

Duloxetine price dives down to a new low

Since duloxetine was added to category M of the Drug Tariff of pharmacy reimbursement prices in October 2015, its trade prices have steadily declined. Monthly falls have been in high single-, or low double-digit amounts, following a slow launch period earlier last year. The average generic discount to Eli Lilly's Cymbalta was just 10% for the 60mg strength last May – two months after launch – when the antidepressant was in category C for “not readily available” generics (*Generics bulletin*, 26 June 2015, page 25).

In January, however, at least one supplier dropped the price of the 30mg strength by 36% to £3.50 (US\$5.09). This contributed to the average price falling by 23% to £8.44 (see Figure 1). With Cymbalta's official trade price at £22.40, pharmacists were able to buy the generic at an 84% discount if they shopped around, or at a 62% average discount. In reimbursement terms, the benefit was less, but still

substantial. Pharmacists could have realised a dispensing margin of 77% on a Drug Tariff price of £15.15 for the 30mg strength, although their average margin would have been a more modest 44%.

Pioglitazone prices rocketed in January, as we reported last week (*Generics bulletin*, 5 February 2016, page 11). Price concessions, however, made sure pharmacists were not out of pocket, even for the 45mg strength. An average trade price of £31.54 listed in Figure 2 was more than matched by a price concession of £39.55.

Trimethoprim prices continued to fall after flirting with price concessions earlier last year (*Generics bulletin*, 13 March 2015, page 23). A 748% average price rise to £4.18 for the 100mg strength last February was partly reversed by a 28% decline to £1.52 last month (see Figure 3). Market favourite omeprazole was still exciting the most interest in terms of price offers (see Figure 4).

| RECENT LAUNCHES | | | | |
|----------------------------------|--------------|------------|---------------|------------|
| Product/Strength/Pack size | Lowest price | Change (%) | Average price | Change (%) |
| Amorolfine lacquer 5% 5ml | £3.80 | -9 | £6.48 | -6 |
| Aripiprazole tabs 10mg 28 | £2.25 | -38 | £8.74 | -16 |
| Atorvastatin tabs 20mg 28 | £0.43 | -7 | £0.77 | -5 |
| Candesartan tabs 8mg 28 | £0.36 | -8 | £0.62 | -2 |
| Celecoxib caps 200mg 30 | £0.63 | -16 | £1.69 | +2 |
| Cilostazol tabs 100mg 56 | £2.95 | +5 | £6.43 | +1 |
| Cyclizine tabs 50mg 100 | £6.39 | -3 | £8.47 | -2 |
| Desogestrel tabs 75µg 84 | £1.26 | -2 | £2.15 | -5 |
| Duloxetine E/C caps 30mg 28 | £3.50 | -36 | £8.44 | -23 |
| Entacapone tabs 200mg 30 | £4.19 | -1 | £5.64 | +2 |
| Eplerenone tabs 25mg 28 | £6.19 | -24 | £13.12 | -9 |
| Escitalopram tabs 10mg 28 | £0.21 | ±0 | £0.81 | -1 |
| Hydroxychloroquine tabs 200mg 60 | £2.31 | ±0 | £3.41 | -4 |
| Irbesartan tabs 75mg 28 | £0.38 | -3 | £0.67 | -1 |
| Memantine tabs 10mg 28 | £0.55 | +22 | £1.14 | -1 |
| Montelukast tabs 10mg 28 | £1.11 | ±0 | £1.67 | +6 |
| Oxcarbazepine tabs 300mg 50 | £5.01 | ±0 | £6.87 | +3 |
| Rabeprazole tabs 10mg 28 | £0.73 | -18 | £1.59 | +1 |
| Raloxifene tabs 60mg 28 | £2.75 | -8 | £4.38 | -2 |
| Riluzole tabs 50mg 56 | £12.95 | ±0 | £24.19 | +5 |
| Rizatriptan tabs 10mg 3 | £0.80 | -2 | £1.91 | -5 |
| Sevelamer tabs 800mg 180 | £79.50 | -6 | £109.79 | ±0 |
| Sildenafil tabs 100mg 4 | £0.27 | ±0 | £0.49 | -2 |
| Telmisartan tabs 80mg 28 | £0.73 | -3 | £1.43 | -1 |
| Tolterodine tabs 2mg 56 | £1.30 | ±0 | £2.26 | +4 |

Figure 1 (above): Comparison between the periods 1-31 December 2015 and 1-31 January 2016 of UK trade prices of the most recently-launched generics listed in category M of the Drug Tariff of pharmacy-reimbursement prices. Averages calculated from at least 30 data points. Figure 2 (top right) and Figure 3 (centre right): Biggest average trade-price changes between 1-31 December 2015 and 1-31 January 2016. Averages calculated from at least 16 data points. Figure 4 (bottom right): Ranking of fastest-moving products subject to the most price offers made to independent UK pharmacists (one strength per ingredient; offers recorded by 31 January). Data for Figures 2, 3 and 4 from a basket of about 750 commonly-dispensed generics. Recently-launched products in Figure 1 excluded from Figures 2 and 3 (Source – WaveData).

| BIGGEST RISERS | | | | |
|--------------------------------|--------------|------------|---------------|------------|
| Product/Strength/Pack size | Lowest price | Change (%) | Average price | Change (%) |
| Pioglitazone tabs 15mg 28 | £1.19 | +83 | £19.52 | +684 |
| Pioglitazone tabs 30mg 28 | £5.50 | +547 | £27.95 | +446 |
| Pioglitazone tabs 45mg 28 | £7.50 | +658 | £31.54 | +407 |
| Acarbose tabs 100mg 90 | £5.39 | +80 | £8.74 | +28 |
| Clonazepam tabs 500µg 100 | £6.11 | +8 | £14.76 | +27 |
| Desmopressin 10µg 1 (60 doses) | £8.99 | +3 | £18.35 | +24 |

| BIGGEST FALLERS | | | | |
|-----------------------------|--------------|------------|---------------|------------|
| Product/Strength/Pack size | Lowest price | Change (%) | Average price | Change (%) |
| Trimethoprim tabs 200mg 6 | £1.16 | -22 | £1.40 | -37 |
| Omeprazole caps 40mg 7 | £0.30 | ±0 | £0.52 | -31 |
| Duloxetine E/C caps 60mg 28 | £3.20 | -45 | £9.35 | -31 |
| Trimethoprim tabs 100mg 28 | £0.40 | -44 | £1.52 | -28 |
| Pregabalin caps 200mg 84 | £5.38 | -37 | £17.13 | -26 |
| Pregabalin caps 50mg 84 | £7.49 | -21 | £16.34 | -23 |

| FAST MOVERS | | | |
|----------------------------|------------------------------------|----------|---------|
| Product/Strength/Pack size | Price offers as at 31 January 2016 | | |
| | November | December | January |
| Omeprazole caps 20mg 28 | 137 | 118 | 129 |
| Lansoprazole caps 30mg 28 | 121 | 101 | 126 |
| Atorvastatin tabs 40mg 28 | 127 | 110 | 126 |
| Gabapentin caps 300mg 100 | 106 | 80 | 111 |
| Fluoxetine caps 20mg 30 | 114 | 110 | 111 |
| Simvastatin tabs 40mg 28 | 135 | 98 | 108 |
| Sertraline tabs 100mg 28 | 105 | 93 | 107 |
| Naproxen tabs 500mg 28 | 103 | 94 | 103 |
| Alendronate tabs 70mg 4 | 117 | 95 | 103 |
| Clopidogrel tabs 75mg 28 | 117 | 102 | 103 |

WANT MORE LIKE THIS?

Up to the minute live retail market pricing is available for the UK and Eire on Wavedata Live at wavedata.net.

Alternatively, contact Charles Joynson at WaveData Limited, UK.
Tel: +44 (0)1702 425125. E-mail: cjoynson@wavedata.co.uk.

