

Commercial bulletin

Special points of interest:

This bulletin is free to Interested people in Pharma & Healthcare

Please send names of new subscribers to
Jackie@wavedata.co.uk

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

www.wavedata.co.uk

Diabetes advertising skyrockets

With new competition within the pharma market, Diabetes drugmakers are starting to feel pressured, which could make consumer advertising hit a high this year.

Millions of dollars are going into DTC ads for diabetes medicines, with spending fueled by a renewed push for awareness, an increase in patient diagnoses and a wave of new drugs and devices to treat the disease.

The increase in spending will continue for the foreseeable future as diabetes is such a huge health issue, the spending will depend on new brand entries and patent life.

To read more

<https://www.wessexlifescience.co.uk/news/entry/diabetes-dtc-advertising-skyrockets-as-novo-sanofi-and-lilly-vie-for-share>

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CPHI

Our MD Charles Joynson will be at CPHI in Barcelona on the 4th October.

If you'd like to meet up please email him at info@wavedata.co.uk

Pharma creates jobs in Cork

Pharmaceutical company announces its €150 million investment in a new BioPark campus in Cork Harbor, creating 500 full-time jobs, plus 800 construction jobs.

GE BioPark Cork, subject to contract and planning approvals, will feature Europe's first KUBio – prefabricated, off-the-shelf bio-manufacturing facilities, owned and run by GE's biopharma customers.

The BioPark is expected to be home to more than 500 new jobs when fully operational – 400 with biopharma companies and a further 100 employed directly by GE. The construction phase, subject to planning approvals, is expected to begin by mid- 2017 and create up to 800 construction jobs.

To read more

<https://uk.news.yahoo.com/pharmaceutical-biopark-create-500-full-time-jobs-800-072059569.html>

Trends for Pharma for 2017

The pharmaceutical industry has made a 180-degree turn in its business strategy and must now learn from other business sectors how to satisfy their customers' requirements.

Digital has had a huge impact on marketing tactics, customers' mindset and effective brand value creation. It is said that new goals should be set in healthcare.

Get to know the main new 2017 trends in pharma to reconsider your business strategy.

To read more

<https://ewizard-detailing.com/en/news/5-customer-experience-trends-in-pharma-for-2017>

Portuguese company sets up in Windsor

A Portuguese pharmaceutical company has open in Windsor; it will be the UK head office.

Bial Pharma specialises in developing innovative medicines to help battle diseases affecting the central nervous system.

The company called on a 600-year-old trade agreement by opening its UK head office in Windsor.

To read more

<http://www.windsorexpress.co.uk/gallery/windsor/103768/portuguese-pharmaceutical-firm-sets-up-head-office-in-windsor.html>

Price WatchUK

Raloxifene falls revive pharmacy margins

Prices for 28-tablet packs of raloxifene 60mg were some of the fastest-falling among recent launches in August (see Figure 1). Double-digit price falls improved independent pharmacists' margins, which had been trimmed in July by Drug Tariff changes. July had seen the Drug Tariff price for raloxifene 60mg cut from £3.89 (US\$5.16) to £3.73, reducing the average pharmacist's profit margin to just 2%, based on an average trade price unchanged in the month at £3.64 (Generics bulletin, 26 August 2016, page 16). The 12% average trade price fall in August, however, lifted the margin to 14%; while the 15% drop in the lowest price potentially gave pharmacists a 40% dispensing margin if they had shopped around.

To see more go to <http://www.wavedata.co.uk/newinfo.asp> and view our article from this month's Generics Bulletin.

WaveData

Subscribe to the industry's comprehensive source of news and analysis.

www.generics-bulletin.com

Forthcoming events

Organizer	Date	Venue	Link or Email
Successful Partnerships: Genetic Alliance Annual Conference 2016	27th Sept 16	London	mariana.campos (a/t) geneticalliance.org.uk
Real World Evidence (RWE); its value to a product's lifecycle and the practicalities of its collection	27th Sept 16	London	sarah.rogers (a/t) emig.org.uk
FTI 2016 Bioscience Tax Update and Annual Champagne Reception	28th Sept 16	London	Tessa.Remp (a/t) fticonsulting.com
More than power and p-values" - The value of experienced statistical support in the drug development process, with members of the Statisticians in the Pharmaceutical Industry (PSI) group	5th Oct 2016	London	sarah.rogers (a/t) emig.org.uk
Bio Japan Trade Mission	12th - 14th Oct 16	Yokohama	http://www.exporttojapan.co.uk/event/uk-trade-mission-bio-japan-and-south-korea-2016 .
25th EMIG Business Development Group Meeting	13th Oct 16	Oxon	www.emig.org.uk
Eliminating Avoidable Pressure Ulcers	20th Oct 16	Bournemouth	Bournemouth International Centre
EMA Patient Registries Workshop	28th Oct 16	London	terlez (a/t) eucope.org)
Next steps for the Research Excellence Framework	31st Oct 16	Central London	http://www.westminsterforumprojects.co.uk/forums/event.php?eid=1332&t=19134
EMIG Parliamentary Dinner	7th Nov 16	Westminster	www.emig.org.uk
Clinical Research "Surgery" with Dr Jonathan Sheffield (CE of the CRN)	8th Nov 16	London	sarah.rogers (a/t) emig.org.uk
Wounds UK Annual Conference	14th - 16th Nov 16	Harrogate	Harrogate International Centre
Consilium Strategic Communications, Covington and RBC Capital Markets Annual Healthcare Conference	15th Nov 16	London	admindcsc (a/t) consilium-comms.com
The future of personalised and genomic medicine - diagnosis, workforce development and early indications from the 100,000 Genomes Project	17th Nov 16	London	www.emig.org.uk
EMIG Greater Manchester Partnership (Devolution) Conference	29th Nov 16	Manchester	http://www.delegant.co.uk/emig
EMA: Pre-announcement - Workshop: Measuring Impact of Pharmacovigilance Activities	5-6 Dec 2016	London	terlez (a/t) eucope.org
PLG events			
Free Evening Workshop & Networking Reception - Featuring presentations on Contract Dispute Resolution & Arbitration	19th Oct 16	London	www.plg-uk.com
PLG Training - Introduction to Healthcare Business Development	16th - 18th Nov 16	Surrey	www.plg-uk.com
Free Christmas Workshop & Networking Reception - Featuring presentations on product acquisitions & disposals	15th dec 16	London	www.plg-uk.com
PLG AGM & 10 th Annual Awards Evening	9th Feb 2017	London	www.plg-uk.com
2 nd OTC Toolbox/PLG OTC Conference & Networking Event	2nd & 3rd Mar 17	London	www.plg-uk.com
CPHI event dates			
CPHI Worldwide	4th - 6th Oct 16	Barcelona, Spain	cphi.com
CPHI India	21-23 November 2016	Mumbai, India	cphi.com/india
CPHI Istanbul	8-10 March 2017	Istanbul, Turkey	cphi.com/istanbul
CPHI Japan	19-21 April 2017	Tokyo, Japan	cphi.com/japan
CPHI North America	16-18 May 2017	Philadelphia, USA	cphi.com/north-america



Dispensing Doctor Briefing – ENGLAND

by Greg Bull, Commercial Manager Dispex Ltd

How Do Dispensing Doctors get paid for Dispensing? Part One

When dealing with dispensing doctors, pharma must first understand how they are reimbursed for dispensing medicines.

Discount Recovery [Clawback]

You may have come across this term and wonder what it means - the Department of Health assumes that dispensing doctors receive discounts on their medicine purchases and therefore subtracts a percentage of the total NHS reimbursement price for a medicine to take this [assumed discount] into account during the reimbursement process.

This percentage is known as Discount Recovery (or "Clawback") and is applied to all dispensing practices in England, regardless of the actual discount received on any group of purchases. The clawback rate is a sliding scale and is calculated on the entire cost of medicines dispensed by the practice that month. Pharma needs to know, therefore, that dispensing doctor practices do not receive the No Discount Given concession available to pharmacy and that they will have this "clawback" applied to all prescriptions dispensed from their dispensary.

Therefore where the total discount received is less than 11.18% they will be effectively dispensing the item at a loss [excluding dispensing fee]. This has obvious implications for the commercial relationship between pharma, the wholesaler and the dispensing doctor practice.

Please note the latest discount recovery scale can always be found inside the latest Statement of Fees and Allowances which can be found online at www.nhsemployers.org OR email greg@dispex.net to get a free pdf of the latest dispensing doctor clawback scale for England. To find out more about dispensing doctors and Dispex please visit www.dispex.net

Gregg Bull

www.dispex.net

Operating a robot to restore eyesight

A team of surgeons at the John Radcliffe Hospital in Oxford have restored a patient's eyesight by operating a robot inside his eye.

This is the first of its kind across the world.

A membrane which was one hundredth of a millimetre thick from his right eye was removed.

To read more

<http://www.telegraph.co.uk/science/2016/09/10/oxford-surgeons-operate-robot-inside-patients-eye-to-restore-sig/>

WaveData — Top ten searched products where the focus was to August 2016

According to WaveData, these were the most commonly investigated products in searches of the online pricing data Wave-data Live at <http://www.wavedata.net>

Both uk and pi prices were viewed for each product, giving some indication of where the focus was to August 2016

WaveData prices in the top 10 article are averages.

Product	Jun-16	Jul-16	Aug-16	Sep-16
Carbocisteine Caps 375mg 120	£10.48	£10.27	£10.30	£10.41
Nortriptyline Tabs 10mg 100	£49.04	£43.10	£41.81	£41.88
Trazodone Caps 50mg 84	£35.63	£34.32	£34.76	£33.28
Hydrocortisone Tabs 10mg 30	£73.89	£71.01	£68.61	£70.03
Metronidazole Tabs 400mg 21	£0.69	£1.27	£2.14	£5.15
Loperamide Caps 2mg 30	£0.69	£0.58	£0.54	£0.60
Nortriptyline Tabs 25mg 100	£51.92	£46.87	£43.60	£45.66
Carbimazole Tabs 5mg 100	£73.40	£69.95	£69.68	£69.81
Carbimazole Tabs 20mg 100	£187.42	£184.13	£177.20	£182.53
Acetazolamide Tabs 250mg 112	£44.43	£49.80	£45.93	£46.52

This bulletin now goes out to 4400 plus people.

If you would like to add or suggest any articles/comments, please let me know by the 19th October 2016, as I will be issuing the next bulletin on the 26th October 2016

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
<http://www.wavedata.co.uk/newinfo.asp>

Jackie Moss
WaveData Ltd

E-mail: Jackie@wavedata.co.uk
Twitter [@wavedata](https://twitter.com/wavedata)