

# Celecoxib makes its debut in category M

Just over five months after its launch, celecoxib made its April debut in category M of the Drug Tariff of pharmacy reimbursement prices in the UK. This put an end to the ability of pharmacists to make 90% profit margins from dispensing the generic, which until last month was still being reimbursed at £21.55 (US\$33.03), the list price of Pfizer's equivalent Celebrex brand.

When Actavis advertised its 'day one' launch last November (*Generics bulletin*, 5 December 2014, page 27), the list price of the generic had already plummeted to £3.14, an 85% discount to the brand's list price. By the end of April, the average price of 30-capsule packs of celecoxib 200mg had declined still further to £2.89, following an 8% price fall in April alone.

The COX-2 non-steroidal anti-inflammatory drug's (NSAID's) first appearance in our Recent Launches table – at the expense of the oldest in the table, latanoprost eye drops 0.005% – also recorded the

painkiller's lowest price to date, after a 4% price fall to £1.24 (see Figure 1). This represented a 94% discount to the brand price. In terms of pharmacists' dispensing margins, the new April reimbursement price of £3.86 offered an average margin of 25%, but by shopping around, they could have achieved a much better 68%.

Meanwhile, the latest products to have rapidly-rising trade prices are chlortalidone 50mg, sodium cromoglicate 2% and amlodipine 5mg and 10mg (see Figure 2). None of these was included in the 22 April list of price concessions for the month, agreed by the Department of Health, which continued to feature strengths of digoxin, fosinopril and trimethoprim, among 11 ingredients in total.

Prices were falling rapidly elsewhere, with metronidazole 200mg leading the way (see Figure 3). The usual suspects – omeprazole, simvastatin and lansoprazole – continued to be the subject of the most price offers last month (see Figure 4). **G**

RECENT LAUNCHES				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Amorolfine lacquer 5% 5ml	£3.60	-4	£5.08	-3
Atorvastatin tabs 20mg 28	£0.52	+6	£0.83	+2
Candesartan tabs 8mg 28	£0.40	+3	£0.68	-4
Celecoxib caps 200mg 30	£1.24	-4	£2.89	-8
Cilostazol tabs 100mg 56	£5.90	+7	£11.20	-25
Cyclizine tabs 50mg 100	£7.52	-3	£10.30	-3
Desloratadine tabs 5mg 30	£0.25	±0	£0.83	+7
Desogestrel tabs 75µg 84	£1.61	+1	£2.48	-2
Donepezil tabs 10mg 28	£0.58	+2	£1.14	-1
Entacapone tabs 200mg 30	£4.45	±0	£5.12	-3
Escitalopram tabs 10mg 28	£0.55	+20	£0.99	-5
Hydroxychloroquine tabs 200mg 60	£3.14	±0	£4.00	-2
Irbesartan tabs 75mg 28	£0.36	-5	£0.78	-4
Memantine tabs 10mg 28	£0.79	+5	£1.44	-18
Montelukast tabs 10mg 28	£0.90	-7	£1.39	-6
Naratriptan tabs 2.5mg 6	£1.13	±0	£1.45	-3
Quetiapine tabs 25mg 60	£0.64	±0	£1.19	-4
Rabeprazole tabs 10mg 28	£1.28	+9	£1.68	+1
Raloxifene tabs 60mg 28	£3.30	-3	£5.07	-2
Riluzole tabs 50mg 56	£13.75	-1	£23.99	-5
Rizatriptan tabs 10mg 3	£0.86	±0	£2.33	-1
Sildenafil tabs 100mg 4	£0.35	-3	£0.68	-5
Telmisartan tabs 80mg 28	£0.83	+5	£1.74	-5
Tolterodine tabs 2mg 56	£1.45	±0	£2.25	-6
Zolmitriptan tabs 2.5mg 6	£0.44	-4	£0.91	-1

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Chlortalidone tabs 50mg 30	£12.15	+2	£56.22	+328
Sodium cromoglicate 2% 13.5ml	£1.00	-8	£3.92	+111
Amlodipine tabs 5mg 28	£0.16	±0	£0.48	+45
Amlodipine tabs 10mg 28	£0.18	±0	£0.59	+41
Aspirin disp tabs 300mg 32	£0.19	+12	£0.52	+39
Levofloxacin tabs 500mg 10	£1.71	±0	£7.49	+34

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Metronidazole tabs 200mg 21	£0.28	+4	£1.03	-52
Nizatidine caps 300mg 30	£5.65	+1	£7.90	-27
Olanzapine OD tabs 10mg 28	£0.71	-4	£1.42	-24
Modafinil tabs 200mg 30	£4.25	-33	£30.54	-23
Co-amiflofruse tabs 2.5mg/20mg 28	£1.78	-29	£3.10	-22
Levetiracetam 100mg/ml 300ml	£6.45	+3	£9.87	-22

FAST MOVERS			
Product/Strength/Pack size	Price offers as at 28 April		
	February	March	April
Omeprazole caps 20mg 28	177	178	100
Simvastatin tabs 40mg 28	147	137	85
Lansoprazole caps 30mg 28	157	151	84
Tramadol caps 50mg 100	124	132	83
Ferrous sulphate tabs 200mg 28	103	104	82
Prednisolone tabs 5mg 28	121	132	80
Ramipril caps 2.5mg 28	115	131	79
Clopidogrel tabs 75mg 28	109	129	78
Amitriptyline tabs 25mg 28	125	123	78
Allopurinol tabs 100mg 28	113	117	78

Figure 1 (above): Comparison between the periods 1-31 March and 1-28 April 2015 of UK trade prices of the most recently-launched generics listed in category M of the Drug Tariff of pharmacy-reimbursement prices. Averages calculated from at least 20 data points. Figure 2 (top right) and Figure 3 (centre right): Biggest average trade-price changes between 1-31 March and 1-28 April 2015. Averages calculated from at least 12 data points. Figure 4 (bottom right): Ranking of fastest-moving products subject to the most price offers made to independent UK pharmacists (one strength per ingredient; offers recorded by 28 April). Data for Figures 2, 3 and 4 from a basket of about 750 commonly-dispensed generics. Recently-launched products in Figure 1 excluded from Figures 2 and 3 (Source – WaveData).

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