

WaveData

COMMERCIAL BULLETIN

Special points of interest:

Wavedata have recently been collecting competitor pricing information for other types of products such as aesthetics and Cannabis oils.

Please contact us if you require further information or if we can be of further assistance in product/products you would like to see in our database.

**If this is of interest to you, or you have preferences on what products you would like to see please email:
bulletin@wavedata.co.uk**



ANOTHER COVID-19 BREAKTHROUGH

A drug that patients inhale slashes their risk of falling seriously ill and speeds up recovery, a major study has revealed in the second Covid breakthrough. Just 13 per cent of patients given SNG001 fell ill enough to need intensive care.

Patients treated with the drug were also twice as likely to recover after two weeks as those who didn't, according to research by Southampton University. SNG001 uses a naturally-occurring protein called interferon beta which the body produces when it fights viral infections.

To read more:

<https://www.newsbreak.com/news/2101356663940/another-covid-19-breakthrough-as-experts-find-hospitalised-patients-who-inhale-an-ms-drug-are-twice-as-likely-to-recover-within-a-fortnight>

AMAZON ONLINE PHARMACY IN THE US AND UK

Free delivery for prime members as Amazon launches its own online pharmacy Prime members are eligible for free two-day delivery and discounts of up to 80% on generic medicines and 40% on prescribed brand-name drugs. Doctors can send prescriptions directly to Amazon Pharmacy, currently available in the US only, or patients can request a transfer from their existing retailer. Amazon has been quietly building out its pharmacy offering for several years after ramping up internal discussions in 2017 and acquiring PillPack in 2018.

Amazon is moving heavily into this market and has prepared the ground to dominate in Europe. Combined with this, the current coronavirus has provided the opportunity to focus strongly on this area and launch solutions today that can lead to long term success. Amazon has also filed for pharmacy trademark in UK, The name has been filed under 10 trademark classifications covering both products and services, including trademark class 44, which includes "pharmacy advice and preparation of prescriptions by pharmacists".

To read more:

<https://www.cnbc.com/2020/11/17/amazon-pharmacy-free-prescription-delivery-for-prime-members.html> <https://www.p3pharmacy.co.uk/586177-amazon-files-for-pharmacy-trademark-in-uk>

PFIZER'S TO START PILOT WITH COVID-19 VACCINE

With Pfizer's Covid-19 vaccine having 90% effectiveness, a pilot program has been launched in four U.S. states.

The drug maker seeks to address distribution challenges posed by its ultra-cold storage requirements. The vaccine needs to be stored at minus 70 degrees Celsius, significantly below the standard for vaccines.

To read more:

<https://www.theguardian.com/world/2020/nov/17/pfizer-launches-covid-19-vaccine-delivery-trial-in-four-us-states>

CBD OILS TO HELP TREAT PAIN.

More people are turning to CBD as a natural means of relief for pain. Many people suffer with unbearable pain that spoils their lives. Traditionally, severe pain has typically been treated with therapies such as physical therapy, occupational therapy, massage therapy, and of course, prescription pain medication. In light of this fact, more people are turning to CBD oil as a natural means of relief from tough chronic and acute pain. Which CBD oils are the best? How does CBD tackle difficult pain? We will answer these questions and more in our guide to the best CBD oils for pain.

To read more:

<https://www.ecowatch.com/best-cbd-oil-for-pain-2648230505.html>

GENERIC COMPANIES WORKING TOGETHER TO COVID-19 TREATMENTS

With COVID-19 infections rising worldwide, a group of 18 companies representing a large portion of the world's generic pharmaceutical manufacturers pledged to work together to accelerate access to create new or repurposed therapies for COVID-19. The eighteen generic drug makers have joined an initiative by the nonprofit Medicines Patent Pool (MPP) to increase low- and middle-income nations' access to small-molecule drugs and biologics used to fight COVID-19.

The MPP, founded in 2010 by the World Health Organization-partnered Unitaid, previously established pools for hepatitis C and HIV drugs.

To read more:

<https://www.pharmiweb.com/press-release/2020-11-13/leading-generic-drug-makers-unite-to-pledge-capacity-for-developing-and-delivering-affordable-covid-19-interventions-as-pandemic-intensifies>

LEGACY BRANDS AND MODIFIED RELEASE PRODUCT

Far too many times pharma has come to me to talk about either a legacy brand or modified release branded product and spoken of it as being "a generic". Far too often the marketing and sales team allocated to a modified release product, where the original brand has long since lost any patent protection, position their brand as "a generic". Far too often any brand awareness or the possibility of building brand recognition is ignored by pharma, who try and sell off their modified release product or legacy brand as cheap as chips as "a generic". You can see where this is headed can't you? The value of having a branded [named and licensed] medicine lies in its brand list price and the cost to the NHS. It is possible to extend the lifecycle of a legacy medicine by lowering the NHS list price to compete against the Drug Tariff generic price, but does that really help to keep the brand sales steady? And what about margin? And with a modified release preparation there are more imaginative ways of handling the product than simply selling it by the bucket load at a low cost and treating it like a generic. Of course, the cost to the NHS must be a vital consideration here; no way is an expensive modified release brand giving any added value to the NHS or the patient. The NHS will rightly try and discourage the use of expensive brands, where a cheaper alternative is available. But with a modified release product it is possible to adjust the list price to make it good value to the NHS and provide a continuity of brand to the patient which should be beneficial to the patient's well-being. Whilst patients are becoming more used to Parallel Imports and "generics" there are some who prefer to see the same pack each month and it can give them confidence in the medicines they are taking. Where there is a Drug Tariff price for a modified release product, especially if it is based on an original brand, there is an opportunity for the brand owner to think even more creatively. But whatever you do if you are marketing a branded medicine or the owner of a branded medicine, don't just treat it like a generic; it isn't a generic it has a brand value which gives an opportunity to do something good for the patient, good for the NHS and perhaps could be of benefit to dispensing doctors.

COMMISSIONING BESPOKE REPORTS

Wavedata are frequently asked to perform bespoke analyses of our pricing data. This reflects the prices paid for medical supplies by pharmacies and dispensing doctors, and we have data going as far back as the year 2000. The reports we ask for generally fall into four camps:

1. Long term market price trends. These are used by customers to see if there is a macro scale pattern to these trends. Are prices falling or rising by a % per year, or do they cycle from low to high price on a regular basis. Knowing that a product rises in price every 3 years would allow players to capitalise on this knowledge.
2. Loss of exclusivity / patent expiry analogues. These show the price decline of generic products after the originator lost its patent protection and generics were launched. They are usually used by branded companies to get a feel for how long a commercial department would be able to keep the brand alive with equalisation deals. In some cases this can be decades!
3. Price tracker reports. These are designed to show prices at a particular moment in time, so some customers want them monthly, others weekly or daily. They are imported into clients own systems to provide a 'market price benchmark' for their buying and selling teams.
4. Reimbursement history reports. These show the reimbursement price for a product or group of products over a period of time, generally years. They are used by clients to assess how quickly reimbursement prices are changed, for example from drug tariff category A to Category M.

Currently we are working on developing a 'report builder' which would either allow clients to run their own reports, or help them commission us to do the work for them.

However until this is ready you could either email us with your request, or fill in our form at <https://www.wavedata.co.uk/contact-us/>

PRICE WATCH...UK ZONISAMIDE ZOOMS UP IN OCTOBER

Zonisamide presentations saw average price increases of as much as five times in October, according to the latest UK figures from WaveData. Zonisamide capsules saw average UK price increases of up to 468% in October, according to the latest figures on price offers to independent pharmacists compiled by market researcher WaveData. WaveData had indicated last month that Zonisamide prices were on the rise. (Also see "Ciprofloxacin Garners No UK Concessions Despite Rises" - Generics Bulletin, 14 Oct, 2020.) And in our regular table of recently-launched generics for October, Zonisamide 100mg capsules stood out with an average rise of more than five times to £38.36 (\$50.45) for 56 capsules, despite the cheapest available offer remaining static at £3.42.

To see more go to <https://generics.pharmaintelligence.informa.com/> and view our article from this month's Generics Bulletin.

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www.generics-bulletin.com

WAVEDATA — TOP TEN SEARCHED PRODUCTS WHERE THE FOCUS WAS TO NOVEMBER 2020

According to WaveData, these were the most commonly investigated products in searches of the online pricing data Wavedata Live accessed through www.wavedata.co.uk/login.

Both UK and PI prices were viewed for each product, giving some indication of where the focus was to November 2020. WaveData prices in the top 20 article are averages.

Product	Aug-20	Sep-20	Oct-20	Nov-20
Sertraline Tabs 100mg 28	£10.31	£8.78	£6.89	£5.28
Sertraline Tabs 50mg 28	£5.82	£4.32	£3.60	£3.08
Metformin Tabs 500mg 28	£0.80	£0.64	£0.64	£0.60
Atorvastatin Tabs 20mg 28	£0.79	£0.74	£0.72	£0.71
Amitriptyline Tabs 25mg 28	£0.38	£0.36	£0.46	£0.44
Mometasone Furoate Aqueous Nasal Spray 50mcg 1 (140 Doses)	£5.22	£5.02	£4.91	£4.60
Paracetamol Caplets 500mg 100	£1.16	£1.03	£0.89	£0.87
Atorvastatin Tabs 10mg 28	£0.35	£0.33	£0.35	£0.38
Duloxetine E/C Caps 30mg 28	£0.97	£0.97	£1.58	£2.53
Omeprazole Caps 20mg 28	£0.46	£0.44	£0.45	£0.48

This bulletin now goes out to 4800 plus people.

If you would like to add or suggest any articles/comments, please let me know by the 16th December 2020, as I will be issuing the next bulletin on the 23rd December 2020.

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 <https://www.wavedata.co.uk/kb/>

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FUTURE EVENTS

Organizer	Date	Venue	Link or Email
EMIG Online HR Special Interest Group	1st Dec 20	Online	jimgolby@icloud.com
IHP Celebration Event	3rd Dec 20	Online	https://us02web.zoom.us/webinar/register/WN_dhFMrJvnTkaoPmvpgISWRQ
WHEF policy conference - Evidence-based policymaking - next steps for academic and industry research in policy development	4th Dec 20	Online	https://www.westminsterforumprojects.co.uk/book/Next-steps-for-academic-and-industry-evidence-based-policymaking
NHS Employee Wellbeing Conference	8th Dec 20	Online	https://conference-insight.com/booking/3485/UQKIZO-2937443
WHF policy conference - reducing alcohol dependence in the UK and the impact of COVID-19	8th Dec 20	Online	https://www.westminsterforumprojects.co.uk/book/Reducing-alcohol-dependence-in-the-UK
WHF policy conference - tackling ethnic minority inequality in healthcare - care outcomes, COVID-19, underlying causes, leadership and workforce priorities	9th Dec 20	Online	https://www.westminsterforumprojects.co.uk/book/Tackling-BAME-inequality-across-healthcare
PFfNI policy conference - Priorities for improving mental health provision in Northern Ireland - the Mental Health Action Plan, responding to COVID-19 & priorities for a mental health strategy	9th Dec 20	Online	https://www.policyforumni.co.uk/book/Priorities-for-improving-mental-health-provision-in-Northern-Ireland
Virtual European Conference on Controversies in Diabetic Foot Management	9th - 10th Dec 20	Online	https://diabeticfoot-europe.com/
WHF policy conference - pharmacy services in England - integration, service delivery, public health, responding to COVID-19	10th Dec 20	Online	https://www.westminsterforumprojects.co.uk/book/The-future-for-pharmacy-services-in-England-2021
OBN Digital CEO Briefing: 'What does the end of the Brexit transition mean for UK Life Sciences?'	15th Dec 20	Online	https://obndigitalbrexitlefsciences.obn.expoplatform.com/
WHF policy conference - Scaling up the test and trace service in England and priorities for the NIHP	17th Dec 20	Online	https://www.westminsterforumprojects.co.uk/book/Priorities-for-scaling-up-the-test-and-trace-service
The Virtual Congress on Lymphoma, Myeloma and Leukemia	11th - 12th Jan 21	Online	https://vlm12021.com/congress-program/
WHF policy conference - delivering the NHS Long Term Plan - improving health outcomes, service integration, learning from the impact of COVID-19	12th Jan 21	Online	https://www.westminsterforumprojects.co.uk/book/Priorities-for-delivering-the-NHS-long-term-plan
WHF policy conference - Rare diseases and specialised commissioning in England	21st Jan 21	Online	https://www.westminsterforumprojects.co.uk/book/Rare-diseases-and-specialised-commissioning-in-England-21
WHF policy conference - the future for NICE in health and social care	25th Jan 21	Online	https://www.westminsterforumprojects.co.uk/book/The-future-for-NICE-in-health-and-social-care
RMD 2021	26th - 27th Jan 21	Online	https://rmd-virtual.com/registration/
WHF policy conference - clinical negligence in the NHS - patient safety, the impact of COVID-19, legal cost reform and next steps for policy	28th Jan 21	Online	https://www.westminsterforumprojects.co.uk/book/Clinical-negligence-in-the-NHS-20
Shaping the Digital Future of Healthcare	3rd Feb 21	Online	https://www.convenzis.co.uk/events/shaping-the-digital-future-of-healthcare-digital-primary-care-virtual-conference/
The Vision for a New Normal: The NHS Health Tech Virtual Conference	25th Feb 21	Online	https://www.convenzis.co.uk/events/the-vision-for-a-new-normal-digital-technology-congress/
Rare Disease Day	28th Feb 21	Online	https://www.rarediseaseday.org/
BioTrinity 2021	27th - 28th Apr 21	Online	https://biotrinity.com/registration-form
HDA Annual Conference	11th June 21	London	secretariat@hdauk.co.uk