

# WAVEDATA COMMERCIAL BULLETIN

This bulletin now goes out to 5700+ people.

Wavedata's bulletin is a free-of-charge service, if you have any colleagues that would like to receive the bulletin please let us know.

As always, please contact us if you require additional information or if we can be of further assistance regarding products you would like to see in our database.

If you would like to add or suggest any articles or comments, please let us know by the 22nd of next month, as the next bulletin will be issued on 29th September 2022.

If this is of interest to you, or you have preferences on what products you would like to see please email: [bulletin@wavedata.co.uk](mailto:bulletin@wavedata.co.uk)

You can view all copies of the Bulletin at [www.wavedata.co.uk](http://www.wavedata.co.uk)



## UK FIRST TO APPROVE OMICRON BOOSTER JAB

Britain, the first country to approve a coronavirus vaccine in late 2020, has now also given the first green light to a variant-adapted shot that targets both the original and Omicron version of the virus.

The UK medicines regulator (MHRA) gave the so-called bivalent vaccine made by U.S. drug company Moderna (MRNA.O) conditional approval as a booster for adults.

The new vaccine is an updated version of Moderna's widely-use Spikevax vaccine, which includes sequences from the original Wuhan strain of SARS-CoV-2, as well as from the Omicron BA.1 subvariant.

The study was Moderna's first UK commercially sponsored vaccine trial. It recruited over 2,800 participants from across 26 sites in the UK.

To read more, click the link below:

[www.nihr.ac.uk](http://www.nihr.ac.uk)

## PHARMA NEEDS TO CHANGE HOW A NEW PRODUCT IS LAUNCHED

Over the past three years, most pharma drug launches have underachieved expectations. This shows there is a need for a major change in thinking about how to sell and market new medicines.

This is according to a new report, "Empowering the Next-Generation Launch Model," out by life science consultants Trinity Life Sciences, which shows 62% of drug launches between September 2019 and December 2021 "underperformed expectations."

No longer can life sciences companies rely on the traditional sales and marketing approaches to launching new products.

To read more, click the link below:

[www.fiercepharma.com](http://www.fiercepharma.com)

## AMGEN TO ACQUIRE BIOPHARMA FIRM

Amgen has signed a definitive agreement to acquire biopharmaceutical company ChemoCentryx for nearly \$3.7bn.

ChemoCentryx focuses on orally administered therapeutics for the treatment of inflammatory disorders, autoimmune ailments and cancer.

With the takeover, Amgen will gain access to ChemoCentryx's Tavneos (avacopan), a therapy for serious autoimmune diseases.

To read more, click the link below:

[www.pharmaceutical-technology.com](http://www.pharmaceutical-technology.com)



## THE NEW U.S. MONKEYPOX VACCINE STRATEGY

The Biden administration's plan to stretch supplies of monkeypox vaccine by giving people fractional doses of the product is running into problems, with some local health officials saying they are unable to extract the targeted number of doses from vials.

The administration announced that it would authorize use of one-fifth doses of Bavarian Nordic's monkeypox vaccine, Jynneos, meaning each vial of vaccine should generate five vaccinations. In practice, however, drawing that many doses are proving to be impossible in a number of hands.

This comes as monkeypox cases have climbed well above 14,000 in the U.S. – a case count higher than any other country in the world – and yet many local health departments still report not having enough vaccines to reach all those who are considered at heightened risk of contracting the disease.

To read more, click the link below:

[www.npr.org](http://www.npr.org)

## END FOR J & J TALC SALES WORLDWIDE

Through years of costly litigation over its talc-based baby powder, Johnson & Johnson has stood by its iconic product. The healthcare giant maintained its long-held position that the powder is safe.

Johnson & Johnson have revealed that they will discontinue sales of the product around the world in 2023.

Two years ago—with settlements and litigation piling up and sales in decline—J&J discontinued sales of talc powders in the United States and Canada. Next year, the talc-based baby powder will be replaced worldwide by the company's cornstarch-based version, a move J&J insists is a “commercial decision.”

To read more, click the link below:

[www.borderless.net](http://www.borderless.net)



# PHARMACISTS WARN MEDICINE SHORTAGES HAVE RISKED PATIENT SAFETY

Pharmacists are being put in a “critical” situation trying to source common medicines, which is putting pressure on the sector and risking patients' health, a survey of more than 1,500 UK pharmacists has revealed.

The Pharmaceutical Journal's annual salary and job satisfaction survey, carried out in July 2022, found that 847 out of 1,562 (54%) UK-based pharmacists working in all sectors of the profession answered 'Yes' when asked if medicines shortages have put patients at risk “in the past six months”.

In recent weeks, pharmacists have had to cope with shortages of crucial painkillers, hormone replacement therapy (HRT) and osteoporosis drugs, and talks have begun with pharmacy leaders and the government about ways to ease the problem

To read more, click the link below:

[www.pharmaceutical-journal.com](http://www.pharmaceutical-journal.com)

## MARKET PRICE OF A GENERIC PRODUCT

When the market price of a generic product declines to a point where manufacturers can no longer make a profit, they may decide to cancel or not commission the next batch of stock. Consequently, the price goes up as the available stock in the market declines.

These price spikes happen reasonably frequently, however there is a good deal of variability between products. Out of the top 20 products that displayed frequent price spikes, the average time between each peak was 27 months which could tie in with manufacturing cycles.

The graph below shows that the majority of price spikes take place between 10 – 30 months of each other, however, there are other peaks that occur outside of this timeframe.



## FROM PACKAGE PATIENT LEAFLET TO DIGITAL FUTURE

Creating A Collaborative Roadmap to Transform Product Information in the UK.  
How do we make information about medicines better for patients? It is critical for UK users of medicines to have access to accurate, trusted, and understandable information about the medicines they are taking (“product information”).

In the UK this product information is required by law to accompany each commercial pack of medicine and is provided to patients in the form of either a paper leaflet known as a patient information leaflet (PIL) or, in the case of some medicines bought without a prescription, directly on the pack.

Worldwide there is a growing trend towards the elimination of paper-based product information to implement a mix of paper and “electronic labelling”

If you are interested in being involved in the BGMA's work with ABPI and PAGB to bring in electronic PILs please email [sustainability@abpi.org](mailto:sustainability@abpi.org)

## WAVEDATA'S TOP 20 SEARCHED FOR PRODUCTS IN AUGUST 2022

According to WaveData, these were the most commonly investigated products in searches of the online pricing data Wavedata Live at [www.wavedata.co.uk](http://www.wavedata.co.uk).

Both UK and PI prices were viewed for each product, giving some indication of where the focus was to August 2022.

WaveData prices in the top 20 article are averages.

Product Name	May-22	Jun-22	Jul-22	Aug-22
Alendronate Tabs 70mg 4	£0.31	£0.87	£10.51	£14.11
Metformin Tabs 500mg 28	£0.28	£0.26	£0.39	£0.52
Citalopram Tabs 20mg 28	£0.49	£0.56	£1.67	£3.13
Sertraline Tabs 100mg 28	£0.74	£0.79	£0.76	£0.86
Lercanidipine Tabs 10mg 28	£5.17	£4.99	£5.14	£5.55
Risedronate Sodium Tabs 35mg 4	£1.90	£1.55	£4.07	£5.68
Fluoxetine Caps 20mg 30	£0.38	£0.40	£0.79	£1.37
Citalopram Tabs 10mg 28	£0.42	£0.45	£0.77	£2.00
Lercanidipine Tabs 20mg 28	£9.06	£8.83	£8.71	£8.87
Amlodipine Besilate Tabs 5mg 28	£0.27	£0.26	£0.33	£0.48
Sertraline Tabs 50mg 28	£0.58	£0.60	£0.59	£0.71
Ezetimibe Tabs 10mg 28	£0.95	£0.90	£1.02	£2.26
Apixaban Tabs 5mg 56	£47.88	£48.60	£49.23	£53.15
Gabapentin Caps 300mg 100	£2.46	£2.47	£2.52	£2.88
Amitriptyline Tabs 10mg 28	£0.23	£0.24	£0.24	£0.27
Co-Codamol Caplets 30mg/500mg 100	£2.07	£1.99	£2.05	£2.57
Losartan Tabs 50mg 28	£2.03	£1.77	£1.60	£1.50
Losartan Tabs 100mg 28	£3.00	£2.54	£2.08	£2.05
Omeprazole Caps 20mg 28	£0.43	£0.42	£0.40	£0.39
Carbocisteine Caps 375mg 120	£2.68	£2.80	£3.08	£2.94



## NO ONE SHOULD HAVE TO CHOOSE BETWEEN FOOD, RENT, OR MEDICINE

The recently passed Inflation Reduction Act may finally begin to rein in the costs of prescription drugs.

Billionaire Mark Cuban swung into action long ago by investing in Cost Plus Drugs, a company founded by Alexander Oshmansky. Online pharmacies offer medicines directly to consumers at significantly marked prices.

“Our mission is to be a completely transparent, low-cost provider of medicines for all patients,” Cuban told Yahoo Finance over email. “No one should have to choose between food, rent, or medicine.”

According to Cost Plus Drugs’ website, the online pharmacy “fills and delivers prescriptions at our cost + a fixed 15% margin.” Prescriptions are then completed by accredited facilities and shipped to patients across the country for the purpose of a “seamless consumer experience.”

To read more, click the link below:

[www.biz.crast.net](http://www.biz.crast.net)

## PRICE WATCH UK - ALENDRONATE PRICES EXPLODE IN JULY

An average price rise of over 1,400% was seen for Alendronate 70mg tablets in the UK last month, as average prices for a host of other generics more than doubled.

One of the most extreme average price rises ever recorded by Generics Bulletin and WaveData’s Pricewatch feature was seen last month in the UK, as alendronate 70mg tablets in packs of four recorded a 1,403% jump to £11.12 (\$13.60) in July.

Even the cheapest option available in the market saw its price nearly treble to £0.58 per pack, based on prices to UK independent pharmacists.

The Department of Health and Social Care responded by issuing a £12.83 price concession. “Every piece of comparable data we collected between June and July for this osteoporosis medication showed an upturn in price of varying degrees,” WaveData explained, “with one increasing from £0.22 to £0.58 and another from £0.23 to £20.50.”

To see more go to [www.generics.pharmaintelligence.informa.com](http://www.generics.pharmaintelligence.informa.com) and view our article from this month’s Generics Bulletin.

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

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## FUTURE EVENTS

Organizer	Date	Venue	a/t
EMIG Quarterly Meeting	5th Sept 22	Online	jill.payne (a/t) emig.org.uk
EMIG HR SIG	6th Sept 22	Online	drjim.golby (a/t) applied-driving.com
Target to treatment: Creating the lab continuum	8th Sept 22	Online	<a href="http://ow.ly/h3ig50KeUeg">http://ow.ly/h3ig50KeUeg</a>
Department of Health, NI & Welsh Government - PFW, PFFNI & SPC keynote seminar	15th Sept 22	Online	<a href="https://www.scotlandpolicyconferences.co.uk/book/Cancer-Care-2022">https://www.scotlandpolicyconferences.co.uk/book/Cancer-Care-2022</a>
HSJ Patient Safety Congress,	15th & 16th Sept 22	Manchester	ryan.bessent (a/t) wilmingtonhealthcare.com
Fierce Biotech Summit	19th - 20th Sept 22	Boston	<a href="http://ow.ly/Eb4E50Jfhaa">http://ow.ly/Eb4E50Jfhaa</a>
Make Market Access Your Brand's Super Power	21st Sept 22	Online	<a href="https://pages.questexinfo.com/precisionxtractreg08232022/?pk=NLSponsFP-PM">https://pages.questexinfo.com/precisionxtractreg08232022/?pk=NLSponsFP-PM</a>
EMIG Scotland Meeting	22nd Sept 22	Edinburgh	<a href="http://www.emig.co.uk">www.emig.co.uk</a>
PLG & IPLS invite EMIG to Brighton	26th - 28th Sept 22	Brighton	<a href="https://plg.ngaeventsbookings.co.uk/brightherightnow/">https://plg.ngaeventsbookings.co.uk/brightherightnow/</a>
Royal College of Obstetricians and Gynaecologists & WHO Global Collaborating Centre for Women's Health	28th Sept 22	Online	<a href="https://www.westminsterforumprojects.co.uk/book/Womens-Health-22">https://www.westminsterforumprojects.co.uk/book/Womens-Health-22</a>
The Scotland Manufacturing & Supply Chain Expo	13th Oct 22	Glasgow	<a href="https://www.manufacturingexposcotland.com/register/">https://www.manufacturingexposcotland.com/register/</a>
Priorities for tackling overprescribing in the NHS	18th Oct 22	Online	<a href="https://www.westminsterforumprojects.co.uk/book/Overprescribing-22">https://www.westminsterforumprojects.co.uk/book/Overprescribing-22</a>
NHS Clinical Commissioners & NAO	20th Oct 22	Online	<a href="https://www.westminsterforumprojects.co.uk/book/NHS-Procurement-2022">https://www.westminsterforumprojects.co.uk/book/NHS-Procurement-2022</a>
HDA Annual Conference	3rd Nov 22	Online	jill.payne (a/t) emig.org.uk
Macmillan Cancer Support & UK National Screening Committee - WHF policy conference	7th Nov 22	Online	<a href="https://www.westminsterforumprojects.co.uk/book/Cancer-22">https://www.westminsterforumprojects.co.uk/book/Cancer-22</a>
Social Care Wales	9th Nov 22	Online	<a href="https://www.policyforumforwales.co.uk/book/PFW-Social-Care-22">https://www.policyforumforwales.co.uk/book/PFW-Social-Care-22</a>

THANK YOU FOR YOUR TIME

