

Monthly service for wholesalers

# Wholesale Bulletin

## Inside this issue.

Teva completes 3.63 billion euro buy of Ratiopharm

Drugs Counterfeiting: Zetes Helps Manufacturers Comply with Incoming Regulations

The WOW! Awards

Last chance Mad World Cup Offer

Boots launches hospital pharmacy in Derby

Drug companies accused of profiteering on generics

Superdrug slashes cost of private prescriptions

WaveData — Top ten products

Distribution of Schering-Plough Limited

## Special points of interest

This bulletin is free to interested wholesaler employees

Please send names of new subscribers to  
[Jackie@wavedata.co.uk](mailto:Jackie@wavedata.co.uk)

If you have articles, comments or story ideas, please send them to the email above

[www.wavedata.co.uk](http://www.wavedata.co.uk)

## Teva completes 3.63 billion euro buy of Ratiopharm

Teva Pharmaceutical Industries has completed the acquisition of Germany's Ratiopharm, propelling the Israeli drugmaker into the number one spot in Europe for generic companies.

The 3.63 billion euro deal to bag Germany's second largest generics producer means that Teva now holds the leading market position in ten countries, as well as ranking in the top three in seven others. In addition, the transaction will significantly increase its sales in Canada.

Chief executive Shlomo Yanai said "this is an exciting day for Teva and Ratiopharm", adding that increasing his firm's market share in Europe, "a geography with tremendous potential for generics penetration, is an important pillar of our long-term growth strategy". He went on to say the combined experience of the companies "will ensure a quick, smooth, and successful integration process".

Oliver Windholz, Ratiopharm's chief executive, said "we have long viewed Teva as the right match for our company, thanks to its clearly defined strategic vision and commitment to generic medicines and its highly reputable management". The company was sold by the conglomerate formerly run by German billionaire Adolf Merckle, who committed suicide at the start of 2009.

Teva confirmed that it expects synergies of at least \$400 million from the buy, which should be fully realised within three years.

Pharmatimes 10/08/10

## Drugs Counterfeiting: Zetes Helps Manufacturers Comply with Incoming Regulations

Zetes, a European leader in automatic identification solutions and services for goods and people, has extended its offering for the pharmaceutical sector with a Datamatrix marking, control and serialization solution. The solution will help drug manufacturers across Europe comply with new and incoming legislation regarding the identification of secondary packaging of medical goods. As the counterfeiting of medicinal products is an increasing threat to public health and safety, the EFPIA (European Federation of Pharmaceutical Industries and Associations) is working on an end-to-end product verification system, based on mass serialization. By identifying each individual product, the industry aims to combat counterfeiting, reduce theft and derivations, and thus ensure improved patient safety. Some countries, such as France and Turkey, have already started to transcribe the EFPIA recommendation into national legislation. This means that businesses

operating commercially in those countries must be fully compliant. Building on its extensive knowledge in the printing, and print and apply arenas, Zetes has developed a solution that is fully tailored to this specific needs of the pharmaceutical sector.

### Datamatrix Marking and Serialization at High Speed Production Lines

The recommendations of EFPIA involve the application of a Datamatrix barcode that incorporates specific information regarding the medical product (lot number, product code, expiry date and possible serialization code). Zetes' Datamatrix marking and serialization solution ensures the accurate affixing of Datamatrix codes, either directly on the package (coding or marking) or via real-time printed labels. The solution also handles serialization (that is, affixing a unique, random code on each product), tamper evident sealing and labeling with preprinted labels. It has been

designed to integrate with high-speed production lines, ensuring secure marking, inspection and storage of data of up to 500 packs per minute.

Alain Wirtz, CEO of Zetes said: "Improving traceability is an increasing challenge for many manufacturers. Our solution has been developed based upon our extensive experience with designing, building and implementing print, and apply and labeling systems, which are already used by many drug manufacturers at the end of their production lines. Our Datamatrix identification and serialization solution allows them to ensure data aggregation right along their production lines, from individual package to pallet." The Zetes solution is already implemented at a major drug manufacturer in France, where Datamatrix identification becomes mandatory as of January 2011.

Where Pharma Meets 16/08/10



*Catching People doing things RIGHT*

*Great Customer Service*

*The WOW! Awards is a truly unique way of raising customer service standards, improving employee engagement and bringing better results to the bottom line. It's a great way of engaging customers, employees and managers.*

*The WOW! Awards is so much more than just an award ceremony. 99.9% of what we do is a process whereby customers nominate people who have given them outstanding customer service.*

*This is a process that runs right through the year helping to:*

- engage customers,
- motivate employees,
- inform management,
- improve service,
- reduce costs
- and increase customer retention.

*The WOW! Awards are the only national awards for customer service to be based purely on customer nominations. It's all about **Catching People Doing Things Right!***

***Customers love to say "thank you"** when they have had great service. The WOW! Awards gives them a channel to do that.*

**The WOW! Awards - Catching People Doing Things Right!**

[Click here to hear what our partners say about working with The WOW! Awards' Just <http://www.thewowawards.co.uk/>](http://www.thewowawards.co.uk/)

*We're on the web,  
[www.wavedata.co.uk](http://www.wavedata.co.uk)*



### **BOOTS LAUNCHES HOSPITAL PHARMACY IN DERBY**

[Boots UK](#) has partnered with an NHS foundation trust to open a hospital pharmacy at the [Royal Derby Hospital](#). The "your local Boots pharmacy" will dispense routine outpatient prescriptions as well as selling OTC medicines and other healthcare products.

And the pharmacy will operate a weekday drop-and-collect service making pre-

scriptions with the pharmacy by 10am available to collect from 4pm.

Alliance Boots healthcare public affairs director Tricia Kennerley said the pharmacy was an "innovative solution" for outpatients.

"By working together [with the hospital and trust] we can support patient care and bridge the transition between

hospital and community pharmacy services," Ms Kennerley added.

She said it was part of Boots UK's strategic aim to become a healthcare partner of choice for the NHS.

Chemist and druggist 27/07/10

## Drug companies accused of profiteering on generics

An investigation by *The Mail on Sunday* has revealed substantial increases in the prices of some generic medicines, sparking accusations that some pharmaceutical companies are profiteering.

According to an article in the *Daily Mail*, the prices of certain generic medicines have rocketed - some as much as 1000% - in just a couple of years. And it cites several examples, such as that of hydrocortisone tablets, the cost of which has surged from £5.00 for a packet of 10mg pills in 2008 to £44.40 today.

Similarly, a 125ml course of the antibiotic Flucloxacillin syrup cost the NHS around £4 last year, but now its price tag has rocketed to £21.87. The newspaper

notes that the price hike coincides with a move by Teva to stop making the drug, handing "a virtual monopoly" to rival manufacturer Actavis.

But a spokesperson for the Department of Health told *PharmaTimes* UK News that the average price of a generic medicine in the UK has actually gone down.

"There are approximately 3,700 different generic medicines prescribed on the NHS. Between 2004-2009, generic medicine prices fell by over one-third after inflation. During this period the average price of a generic medicine fell from £5.24 to £3.96," she explained.

She did concede, however, that the Department is "aware that the prices of a

small number of medicines have risen in recent times and we are reviewing what action may be taken".

However, the DH also stressed to *PharmaTimes* UK News that "no new review of generic pricing has been launched but where a price has significantly increased, as happens from time to time, the Department reviews these on a case by case basis to determine the cause of the price increase and its rationale".

In the main, the Department does not regulate generic prices and relies on competition to secure value for money, a spokesman explained.

Pharmatimes 20/07/10

**Last chance**

**Mad World Cup Offer**

**Buy 400 starter credits for**

[www.wavedata.net](http://www.wavedata.net)

**for £108 + VAT**

**and we'll give you another 400 for free.**

***Wavedata live is the live pricing service which allows you to see who is offering, which product they are offering, how much they are charging and whether it is a UK product, an import, a generic, surgical or OTC product.***

**E-mail [info@wavedata.co.uk](mailto:info@wavedata.co.uk)**

**and we will contact you to set it up.**

## Superdrug slashes cost of private prescriptions

High street retailer Superdrug has announced that its pharmacies will be dispensing private prescriptions without any mark-up, potentially saving consumers millions of pounds.

The company announced this week that any prescription medicines not funded by the National Health Service will now be sold at trade price, in a bold move that could well spark a price war if others strive to stay competitive.

"In the past, privately prescribed medicines have been priced as though any other product. However, we believe that medicines prescribed by a doctor, whether private or on the NHS, should be treated in the same way," said Superdrug superintendent pharmacist Martin Crisp, explaining the move.

The decision means that the price of four Viagra (sildenafil) pills, for example, will now be £23.50 instead of £28.20, while the cost of the birth control pill Yasmin (drospirenone and ethinyl estradiol) will sink from £47.75 to £31.63, representing substantial savings for patients.

The group is urging other pharmacies across the country to follow in its footsteps. "There are hundreds of thousands of private prescriptions issued every year and if everyone joined us and changed the way private prescriptions are priced this could save Britons tens of millions every year," Crisp stressed.

Earlier this year, supermarket chain ASDA, and shortly afterwards Superdrug, Tesco and Sainsbury's, began selling 'not-for-profit' cancer medicines.

Pharmatimes 05/08/10



**WaveData — Top ten products**

According to WaveData, these were the most commonly investigated products in searches of the online pricing data at [www.wavedata.net](http://www.wavedata.net)

Both uk and pi prices were viewed for each product, giving some indication of where the focus was in July 2010

**Gabapentin Caps 100mg 100**

**Omeprazole Caps 20mg 28**

**Metformin Tabs 500mg 28**

**Alfuzosin XL Tabs 10mg 30**

**Amlodipine Besilate Tabs 5mg 28**

**Bendroflumethiazide Tabs 2.5mg 28**

**Co-Codamol Caps 30mg/500mg 100**

**Doxazosin Tabs 1mg 28**

**Doxazosin Tabs 2mg 28**

**Doxazosin Tabs 4mg 28**

**DISTRIBUTION OF SCHERING- PLOUGH LIMITED**

Schering-Plough Limited has today announced that, with effect from July 1st 2010, it will be reducing the number of wholesalers it partners with for the distribution of its prescription medicines across the UK.

This follows a thorough review of the distribution of its medicines to all channels across the UK. The objective of this change is to implement a more efficient and streamlined supply chain.

As a result of this review Schering-Plough, which is now part of MSD, will use three wholesalers for the distribution of prescription medicines to retail pharmacy and dispensing doctors: AAH Pharmaceuticals, Alliance Healthcare Distribution and Phoenix Healthcare Distribution. The selected wholesalers offer national coverage and already distribute the majority of Schering-Plough medicines in the community, and therefore for most customers there will be no change in the way they order Schering-Plough medicines.

**Additionally a range of Schering-Plough products used in settings such as family planning and fertility clinics as well as non-dispensing GP practices will also be available from Williams Medical Supplies.**

With effect from July 1st, AAH and Phoenix Healthcare Distribution will be the wholesalers for all Schering-Plough products into hospitals.

Mark James, Group Managing Director, AAH Pharmaceuticals Ltd said: "Our customers will welcome the inclusion of AAH as this will mean they can continue to order Schering-Plough products from us in the normal way and we will continue to provide them with the highest possible level of service."

Commenting on their inclusion as a wholesaler of Schering-Plough medicines in the community Mark Stephenson, Commercial Healthcare Director, Alliance Healthcare (Distribution) Ltd commented: "We are delighted to have been selected as a distribution partner for Schering Plough's prescription medicines. We already have a strong link with MSD as the exclusive distribution partner for their hospital range of prescription medicines and we are pleased to now be extending this partnership as an appointed wholesaler for Schering-Plough."

PHOENIX CEO Paul Smith added: "We are obviously delighted to have been selected by Schering-Plough as a distribution partner. PHOENIX has demonstrated its commitment to providing the excellent service that existing PHOENIX customers across the UK enjoy, and we are looking forward to extending this to grow our customer base across all sectors".

Steve Dunn, CEO of Williams Medical Supplies said: "Williams is delighted to have been appointed channel partner for Schering-Plough prescription medicines and pleased with the recognition of our capabilities. We look forward to working in partnership with Schering-Plough to ensure excellent service to our joint customers."

All customers are being contacted with information on these changes.

**This bulletin now goes out to 1000 plus people, and it is growing each month.**

**If you would like to add or suggest any articles/comments, please let me know by the 8th September 2010, as I will be issuing the next one on the 15th September 2010**

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

**You can view all copies of the Wholesale Bulletin at [www.wavedata.co.uk](http://www.wavedata.co.uk)**

**Jackie Moss**

**WaveData Ltd**

**E-mail: [jackie@wavedata.co.uk](mailto:jackie@wavedata.co.uk)**

**07968 815192**

Amendment to July's Bulletin, missed a distributor off - see highlighted text above.