

Commercial Bulletin

January 2017

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

Pharma companies in US exempt from lowering prices

According to the NPPA, all companies revise their prices based on the Wholesale Price Index (WPI), even if prices are already below the ceiling price.

The Department of Pharmaceuticals has ordered that companies already selling drugs at a price lower than the ceiling price fixed by the NPPA will not have to revise prices based on the Wholesale Price Index.

To read more

<http://www.newslocker.com/en-us/profession/pharmaceutical/dop-exempts-pharmaceutical-companies-from-lowering-drug-prices-based-on-wpi-business-standard/view/>

New controls on Prescription painkillers

Prescription painkillers may soon become controlled drugs due to the illegal use by drug-takers.

Deaths linked to pregabalin and gabapentin have increased and there has been a rise in their use by prisoners and other drug abusers.

These medicines are used to treat epilepsy, anxiety disorder and neuropathic pain but when taken with depressants they can lead to drowsiness, sedation, respiratory failure and even death.

To read more

<http://www.thetimes.co.uk/article/c9620a86-cebe-11e6-9c91-8a961173ca87>

Inside this issue:

Pharma companies in US exempt from lowering prices

New controls on Prescription painkillers

Price WatchUK
Pregabalin and zolmitriptan prices take off

Do You Understand How A Dispensing Contractor is Reimbursed?

Liquid Specials

Forthcoming events

The WOW awards

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

Great answers to tough Pharma questions

Price WatchUK

Pregabalin and zolmitriptan prices take off

Average prices for recently-launched generics were relatively stable in December, with only two products – eplerenone and rizatriptan – showing double-digit changes (see Figure 1). But two older products – pregabalin and zolmitriptan – experienced massive average price rises in December of many times their November levels (see Figure 2). The gains were so huge that a 253% monthly average price rise was not enough to qualify pregabalin 100mg for our 'biggest risers' list.

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

GENERICS
bulletin
www.generics-bulletin.com

Do You Understand How A Dispensing Contractor is Reimbursed?

Primarily most medicines and devices are listed in the Drug Tariff, which is a list of medicines and devices and the published reimbursement price repaid to the dispensing contractor for dispensing a medicine or device.

It is vital that pharma understands the Drug Tariff, how it works and what the implications are for a product NOT being listed in the Drug Tariff.

What is the Drug Tariff?

The Drug Tariff is published and distributed by The Stationery Office on behalf of NHS Prescription Services. However, the contents and policy are determined by the Department of Health for England and the Welsh Government. There are separate Drug Tariffs for Scotland and Northern Ireland published on behalf of the Scottish and Northern Ireland Offices of State.

The Role and Purpose of the Drug Tariff [this list is not exhaustive]

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 and nurses using 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.

There are three main categories of drugs listed in Part VIIIA of the Drug Tariff, as detailed below:

Category A - Drugs which are readily available as a generic. *If a branded product is dispensed against an order for a generic prescription, you must endorse the brand or manufacturer in main part of the prescription if the branded product cost is above drug tariff price.*

Category C - Drugs which are NOT readily available as a generic and therefore the price is based on the NHS list price of a particular brand, manufacturer or distributor. *Endorsement of pack size is required if more than one pack size is listed in Drug Tariff.*

Category M - Drugs which are readily available as a generic, where the Department of Health calculate the reimbursement price based on information submitted by manufacturers and an agreed level of profit is left in the system for pharmacy contractors.

Recently NHS Business Services Authority (NHSBSA), which performs an administrative role in compiling the Drug Tariff on behalf of the Department of Health published the following information:

The *prices listed in Part VIIIA of the Drug Tariff indicate what NHS dispensing contractors will be paid for dispensing prescriptions written generically.*

The *NHSBSA follows a process set out by the Department of Health to make any additions/changes/deletions to Part VIIIA.*

The *NHSBSA can use any information regarding products not already listed in Part VIIIA to initiate the process of adding them to Part VIIIA, however it is important to note that they can't predict the outcome or duration of this process.*

You *can send any suggestions to nhsbsa.prescribingqueries@nhs.net.*

This is an interesting development in the evolution of the Drug Tariff and by asking for suggestions NHSBSA are looking to extend the number and range of medicines which will be prescribed by generic name for reimbursement purposes. Anecdotally one of the NHSBSA's biggest problems with prescription sorting is generics NOT listed in the Drug Tariff, so the more that are listed in there the better for them... and the reduction in returned prescriptions will be welcomed by most dispensing practices!

If you want to find out more about the Drug Tariff and are interested in Training in this area please email greg@dispex.net for more details of our seminar coming up in late Spring.

Liquid Specials

Back in 2012 Wavedata created a website called scriptmap.co.uk to allow people to interrogate prescription data by GP surgery.

Over the last four years we've been asked a number of times about searching this data to find profitable Specials a company could make in the future.

We've now been able to do this and are now considering running it for clients who want it each month.

An example is below showing the cost to the English NHS each month, but could you make contact via info@wavedata.co.uk if it would help you?

BNFCODE	PRODUCT NAME	201605	201606	201607	201608	201609	201610
0902012L0AABRBR	Sod Chlor_Liq Spec 292.5Mg/5MI	4659.29	4046.68	3432.21	1268.58	13261.94	11567.82
0901020G0AACCCC	Folic Acid_Liq Spec 5Mg/5MI	5824.94	6792.99	9526.37	7971.35	11309.29	11025.1
0402010A0AAADAD	Amisulpride_Liq Spec 25Mg/5MI	10685.04	9224.62	10032.65	8242.68	8671.29	10989.66
0408010F0AABEBE	Clonazepam_Liq Spec 500Mcg/5MI	10730.51	6242.9	9622.49	9647.25	10816.6	9999.41
0101012B0AAUUAU	Sod Bicarb_Liq Spec 420Mg/5MI	3022.35	11002.64	6536.8	7495.05	10357.33	9174.43

Forthcoming events			
Organizer	Date	Venue	Link or Email
Arthritis Research UK Clinical Study Groups - Improving clinical research in rare musculoskeletal diseases: challenges and opportunities	3rd Feb 17	London	lisa.tait (a/t) ncl.ac.uk
EMIG Quarterly Meeting	6th Feb 17	London	http://www.delegant.co.uk/emig/
Findacure Scientific Conference on Drug Repurposing for Rare Diseases	27th Feb 17	London	http://www.findacure.org.uk/scientific-conference-2017/
2nd OTC Toolbox/PLG OTC Conference and Networking Event	2nd - 3rd Mar 17	London	http://plg-group.com/events/2nd-otctoolbox-plg-otc-conference-and-networking-event/?doing_wp_cron=1481628502.7155408859252929687500
VIP Invitation 17th Clinical Trial Supply Europe	15th -16th Mar 17	London	www.emig.org.uk
EMA's SME info day on the new clinical trial regulation	20th Mar 17	London	http://www.delegant.co.uk/emig
EMIG Specialised Commissioning Conference	16th May 17	London	www.emig.org.uk
PLG events			
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 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

The WOW Awards

The benefits of improved employee engagement are well publicised. What most organisations have struggled with is finding a simple and effective way to improve employee engagement and keep it going for the long term. The WOW! Awards is an ideal way to start or to enhance an existing employee engagement programme and improve customer service. It's quick, it's simple, customers love it, employees love it and it really works!

This is a programme that was started by former accountant, Derek Williams. "I'd spent most of my corporate life looking for a way to keep people motivated. The WOW! Awards catches people doing things right in a way that is sincere, appreciated and sustainable. The bottom line benefit is massive." United Utilities have been using The WOW! Awards for four year and report huge reductions in complaints and savings in excess of £75m per year.

The WOW! Awards is in its 20th year and is now working with organisations across the UK, as well as in the USA, Bermuda and Australia. At the 2016 Awards ceremony, Lynn Russ, a Coronary Care Unit Nurse from Medway NHS Trust Hospital said, "I have just attended the 2016 ceremony, and received an award, and wanted to say how it made me proud to be a nurse again, and especially to realise I had actually turned into the nurse I always wanted to be. I hardly recognised myself in the video. It was a very special moment to have that acknowledged that something we do as ordinary and every day, was actually being celebrated as extraordinary."

More information about The WOW! Awards is available at www.TheWowAwards.co.uk or call Derek Williams on 01438 310191.



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

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 December 2016

WaveData prices in the top 10 article are averages.

Product	16-Oct	16-Nov	16-Dec	17-Jan
Januvia Tabs 100mg 28	£29.62	£30.35	£0.00	£30.10
Carbimazole Tabs 20mg 100	£176.14	£167.40	£170.16	£170.23
Hydrocortisone Tabs 10mg 30	£60.17	£54.63	£60.79	£63.44
Phenytoin Caps 100mg 84	£0.00	£0.00	£11.99	£0.00
Atorvastatin Tabs 10mg 28	£0.49	£0.49	£0.51	£0.63
Levothyroxine Tabs 25mcg 28	£2.25	£2.20	£2.14	£2.11
Rasagiline Tabs 1mg 28	£5.92	£3.85	£4.53	£4.97
Carbocisteine Caps 375mg 120	£10.15	£9.43	£9.55	£10.56
Nortriptyline Tabs 25mg 100	£44.73	£40.62	£39.65	£37.12
Amitriptyline Tabs 10mg 28	£0.63	£0.53	£0.49	£0.52

Great answers to tough Pharma questions

The answers you give to questions from journalists and others asking about your products can play a crucial part in determining their success and your company's success. What media coverage your products receive, how they are perceived by potential subscribers in the medical community and by the ultimate consumers will be influenced by your replies to the toughest of these questions.

In the robust world of Australian journalism, where I was schooled in the art of putting political and business interviewees under pressure, they've been labelled "blowtorch-on-the-belly" questions.

In your case the questions might be:

- + Given that you've just had a batch recall, is your drug really safe?
- + Are the bad side effects of your product, really outweighed by the benefits?
- + As you're not publishing the research you did while developing your drug, how can we possibly know it's really safe?
- + When are you going to withdraw your drug, given the spate of patient deaths which have been linked to it?

The good news is that however good or atrocious your answers are at the moment, giving great answers to tough questions like these is a learnable skill. I discovered this while examining why some people collapse under tough questioning, and why others sail through it like a well-skippered yacht in a gentle breeze.

And I have worked with a range of pharma spokespeople and observed how much better their answers have become after a media master class sessions where we record, play back and analyse their initial answers before going on to improve their content, structure and delivery style in mock media interviews.

These sessions too can get spokespeople to come across with hugely more authority and confidence when they do the real thing with journalists. You can take advantage of robust questioning to win over prospects, impress existing clients and take your business to new heights.

But a key thing you must realise that answering tough questions is more than just about giving accurate information. Your answers should of course contain exact truths and nothing other than exact truths. If they don't you can look like the slimiest of politicians, and nobody wants that from someone they need to trust in the medical world. But accurate information alone is usually not enough to make the right impression and properly reassure your skeptical questioners.

It's something that's not always obvious to those professionals who are, almost by definition, clever when it comes to chemistry, biology and mathematics. Giving great answers is about getting across an important message as well – in response to every question. Exactly what that message should be for each question is something you are well-qualified to work out... providing you take the trouble to determine it and know what's involved.

But to take your answers to the highest level of effectiveness it's important that you focus in advance on what messages – usually positive ones – you need to impart. This applies whether you're being questioned by the medical profession, clients, patients, officials, regulators, journalists or whoever might put the blowtorch to your belly. When you play your cards correctly you ideally need to give the right information AND get across an important positive message.

Here's some sporting inspiration...

Imagine you're in charge of four-year-olds about to play their first game of football.

Amidst the excitement they could easily lose sight of what they're meant to do on-field.

Even if they defend perfectly, they won't actually win unless they get the ball into their opponent's net.

You need get across a message to these youngsters: "To win you have to score at least one goal." The young footballers need a positive, focused mindset to do this - just as you do. This may seem obvious. But when it comes to answering tough questions, many professionals don't score any goals – and don't even try.

They may well give the right information, but that doesn't mean they will come out as winners.

Their approach is often to go into that meeting or phone call with a hesitant prospect, challenging official or probing journalist thinking: "I hope they ask me the RIGHT questions." Alas, your questioners - especially if confused or nervous or well-briefed beforehand - often see their job as being to ask you the WRONG questions. If you just defend without kicking goals, you'll come out a loser.

To come out well you need the right approach to guide things towards winning outcomes for you and your questioners – and any audience beyond. Fundamental to this is to realise that when you're being asked tough questions, there are always positive and helpful things you can say that will benefit others involved.

These often involve going beyond the question. This is helpful providing you deal effectively with the tough question in the first part of your reply.

However dire a situation, in a professional conversation there are always goals you can score for the benefit of all. And surprisingly to some, part of scoring those goals involves answering those tough questions head-on.

This necessitates telling exact truths in the best possible way. And it involves getting across that message – effectively scoring that goal – on every question. The really good news is that there are golden formulae which you can deploy in every challenging professional conversation.

I write about them in "Great Answers To Tough Questions At Work" which has been shortlisted for the Management Book Of The Year Award 2017 run by the Chartered Management Institute.

<https://yearbook.managers.org.uk/book/great-answers-to-tough-questions-at-work/>

The book and great answers master class sessions can help take your current answers from bad to good and from good to great. You can surprise yourself by getting to a place where you can effectively kick a goal every time the tough question ball comes to you – and capitalise on the hottest of blow-torch-on-the-belly questions.

You can receive free communications-boosting tips and comments with the Michael Dodd Communications Ezine - known as the Doddblog - here: <http://www.michaeldoddcommunications.com/doddblog/>

You can read the first chapter of "Great Answers To Tough Questions At Work" free here at: https://issuu.com/wiley_publishing/docs/great_answers_esampler?e=1085234/35941391

Wavedata Commercial Bulletin readers can get a 20% discount on the book if you use the code "DODD" on the Wiley website at: <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0857086391.html>

There are more than 40 Amazon reviews of the book here on: https://www.amazon.co.uk/Great-Answers-Tough-Questions-Work-x/dp/0857086391/ref=sr_1_1?ie=UTF8&qid=1484914404&sr=8-1&keywords=GREAT+ANSWERS+TO+TOUGH+QUESTIONS+AT+WORK+MICHAEL+DODD

You can discuss booking "Great Answers" Master Classes and One-to-one Media Coaching at Michael@michaeldoddcommunications.com or call 44 (0) 7944952835

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 15th February 2017, as I will be issuing the next bulletin on the 22nd February 2017

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