

June 2013



MONTHLY SERVICE

Commercial Bulletin

Ireland passes reference pricing of drugs and increased generic use

If a specific brand is prescribed in Ireland then the pharmacist must supply that brand.

Now that Ireland has passed the reference pricing and pro-generic initiatives, they will now be allowed to supply alternatives of cheaper generics which have been chosen by the Irish Medicines Board (IMB).

This will encourage price competition and reduce medicine prices.

<http://donttradeourlivesaway.wordpress.com/2013/06/03/ireland-passes-legislation-for-reference-pricing-of-drugs-and-increased-generics-use/>



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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

SHORT DATED DEALS

Wavedata have added another report to their Wavedata Live online pricing information service.

This report is called Short Dated Deals and displays a list of the prices and discounts being offered by manufacturers and wholesalers for short dated product.

As with other reports on Wavedata Live at <http://wavedata.net> reports can be filtered (using the green and brown boxes) and re-sorted by clicking any column heading.

It also colour codes the target customer groups; retail chemists (clear), dispensing doctors (brown) and multiple chemists (purple).

Short dated products

This report helps you to find good deals for short dated stock. It repeats lines if short dated product has been offered to dispensing doctors as well as retail pharmacists. It may also repeat a line if there are to reimbursement prices in the system, for example May and June. The difference column shows the difference between the reimbursement price and the current product price.

Free text search: (separate multiple terms with space) Total 280 records.

Column filters - select one or more items from each dropdown. To remove a filter, click on the item.

Product name Supplier Country List type

Product name	Supplier	Country	Price	Reimbursement	Difference	List type
Aciclovir Cream 5% 10g Short Dated - Jun	Elite Pharma (Surrey) Ltd	Eng.	0.25	5.60	5.35	Disp Doc.
Aciclovir Cream 5% 10g Short Dated - Jun	Elite Pharma (Surrey) Ltd	Eng.	0.25	5.60	5.35	Retail
Alphagan Eye Drops 0.2% 5ml Short Dated - Oct	Amberston Ltd	Eng.	2.95	6.85	3.90	Multiple
Amiodarone Tabs 100mg 28 Short Dated - Oct	Beta Pharmaceuticals	Eng.	0.35	1.44	1.09	Disp Doc.
Amiodarone Tabs 100mg 28 Short Dated - Oct	Beta Pharmaceuticals	Eng.	0.35	1.44	1.09	Retail
Anastrozole Tabs 1mg 28 Short Dated - Oct	Elite Pharma (Surrey) Ltd	Eng.	0.60	1.95	1.35	Disp Doc.
Anastrozole Tabs 1mg 28 Short Dated - Oct	Elite Pharma (Surrey) Ltd	Eng.	0.60	1.95	1.35	Retail
Aricept Eivess Disp Tabs 10mg 28 Short Dated - Jul	Chemilines	PI to N.Ire.	9.99	83.89	73.90	Retail
Aricept Tabs 5mg 28 Short Dated - Apr	Amberston Ltd	PI to Eng.	25.00	59.85	34.85	Multiple
Asacol MR Tabs 400mg 120 Short Dated - July	Beta Pharmaceuticals	PI to Eng.	29.41	39.21	9.80	Retail
Asacol MR Tabs 400mg 120 Short Dated - Oct	Beta Pharmaceuticals	PI to Eng.	33.33	39.21	5.88	Retail
Asacol MR Tabs 400mg 120 Short Dated - Sept	Beta Pharmaceuticals	PI to Eng.	32.15	39.21	7.06	Retail
Atenolol Tabs 100mg 28 Short Dated - Oct	GD Cooper & Co Ltd	Eng.	0.10	0.90	0.80	Retail
Atenolol Tabs 100mg 28 Short Dated - Oct	GD Cooper & Co Ltd	Eng.	0.14	0.90	0.76	Retail
Atorvastatin Tabs 10mg 28 Short Dated - Dec	Dexcel Pharma Ltd	Eng.	0.28	1.33	1.05	Retail
Atorvastatin Tabs 10mg 28 Short Dated - Feb	Elite Pharma (Surrey) Ltd	Eng.	0.39	1.33	0.94	Disp Doc.
Atorvastatin Tabs 10mg 28 Short Dated - Feb	Elite Pharma (Surrey) Ltd	Eng.	0.39	1.33	0.94	Retail

The Drug Tariff – the Key to Pharmacy and Dispensing Doctor Reimbursement

This document, published monthly and supplied free of charge to all retail pharmacies and dispensing doctors in England and Wales [there are separate Drug Tariffs for Scotland and Northern Ireland] is still very much misunderstood by pharma and health care professionals.

- The Role and Purpose of the Drug Tariff [this list is not exhaustive] is:
- To define the NHS terms of reimbursement for pharmacy and appliance contractors. [The situation for dispensing doctor contractors is primarily set out in the Statement of Financial Entitlement and overrides the Drug Tariff.]
- To determine the basic reimbursement price of drugs and other devices, oxygen, dressings, appliances and reagents.
- To determine what medical devices and items are allowable for reimbursement against NHS prescriptions.
- The Drug Tariff specifies reference parameters and details of manufacturing compliance for some prescribable items.
- The Drug Tariff defines a limited list of allowable items which may be prescribed by Dentists (DPF) and nurses (NPF) upon NHS prescriptions.
- The Drug Tariff lists the criteria for prescription charges, people entitled to exemption from such charges and which items incur multiple charges.
- The Drug Tariff defines the list of items only to be prescribed under certain conditions, items NOT to be prescribed on an NHS prescription and also the national Out of Hours [OOH] Formulary.

Dispex Limited has been training dispensers on the Drug Tariff and our online questionnaires and learning have shown us the following results:

Of 152 GP Practices who took our online test on the Drug Tariff and Endorsements relevant to Dispensing Doctors the average score was only 60%

If you are interested in Drug Tariff training for your sales team or sponsoring a GP practice for training please email enquiries@dispex.net for more details.

Gregg Bull - Surelines - www.surelines.com

PRICE WATCH UK

Suppliers accused of manipulating market

Generics suppliers have been accused of “market manipulation” by the Pharmaceutical Services Negotiating Committee (PSNC), which represents community pharmacists in their dealings with the government’s Department of Health (DoH).

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



Growing relationship between Ireland and China.

Ireland has become a popular location for pharmaceutical and bioprocessing plants and is now looking to expand to China.

9 top Pharma companies are based in Ireland

China will play an important role in the future development of Pharmaceuticals.

Companies in Ireland source their active ingredients from China

Legislation of track and trace system

It has been approved by the US House of Representatives to legalise a nationwide "track and trace" system

This will help prevent increases in drug prices and also avoid additional drug shortages

Notification rules will be created for products unsuitable for distribution

A similar system is coming to Europe

But that the generic industry in the UK suspect it is more about making their low cost products more expensive, and less about stopping counterfeits.

<http://www.in-pharmatechnologist.com/Regulatory-Safety/US-House-Passes-Track-and-Trace-Legislation-to-Secure-Supply-Chain>

<http://www.help.senate.gov/newsroom/press/release/?id=bccf5995-1a0f-4d5a-b82c-bc6fe5754eea>

Government urged to step in on supply issues

With the continuous shortages issues the government have been urged to step in.

The Pharmacy Minister has said that there is an issue; however the government are not saying the same.

Rules need to be put in place on how to resolve this issue.

<http://www.mablaw.com/2013/05/irranca-davies-medicine-supply-shortage/>

Kate leach Strategic Consultancy

Kate Leach consulting focuses on the delivery of great commercial strategies including successfully launching and growing new products in today's NHS, capability development for commercial leaders and interim/project management.

Kate Leach is a proven business leader with over 15 years' experience in the pharmaceutical sector. with a track record of leading teams through organisational change whilst maintaining a strong focus on operational excellence and commercial strategy.

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India is now promoting exports of its pharmaceutical products

A new plan is being put in place to help boost India's pharma exports.

This is due to the performance of exports having declined over the past 2 years

<https://www.facebook.com/pharmexcil>

Getting ahead in the new NHS

This seminar, organised by Mathew Arnold & Baldwin and Sigma pharmaceuticals was held on the 18th June in Watford.

Rod While (Head of Commissioning Strategy and Implementation at Luton CCG) told the audience of 150 Pharma and Healthcare professionals that he had spent many years working in Pharma (Lundbeck, Merck Serono and Cephalon) and began working in the NHS three years ago. Rod's key message was that if he were to return to Pharma, he would return with a number of key messages from the new NHS:

1. Focus on the products that meet real unmet needs (and don't forget the evidence).
2. Empathise with the things that keep CCG Boards awake at night
3. Think about what you can do to provide solutions and who you can work with to provide these.
4. Focus on those customers who directly influence commissioning decisions.
5. The fact that your product is important does not mean it is equally important to CCGs.
6. Make sure your sales people do not 'detail' but solve problems.

At the same meeting Karen Livingstone NHS England Director for SBRI (Small Business Research Initiative) told the meeting that the SBRI were encouraging small businesses to step forward with innovative solutions to the NHS problems identified on their website. She also said that the next round of competitions would begin in the autumn.

<http://www.sbrihealthcare.co.uk>

<http://www.mablaw.com/>

<http://www.sigmaplc.co.uk/>

WaveData — Top ten products

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

<http://www.wavedata.net>

Both uk and pi prices were viewed for each product, giving some indication of where the focus was in May 2013

Indapamide Tabs 2.5mg 28
Freestyle Optium Test Strips 50
Clopidogrel Tabs 75mg 28
Lymecycline Caps 408mg 28
Montelukast Tabs 10mg 28
Seebri Breezhaler Inhalation Powder Caps 30
Atorvastatin Tabs 40mg 28
Gabapentin Caps 300mg 100
Indapamide Tabs 2.5mg 30
Memantine Tabs 10mg 28

This bulletin now goes out to 3200 plus people, and it is growing each month.

If you would like to add or suggest any articles/comments, please let me know by the 17th July 2013, as I will be issuing the next one on the 24th July 2013

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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