

ONCOLOGY DRUGS

Bicalutamide prices tumble at UK launch

Two-thirds discounts on the bicalutamide brand price were on offer to pharmacists last month. Four companies were clearly identified by WaveData as they scrapped with each other for the first time over UK market share. Actavis, Sandoz, Teva and Tillomed were all offering generic equivalents of AstraZeneca's Casodex, which has just lost its UK patent protection. Other generics suppliers, like Arrow, were also active in the market, although their identities were not revealed by wholesalers' price offers.

According to all the bicalutamide price information from WaveData, the average generic price for 28-tablet packs of the 50mg form of the prostate cancer drug was £45.64 (US\$80.44), which represented a 64.3% discount on the brand's trade price of £128.00. Similarly, £88.99 for the 150mg presentation undercut the brand price of £240.00 by 62.9% (see Figure 1).

Of the identified suppliers, Tillomed was offering the best deals to independent pharmacists and dispensing doctors with prices of just £25.00 for the 50mg form and £50.00 for the higher strength. The latter was less than a fifth of the brand cost – a discount of 80.5% – while the former offered a 79.2% saving. **G**

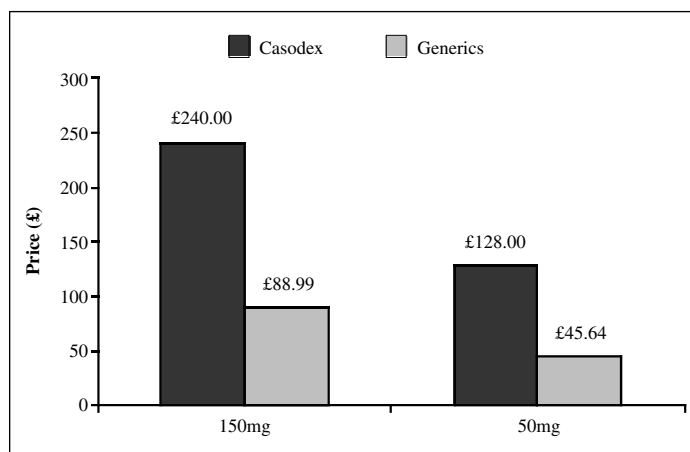


Figure 1: Average UK prices for bicalutamide were nearly two-thirds less in August than those for AstraZeneca's Casodex brand, for which generics have just become available (Source – WaveData)