

# COMMERCIAL BULLETIN

JANUARY 2014

MONTHLY SERVICE

## Prices of generic medicines in Ireland are due to be slashed

Consumers will soon be able to save up to 80% on generic brands.

The pharmaceutical industry in Ireland will all have to start competing in price.

Alternative products could be offered, so that the best price is given.

This could make a huge saving to customers.

To read more:

<http://www.independent.ie/lifestyle/health/pharmacies-will-be-forced-to-cut-generic-drug-prices-29929597.html>

## Irish prices provide atorvastatin margins

Initial reimbursement reference prices for atorvastatin set by Ireland's Health Service Executive (HSE) have left ample scope for pharmacists to make healthy profit margins on the cholesterol-lowering agent, according to an analysis conducted for Generics bulletin by pricing-information specialist WaveData.

To read more

[www.generics-bulletin.com](http://www.generics-bulletin.com)

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

## Everyday drugs could soon be withheld

Certain drugs could be withheld from use as they may not be approved by Nice.

These drugs are ones that do not have a great effect on the society, such as medication for the flu.

Nice are expected to change their review methods later this year.

There is some concern that the vulnerable groups, such as the elderly, could miss out if it was considered they did not contribute sufficiently to society.

To read more:

<http://www.telegraph.co.uk/science/science-news/10563781/Drugs-for-flu-could-be-withheld-under-new-Nice-guidelines.html>

## 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](http://www.wavedata.co.uk)

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## Company Profile



**Brand Life**  
CONSULTANCY LTD

### Maximise your profit of patent expired brands...

From 2014 the new PPRS agreement states:

“The PPRS payment will apply to sales of NHS branded medicines (calculated net of all discounts and **excluding sales that relate to brand equalisation deals**) except for the exclusions set out in paragraph 7 and new products”

So...

If you have a patent expired brand that is not commercialised and want expert help...

If you already have a patent expired brand that is commercialised, but are not maximising your profit via brand equalization.

Are you validating rebate claims to limit selling on to third parties, avoid double discounting and prevent over claims? Or perhaps you don't validate...

If you have a brand that loses exclusivity in the next 12months, and don't have a strategy in place to defend against generics...

**Brand Life Consultancy Ltd**

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### PRICE WATCH ..... UK

#### Propranolol prices are propelled upwards

All three strengths of propranolol were granted price concessions in December by the UK's Department of Health because of rising trade prices brought to its attention by the Pharmaceutical Services Negotiating Committee (PSNC). Such price concessions are intended to ensure that pharmacists retain some dispensing margin on such products, which would otherwise be reimbursed at Drug Tariff prices.

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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### Forthcoming Events 2014

Organizer	Date	Venue	Link or Email
EGA	22 & 23-24 January 2014	London	<a href="http://www.egagenerics.com">www.egagenerics.com</a>
Michael Paisey - Research and Innovation Business Partner	28th January 2014	Plymouth	<a href="mailto:events@plymouth.ac.uk">events@plymouth.ac.uk</a>
EUCOPE	4th & 5th February 2014	Brussels	<a href="http://www.pongratz-eurida-horizonworkshop.com/">http://www.pongratz-eurida-horizonworkshop.com/</a>
GPhA	19-21 February 2014	Orlando, US	<a href="http://www.gphaonline.org/events">www.gphaonline.org/events</a>
Pharmatimes	26 February, 2014, 2.30pm-6.30pm	Royal Institution, Central London	<a href="http://ow.ly/sNttl">http://ow.ly/sNttl</a>
EMIG, Europharm and Amlis	Thursday and Friday 6th & 7th March 2014	London	
Public Health 2014:	12th March 2014	London	<a href="mailto:chris.sheridan@gtevent.co.uk">chris.sheridan@gtevent.co.uk</a>
Social Care 2014	19th March 2014	London	<a href="http://www.socialcarereform.co.uk/programme">http://www.socialcarereform.co.uk/programme</a>
PharmaGora	29-30 March 2014	Paris, France	<a href="http://www.pharmagora.com/">http://www.pharmagora.com/</a>
Supply Chain Conference.	Wednesday 2nd and Thursday 3rd April 2014	near Tower Bridge in central London	<a href="http://www.esc-lon.co.uk/en/attendees.aspx">http://www.esc-lon.co.uk/en/attendees.aspx</a>
MHRA Quality of Medicines	9th April 2014	London	<a href="mailto:email.support@mhra.gsi.gov.uk">email.support@mhra.gsi.gov.uk</a>
Nice	13 - 14 May 2014	The ICC, Birmingham	<a href="http://ow.ly/rPT8M">http://ow.ly/rPT8M</a>





### Do You Understand the Drug Tariff?

The Drug Tariff is published monthly and distributed by The Stationery Office, on behalf of NHS Prescription Services. One copy is supplied to all GP practices and retail pharmacies free of charge and for pharma it is also available on an annual subscription.

The contents and policy contained within the Drug Tariff are the responsibility of the various devolved Departments of Health and there are separate versions for England and Wales, Scotland and Northern Ireland. It is vital that if your company is looking to target NHS Primary Care that you have at least an understanding of the way a prescription is reimbursed and the role the Drug Tariff takes within this process.

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 paid to dispensing contractors for 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 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 and those items NOT to be prescribed on an NHS FP10 prescription.

To find out more about the Drug Tariff please email [gbull@dispex.net](mailto:gbull@dispex.net)

Gregg Bull - Surelines - [www.surelines.com](http://www.surelines.com)

### Value based healthcare

Value based health is here to stay says Economist Intelligence Unit's (EIU) report.

Value based healthcare is enabled by a data-driven, evidence-based approach, which could notably decrease ineffectiveness in established health systems

The pharma industry needs to adapt to stay ahead

<http://www.eiumedial.com/index.php/component/k2/item/1294-value-based-healthcare-the-new-normal>

### Once a day inhaler

The first once a day inhaler has been launched, this is to treat asthma and COPD.

The inhaler offer a 24 hrs dose, this contains the steroid fluticasone and long-acting beta agonist vilanterol.

It is a prescription only product and is for patients over 12 years and over.

The inhaler will be a welcomed addition to the fight against chronic lung diseases.

To read more:

[http://www.internalmedicineneeds.com/index.php?id=514&tx\\_ttnews%5Btt\\_news%5D=229745&cHash=84c2cef25b136a11ce712bba17fa0d3f](http://www.internalmedicineneeds.com/index.php?id=514&tx_ttnews%5Btt_news%5D=229745&cHash=84c2cef25b136a11ce712bba17fa0d3f)

### 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 December 2013

Product	2013 10	2013 11	2013 12
Gabapentin Caps 300mg 100	£8.24	£11.37	£11.06
Hydrocortisone Tabs 10mg 30	£42.30	£42.00	£45.77
Mirapexin PR Tabs 2.1mg 30	£58.98	£68.50	£171.99
Bendroflumethiazide Tabs 2.5mg 28	£0.13	£0.40	£0.47
Orlistat Caps 120mg 84	£28.37	£28.21	£28.02
Prednisolone Tabs 5mg 28	£0.94	£1.66	£2.03
Alendronate Tabs 70mg 4	£0.32	£0.38	£0.55
Amiloride Tabs 5mg 28	£1.07	£5.12	£12.32
Crestor Tabs 5mg 28	£14.87	£14.65	£15.09
Freestyle Optium Beta Ketone Test Strips 10	£11.50	£12.13	£9.50

**This bulletin now goes out to 3500 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 12th February 2014, as I will be issuing the next one on the 19th February 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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