

# Will eFMD improve PI acceptance?

## Wavedata March analysis questions Euro regs' implications for UK GPs

Importers are likely to have to do a lot more work on repacking and reboxing pharmaceuticals as European anti-counterfeiting rules, the Falsified Medicines Directive, come into force. This may make parallel imports more acceptable to dispensing doctors and their patients, which may impact on prices, which have generally been in decline for the first few months of 2016.



Looking at generics – and in particular, the long term upward trend in purchase prices – in March oxycodone MR tabs stand out among the risers: three packs of the MR form have found their way onto the risers' list, and one PR form into the fallers'. Also of note, are the two packs each of amiodarone, diclofenac SR and moxonidine tabs, and gamolenic acid caps which joined the risers for the month, while entering the fallers' list were two packs each of amlodipine maleate, fluvoxamine, ibuprofen and oxycodone PR tabs, and macrogol oral powder sachets.

### Fallers

Hydrocortisone ointment 0.5% x15g fell by 47% on average at the beginning of March as a number of high prices disappeared from the market. Low prices below £1 were available to dispensing doctors and retail pharmacists from Numark, AAH, OTC Direct, Beta, Elite, Alliance, Teva, Lexon and Eclipse.

During the month selegiline tabs 10mg x30 saw its average price fall by 45% as high prices vanished from the market leaving Teva as the main remaining supplier. In March the drug tariff rose from £19.99 to £24.95, but then fell to £9.50 in April. This may have confused the market and frightened some suppliers away.

The disappearance of Actavis' offers for ibuprofen tabs 200mg x24 resulted in a 44% average price reduction in March. Good prices below £0.40 were still available from OTC Direct, B&S Colorama, Eclipse, Alliance, Ethigen, Lexon, AAH and Phoenix.

### Risers

In March the average price of diclofenac SR tabs 75mg x56 rose by 120% as low-priced Actavis offers disappeared. Remaining good offers below £7.00 were on offer from Alliance, OTC Direct, Numark and Phoenix.

Ramipril tabs 1.25mg x28 rose by 74% during the month as many suppliers increased prices. Good offers of below £1.00 were still available from OTC Direct, Teva, Waymade, Ethigen, Eclipse, Mawdsleys and Lexon.

The average price of amiodarone tabs 100mg x28 rose by 69% in March as some prices increased, and the overall spectrum of prices gravitated toward the more expensive end. Good prices below £0.50 were available from OTC Direct, Alliance and Lexon.

