

MONTHLY SERVICE

Commercial Bulletin

JULY 2014

Special points of interest

This bulletin is free to Interested people in Pharma & Healthcare

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www.wavedata.co.uk

First ever mobile eye unit

Novartis and Frimley Park Hospitals NHS Foundation Trust have launched the first ever mobile eye unit in the UK.

The mobile unit will travel across Surrey, Hampshire and Berkshire

It will provide diagnosis and treatment services for the eye condition age related macular degeneration – the most common cause of sight loss in people over 50 in the UK.

It will be able to treat up to 50 patients a day in locations such as supermarkets.

To read more

<http://sollomarcomms.com/blog/novartis-and-nhs-launch-mobile-eye-unit-in-uk/>

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Massive numbers being diagnosed with diabetes

With more than 700 people a day being diagnosed with diabetes, it's now become a national health emergency.

The majority of the people are being diagnosed with type 2 diabetes, which is linked with an unhealthy diet and being overweight. A smaller amount are diagnosed with type 1 which affects younger people.

A charity says that more than 280,000 people a year are being diagnosed.

To read more

<http://www.independent.co.uk/life-style/health-and-families/health-news/diabetes-becoming-national-health-emergency-9588269.html>

Product Listings on GP & Pharmacy Computer Systems

One might be forgiven for assuming that the process of getting your products listed in GP and pharmacy computer systems is straightforward. However, there have been some significant changes in the GP system market over the last two to three years, with a number of players exiting the market recently, probably because of the new GPSOC requirements and issues concerning data extraction. Some system suppliers are maintaining their own dm+d supported databases, rather than buying from data providers like FDB, and this may be for both commercial and data control reasons.

For all data and system suppliers, the following information is needed from manufacturers for a new product submission (whether a medicine or a device): a) EAN/GTIN, b) PIP Code c) SmPC (or Datasheet if a device), d) Launch Date, e) NHS Prices for all packs, and f) Descriptions of dosage forms (if not on SmPC).

It is worth bearing in mind that the listing status of unlicensed products may change when they obtain a product license. For example, in Multilex (FDB), when an unlicensed product becomes licensed, any other equivalent unlicensed products become deactivated (the logic being that the recommendation is that the prescriber should always use a licensed product if available), and brand names are not listed in Multilex for unlicensed products, only for licensed products.

It is likely that when data are implemented in GP systems, the picklist logic will differentiate on licensed/unlicensed, and/or on alphabetical position of brand name, in the absence of any local configuration. Consequently, it is likely that licensed products will appear on the list before unlicensed products (if unlicensed products are listed at all, although some systems will list unlicensed products because of customer need or local preferences), and licensed products will appear in alphabetical order of brand name.

There will be similar listing rules for pharmacy systems and appropriate product listing there will ensure that supply of your products is correctly reimbursed by the NHS. Furthermore, optimal listing of products by data providers such as FDB will ensure that products are correctly listed and can be accurately selected in hospital clinical systems, such as electronic prescribing.

The route to product listing can be complex, but one thing is certain: a detailed understanding of the data dissemination processes, and a good knowledge of the relevant software suppliers will stand you in good stead to find your way through these complex processes.

Stephen Goundrey-Smith – PDC Healthcare Ltd

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Could rural dispensing GPs face closure?

Talks are in progress between the government and the NHS regarding the closure of rural GP practices

Dispensing GPs would like the one mile rule to stay as it is, allowing them to stay open and to dispense to patients more than a mile from the surgery.

Some elderly and disabled patients complain that they are unable to have the medicines dispensed by their GP.

However pharmacies would like to see the one mile rule removed allowing them to dispense for everyone on their area.

To read more on the discussion in the House of Lords

<http://www.publications.parliament.uk/pa/ld201415/ldhansrd/text/140708-0001.htm>

World's largest dementia research initiative

Drugmakers are linking with eight British universities in a 16 million-pound (\$27 million) public-private partnership to speed up research into dementia

This will involve studying data from around 2 million people.

The new UK Dementias Research Platform will investigate the causes of dementia.

The aim of the project will give researchers a better understanding of who is at risk of getting dementia, possible triggers that lead to disease, and what might speed up or slow down its progression.

Pharmaceutical companies including AstraZeneca, GlaxoSmithKline and Johnson & Johnson are backing this project.

To read more

<http://medcitynews.com/2014/06/worlds-largest-dementia-research-project-connects-drugmakers-8-british-universities/>

Winter crisis

To tackle the winter crisis GPs could be put into hospital emergency departments.

Relationships between emergency, primary and social care need to be repaired by the NHS says a combination of leading doctors

The report has also called for GPs to have direct lines to A&E consultants to seek their advice, and for surgeons to be located at the front door of the hospital.

13 recommendations have been put in place.

To read more

<http://www.independent.co.uk/life-style/health-and-families/health-news/ae-winter-crisis-call-to-put-gps-in-hospital-emergency-departments-9609170.html>

Plan for antibiotics is too slow

A report says that the prime minister's plan on antibiotics is too slow.

Antibiotics are still being prescribed by doctors and vets to pacify patients

More urgent action should now be taken, but experts say that the right solution is more important than a quick one.

Some immediate actions can be taken,

- Should the same drugs be used in veterinary medicine as we do in human health?
- Stop prescribing antibiotics

To read more

<http://www.bbc.co.uk/news/health-28165152>

Forthcoming Events

Organizer	Date	Venue	Link or Email
Commissioning of Medicines for Specialised services	22nd July	London	mary.newsone@nhs.net
Commissioning of Medicines for Specialised services	23rd July	Birmingham	mary.newsone@nhs.net
Seminar - A regulatory and clinical approach to paediatric plans	17th Sept 2014	Lexington	https://docs.google.com/forms/d/1ybecfTxnVkCJ48ft7dfedXRivRRgj-OPus1OcTofgmQ/viewform
Global Generics & Biosimilars Awards 2014	7th Oct 14	France	natalie.cornwell@generics-bulletin.com
CPHI / ICSE Exhibition	Oct-14	Paris	http://www.ccra.org.uk/Meetings/FutureEvents.asp
National Industry Event 2014	21st Oct 14	London	www.nihrcrnationalindustryevent2014.eventbrite.co.uk
AAPS Annual Meeting & Exposition	Nov-14	San Diego	http://www.ccra.org.uk/Meetings/FutureEvents.asp
17th Annual IGPA Conference	19-21 November 2014	Miami	http://www.igpagenerics.com/17th-annual-igpa-conference-19-21-november-2014
EMIG Specialised Commissioning Conference	25th Nov 14	London	acollins@ngaevents.co.uk

PRICE WATCH UK

Valsartan prices double amid supply issues

UK prices of valsartan capsules doubled in June. This caused the Department of Health to grant price concessions for the products over and above their pharmacy reimbursement prices listed in category M of the Drug Tariff. As Figure 1 shows, the average price of 28-capsule packs of valsartan 80mg shot up by 98% in June to £6.32 (US\$10.84).

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

WaveData

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www.generics-bulletin.com

WaveData — Top ten searched products and 3 month's average prices

According to WaveData, these were the most commonly investigated products in searches of the online pricing data
Wavedata 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 June 2014

Product	Apr-14	May-14	Jun-14
Avodart Caps 0.5mg 30	£25.05	£25.54	£23.35
Hydrocortisone Tabs 10mg 30	£53.75	£56.63	£57.72
Adalat LA Tabs 30mg 28	£4.26	£4.06	£3.23
Arcoxia Tabs 60mg 30	£20.25	£19.49	£18.86
Ciprofibrate Tabs 100mg 28	£62.06	£63.80	£63.50
Escitalopram Tabs 10mg 28		£1.18	£1.31
Gabapentin Caps 300mg 100	£5.22	£4.65	£4.26
Arimidex Tabs 1mg 28	£67.50	£66.98	£66.98
Keppra Tabs 500mg 60	£42.69	£39.60	£40.19
Lyrica Caps 75mg 56	£58.54	£58.14	£58.86



This bulletin now goes out to 3700 plus people is growing each month.

If you would like to add or suggest any articles/comments, please let me know by the 13th August 2014, as I will be issuing the next one on the 20th August 2014

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>

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