

# Ondansetron gains cut pharmacy margins

Pharmacists' chances of increasing their profits from dispensing ondansetron were dealt a blow last month when both the lowest and average prices of 30-tablet packs of the 4mg strength of the antiemetic rose by more than a quarter. As Figure 1 shows, the lowest price increased by 31% to £2.94 (US\$5.79) and the average price by 28% to £24.54. As we have remarked in the past, shopping around for the best deal on ondansetron represents potentially the most fruitful option for pharmacists looking among our 'fast movers' to make a dispensing profit.

The category A Drug Tariff reimbursement price for ondansetron 4mg was £91.16, partly based on prices listed by Actavis and Teva.

Despite the price rises, independent pharmacists and dispensing doctors could still have made a 97% profit on buying ondansetron at the lowest price, and a 73% margin on the average price.

Not every ondansetron supplier, however, was increasing its prices in June. The lowest price of the other ondansetron presentation, 10-tablet packs of the 8mg strength, was static at £1.95, even though the average price rose by 20% to £16.09 (see Figure 3).

Trazodone recorded the biggest price falls in the month (see Figure 2). But, while average prices dropped by almost a fifth for two of the strengths, and by 15% for another, the lowest prices were little changed, indicating there were no bargains to be had. **G**

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Trazodone caps 100mg 56	£3.64	+4	£5.39	-19
Trazodone caps 50mg 84	£3.60	+1	£5.50	-19
Alendronate tabs 10mg 28	£1.29	+8	£1.69	-15
Trazodone tabs 150mg 28	£3.19	-9	£4.93	-15
Metoclopramide tabs 10mg 28	£0.15	-6	£0.22	-10
Loratadine tabs 10mg 30	£0.40	±0	£0.49	-9

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Carvedilol tabs 3.125mg 28	£0.30	+11	£0.74	+62
Ondansetron tabs 8mg 10	£1.95	±0	£16.09	+20
Lamotrigine tabs 200mg 56	£2.65	+33	£6.95	+20
Doxycycline caps 50mg 28	£0.78	±0	£1.23	+20
Paracetamol tabs 500mg 100	£0.32	+3	£0.56	+13
Spironolactone tabs 25mg 28	£0.64	-2	£1.21	+12

Figure 1 (below): Comparison between the periods 1-31 May and 1-25 June 2008 of the lowest and average UK market prices of fast-moving generics. Each average price was calculated from at least 39 data points. Figure 2 (above) and Figure 3 (above right): Biggest changes recorded between the periods 1-31 May

and 1-25 June 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 14 data points (Source - WaveData).

FAST MOVERS					FAST MOVERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)	Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Alendronate tabs 70mg 4	£0.45	-18	£0.74	-12	Lisinopril tabs 20mg 28	£0.42	±0	£0.64	-4
Amlodipine maleate tabs 5mg 28	£0.31	±0	£0.37	-2	Metformin tabs 500mg 84	£0.40	±0	£0.58	+4
Amlodipine maleate tabs 10mg 28	£0.42	+2	£0.52	-2	Mirtazapine tabs 30mg 28	£0.70	-18	£2.00	+8
Carvedilol tabs 6.25mg 28	£0.35	-5	£0.55	+6	Omeprazole caps 10mg 28	£0.60	-5	£1.07	+4
Carvedilol tabs 12.5mg 28	£0.46	-6	£0.65	-4	Omeprazole caps 20mg 28	£0.62	-9	£0.86	-5
Carvedilol tabs 25mg 28	£0.94	+2	£1.47	+13	Ondansetron tabs 4mg 30	£2.94	+31	£24.54	+28
Ciprofloxacin tabs 500mg 10	£0.26	±0	£0.41	+12	Paroxetine tabs 20mg 30	£1.01	-7	£1.85	+4
Citalopram tabs 10mg 28	£0.23	-8	£0.33	-2	Pravastatin tabs 20mg 28	£0.85	-18	£1.69	-2
Citalopram tabs 20mg 28	£0.32	-9	£0.44	+1	Pravastatin tabs 40mg 28	£1.10	-15	£2.40	+1
Citalopram tabs 40mg 28	£0.44	±0	£0.59	±0	Ramipril caps 2.5mg 28	£0.28	±0	£0.43	±0
Clarithromycin tabs 250mg 14	£1.40	+12	£1.83	-2	Ramipril caps 5mg 28	£0.37	+16	£0.51	-2
Enalapril maleate tabs 20mg 28	£0.42	-2	£0.61	-3	Ramipril caps 10mg 28	£0.52	-5	£0.68	-2
Fosinopril tabs 20mg 28	£1.60	±0	£2.49	+9	Sertraline tabs 50mg 28	£0.35	+9	£0.58	-2
Glimepiride tabs 4mg 30	£0.99	-6	£2.23	-3	Sertraline tabs 100mg 28	£0.55	+2	£0.91	-3
Lamotrigine tabs 50mg 56	£0.99	-29	£2.46	+9	Simvastatin tabs 10mg 28	£0.09	±0	£0.16	+12
Lamotrigine tabs 100mg 56	£1.60	-20	£3.85	+15	Simvastatin tabs 20mg 28	£0.14	-7	£0.23	+3
Lansoprazole caps 15mg 28	£0.52	-19	£0.86	+1	Simvastatin tabs 40mg 28	£0.35	-19	£0.56	+5
Lansoprazole caps 30mg 28	£1.35	±0	£1.78	±0	Sumatriptan tabs 50mg 6	£0.70	±0	£1.00	+1
Lisinopril tabs 5mg 28	£0.18	-5	£0.31	-1	Tamsulosin caps 400µg 30	£1.05	±0	£1.87	+9
Lisinopril tabs 10mg 28	£0.23	±0	£0.40	±0	Terbinafine tabs 250mg 14	£1.49	±0	£1.82	+2

**PRICE WATCH ..... UK** highlights generics price changes in the UK market and appears exclusively in every issue of **Generics bulletin**, courtesy of the Pharma TouchStone service of WaveData.

WaveData collects and collates pricing information from a number of European countries. In the UK, pricing information about generics, brands and parallel imports is gathered from offers made to independent retail pharmacists and dispensing doctors by wholesalers, suppliers and product manufacturers.

WaveData collates this data and publishes the results giving customers fast, accurate, real-time access to current generic prices. WaveData's Profesy price-forecasting tool can be found at [www.wavedata.biz](http://www.wavedata.biz).

■ **For further information** see [www.wavedata.net](http://www.wavedata.net) or contact Charles Joynson, WaveData Limited, Concorde House, Comet Way, Eastwood, Essex SS2 6GD, UK Tel: +44 (0)1702 425125; Fax +44(0)1702 425129; E-mail [cjoynson@wavedata.co.uk](mailto:cjoynson@wavedata.co.uk). Website: [www.wavedata.co.uk](http://www.wavedata.co.uk).