

Your dispensary probably spends 90% or more of your total outlay with your mainline wholesaler. [It may well be that this, in itself, is a profitability issue. Some specialist supplies of generics and parallel imports may well be more profitable to use than your mainline wholesaler. It may take a little more effort, but the increase in profitability is worth it] this means that your business relationship with your primary supplier needs to be understood and ...well....profitable.

1. You need to build up a good working relationship with your local rep, key account manager, or dispensing account manager. Arrange to have regular meetings and get updates from them. Push them for more information on the Manufacturers Discount Schemes they operate, what is the total discount? How is it delivered? What are the thresholds? Are we signed up to all the deals available? Look through your wholesaler spend books for discounts, qualifying lines and details of your rebates. If you can't find them you need an urgent meeting.

2. Contact your local rep, or if not known call the head office of your wholesaler and explain that you would like to review your account with them in a face to face meeting at the practice. If possible ensure that the GP partner in charge of the dispensary can attend.

Warning signs are if you have not seen your local rep for some time, or you cannot get hold of them and if the head office is not efficient at getting back to you. Generally speaking if the service you are getting is excellent, and your profitability is high, you can afford to stick with a non-communicative wholesaler.

However, if you have any issues with service, profitability and you cannot get any information, or a meeting booked, it may be time to consider moving wholesaler.

3. Be prepared...make a list of questions and items you need to query. Make sure these are written down and preferably typed up, you can then give a hard copy list to the rep and discuss each one.

Make a note of any problems as they happen, for example with stock arrival times, returns, out of stocks, discounts available and specials etc. Have an agenda typed up and sent to your local rep by email well in advance of the meeting. You could do this with your queries and questions as well. It is only courteous to give your rep the opportunity to prepare in advance as well. There is nothing worse than being bombarded by questions where the answer might not be easy to give doing a 'live' meeting. If your rep turns up and is still unprepared, evasive, dismissive, or vague then this is another warning sign. Wholesaler statements can be a minefield to understand. It is your reps job to make sure you do understand it. This should be their primary concern.

Gregg Bull — Surelines

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Price WatchUK

Duloxetine dips below one pound sterling

Independent pharmacists who shopped around in June could have picked up 28-capsule packs of duloxetine 30mg for less than £1.00

(US\$1.33), thanks to a 43% drop in the lowest trade price of the antidepressant. As Figure 1 shows, the abrupt decline was reflected in

the product's average price, which fell by 16% to £2.93.

To see more go to <http://www.wavedata.co.uk/newinfo.asp> and view our article from this month's Generics Bulletin.

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Forthcoming events

Organizer	Date	Venue	Link or Email
EMIG Quarterly Meeting	5th Sept 2016	London	sarah.rogers (a/t) emig.org.uk
Clinical Research "Surgery" with Dr Jonathan Sheffield	6th Sept 2016	London	sarah.rogers (a/t) emig.org.uk
Westminster Health Forum conference on next steps for new models of care - with NHS England, NICE, NHS Improvement and NAPC	12th Sept 2016	Central London	http://www.westminsterforumprojects.co.uk/forums/book_event.php?eid=1285
Westminster Health Forum conference: pharmaceutical pricing, transparency and access to medicines - with DH and the MHRA	15th Sept 2016	Central London	http://www.westminsterforumprojects.co.uk/forums/book_event.php?eid=1261
Market Access for Life Sciences: Fact vs Fiction - Map BioPharma Conference	16th Sept 2016	London	sarah.rogers (a/t) emig.org.uk
EMA Meeting Pharmacovigilance Inspection	22nd Sept 2016	London	terlez (a/t) eucope.org
Successful Partnerships: Genetic Alliance Annual Conference 2016	27th Sept 16	London	mariana.campos (a/t) geneticalliance.org.uk
Real World Evidence (RWE); its value to a product's lifecycle and the practicalities of its collection	27th Sept 16	London	sarah.rogers (a/t) emig.org.uk
More than power and p-values* - The value of experienced statistical support in the drug development process, with members of the Statisticians in the Pharmaceutical Industry (PSI) group	5th Oct 2016	London	sarah.rogers (a/t) emig.org.uk
EMA Patient Registries Workshop	28th Oct 16	London	terlez (a/t) eucope.org
EMIG Parliamentary Dinner	7th Nov 2016	Westminster	www.emig.org.uk
Clinical Research "Surgery" with Dr Jonathan Sheffield (CE of the CRN)	8th Nov 2016	London	sarah.rogers (a/t) emig.org.uk
Consilium Strategic Communications, Covington and RBC Capital Markets Annual Healthcare Conference	15th Nov 16	London	admincsc (a/t) consilium-comms.com
The future of personalised and genomic medicine - diagnosis, workforce development and early indications from the 100,000 Genomes Project	17th Nov 16	London	www.emig.org.uk
EMA: Pre-announcement - Workshop: Measuring Impact of Pharmacovigilance Activities	5-6 Dec 2016	London	terlez (a/t) eucope.org
PLG events			
8 th European Pharma Licensing Symposium - New Health Economy and its Impact on Deal Making	22nd & 23rd Sept 16	Belguim	www.plg-uk.com
Free Evening Workshop & Networking Reception - Featuring presentations on Contract Dispute Resolution & Arbitration	19th Oct 16	London	www.plg-uk.com
PLG Training - Introduction to Healthcare Business Development	16th - 18th Nov 16	Surrey	www.plg-uk.com
Free Christmas Workshop & Networking Reception - Featuring presentations on product acquisitions & disposals	15th dec 16	London	www.plg-uk.com
PLG AGM & 10 th Annual Awards Evening	19th Feb 2017	London	www.plg-uk.com
2 nd OTCToolbox/PLG OTC Conference & Networking Event	2nd & 3rd Mar 17	London	www.plg-uk.com



WaveData — Top ten searched products where the focus was to July 2016

According to WaveData, these were the most commonly investigated products in searches of the online pricing data Wave-data Live at <http://www.wavedata.net>

Both uk and pi prices were viewed for each product, giving some indication of where the focus was to July 2016

WaveData prices in the top 10 article are averages.

Product	Apr-16	May-16	Jun-16	Jul-16
Amitriptyline Tabs 50mg 28	£0.64	£0.74	£1.60	£2.76
Carbimazole Tabs 5mg 100	£81.88	£77.49	£73.82	£71.47
Hydrocortisone Tabs 10mg 30	£84.99	£77.06	£73.89	£73.72
Pioglitazone Tabs 15mg 28	£18.12	£13.50	£8.63	£6.00
Atorvastatin Tabs 20mg 28	£0.80	£0.73	£0.70	£0.76
Trospium Chloride Tabs 20mg 60	£9.88	£5.30	£7.38	£18.13
Carbimazole Tabs 20mg 100	£204.62	£196.47	£187.98	£185.40
Carbocisteine Caps 375mg 120	£11.36	£10.65	£10.51	£10.72
Nortriptyline Tabs 10mg 100	£54.83	£51.55	£49.04	£44.15
Fusidic Acid Eye Drops 1% 5g	£28.68	£27.18	£26.94	£28.20

This bulletin now goes out to 4400 plus people.

If you would like to add or suggest any articles/comments, please let me know by the 17th August 2016, as I will be issuing the next bulletin on the 10th August 2016

If you have any colleagues who would like to receive this, please let them know about it.

You can view all copies of the Bulletin at
<http://www.wavedata.co.uk/newinfo.asp>

**Jackie Moss
WaveData Ltd**

E-mail: Jackie@wavedata.co.uk