

# Alendronate offers 99% brand discount

A month's supply of alendronate could be bought by independent pharmacists and dispensing doctors in the UK for just £0.29 last month after one supplier slashed the lowest available price of the osteoporosis treatment by almost a fifth (see Figure 1).

According to WaveData, even the average price of the osteoporosis treatment fell to just £0.60. With Merck's Fosamax Once Weekly carrying a trade price of £22.80, the lowest-priced generic reached an incredible 99% generic discount to the brand in December.

Although three of the newer generics – ondansetron and risperidone as well as alendronate – maintained their steady price decay since launch, prices of fast movers were relatively stable as the old year drew to a close. The one exception was citalopram, which experienced dramatic rises in the average prices of all three of its

strengths. The average price of 28-tablet packs of citalopram 10mg – which had the biggest 53% price jump – rose by £0.17 (US\$0.26) to £0.47. Increases in citalopram's lowest prices dragged behind the average price rises as at least one supplier bucked the market trend.

A year after generic launch, 60-tablet packs of risperidone 2mg tablets could be bought for just £1.60 in December after a 15% fall in the lowest price available. With Janssen asking the trade to pay £68.69 for Risperdal, the largest possible generic discount to the brand reached 98%. Similarly, 30-tablet packs of ondansetron 4mg could be bought for £2.22, a 98% discount on Zofran's list price of £107.91, although this was about 30 months after launch.

Outside of the fast movers, some prices were quite volatile last month, as Figures 2 and 3 show. **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Atenolol tabs 25mg 28	£0.08	±0	£0.15	-25
Dosulepin caps 25mg 28	£0.28	-10	£0.51	-19
Aspirin tabs 75mg 28	£0.11	±0	£0.16	-18
Ranitidine tabs 300mg 30	£0.27	±0	£0.59	-13
Digoxin tabs 250µg 28	£0.36	+3	£0.54	-12
Ciprofloxacin tabs 250mg 10	£0.22	+10	£0.36	-11

Figure 1 (below): Comparison between the periods 1-30 November and 1-31 December 2008 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 38 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-30 November

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Fluconazole caps 150mg 1	£0.10	-17	£0.32	+29
Doxazosin tabs 1mg 28	£0.16	±0	£0.42	+26
Cimetidine tabs 400mg 60	£0.86	+37	£1.68	+23
Fluconazole caps 50mg 7	£0.22	+47	£0.40	+18
Doxazosin tabs 4mg 28	£0.52	+6	£0.90	+16
Levothyroxine tabs 25µg 28	£1.02	-2	£1.52	+16

and 1-31 December 2008 in lowest and average UK market prices of about 120 commonly-dispensed generics. The basket specifically excludes the 'fast movers' shown below, but includes other presentations of the same products. Each average price was calculated from at least 25 data points (Source – WaveData).

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.29	-19	£0.60	-6
Amlodipine tabs 5mg 28	£0.22	-4	£0.35	-1
Amlodipine tabs 10mg 28	£0.32	-11	£0.49	-6
Carvedilol tabs 6.25mg 28	£0.30	±0	£0.85	-14
Carvedilol tabs 12.5mg 28	£0.35	-20	£0.78	-9
Ciprofloxacin tabs 500mg 10	£0.23	-4	£0.55	-1
Citalopram tabs 10mg 28	£0.23	+10	£0.47	+53
Citalopram tabs 20mg 28	£0.38	+12	£0.65	+40
Citalopram tabs 40mg 28	£0.42	±0	£0.79	+33
Clarithromycin tabs 250mg 14	£1.35	±0	£2.22	-9
Enalapril tabs 20mg 28	£0.34	-6	£0.63	-11
Fosinopril tabs 20mg 28	£1.60	±0	£2.18	-3
Glimepiride tabs 4mg 30	£0.75	+7	£2.56	-11
Lamotrigine tabs 50mg 56	£2.16	+3	£3.11	-6
Lamotrigine tabs 100mg 56	£3.40	±0	£4.64	-3
Lansoprazole caps 15mg 28	£0.79	-6	£1.20	-6
Lansoprazole caps 30mg 28	£1.58	±0	£2.14	-5
Lisinopril tabs 5mg 28	£0.18	±0	£0.27	-6
Lisinopril tabs 10mg 28	£0.23	±0	£0.36	-7
Lisinopril tabs 20mg 28	£0.39	+3	£0.56	-6
Metformin tabs 500mg 84	£0.39	-3	£0.56	-6
Mirtazapine tabs 30mg 28	£1.10	+7	£1.82	-7
Omeprazole caps 10mg 28	£0.64	+7	£1.01	-1
Omeprazole caps 20mg 28	£0.64	+3	£0.87	+1
Ondansetron tabs 4mg 30	£2.22	-15	£24.85	-23

FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Paroxetine tabs 20mg 30	£0.89	-9	£1.81	-7
Pravastatin tabs 20mg 28	£0.55	+41	£1.44	-1
Pravastatin tabs 40mg 28	£1.26	-9	£2.04	-2
Ramipril caps 2.5mg 28	£0.27	-4	£0.39	-2
Ramipril caps 5mg 28	£0.31	-16	£0.50	±0
Ramipril caps 10mg 28	£0.52	±0	£0.67	±0
Risperidone tabs 2mg 60	£1.60	-15	£3.94	-9
Sertraline tabs 50mg 28	£0.32	-6	£0.61	-17
Sertraline tabs 100mg 28	£0.50	±0	£0.89	-15
Simvastatin tabs 10mg 28	£0.11	±0	£0.22	±0
Simvastatin tabs 20mg 28	£0.16	-11	£0.32	-3
Simvastatin tabs 40mg 28	£0.41	-2	£0.59	-1
Sumatriptan tabs 50mg 6	£0.75	+7	£1.15	+11
Tamsulosin caps 400µg 30	£1.40	-7	£2.00	-6
Terbinafine tabs 250mg 14	£1.25	+4	£1.59	+1

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