

Memantine prices plunge at start of year

Memantine prices plunged again in January, following hefty falls last October (**Generics bulletin**, 3 November 2014, page 25). In addition to the 20% average price fall for 28 tablets of memantine 10mg, shown in Figure 1, two other presentations of the ingredient featured among the biggest price fallers in Figure 4.

At an average price of £2.25 (US\$3.40), 28-tablet packs of memantine 10mg were providing independent pharmacists and dispensing doctors with a dispensing margin of just 9% last month, based on a Drug Tariff reimbursement price of £2.48.

And without the fall in the average trade price of a fifth, pharmacists would have been out of pocket. The authorities had knocked 50% off the product's December reimbursement price of £4.89 to arrive at the January figure, but slashing the official price had taken it below December's actual average trade price of £2.81.

Less fortunate were pharmacists who were given prescriptions

last month for 28-tablet packs of memantine 20mg. While December's average trade price of £5.68 had been comfortably below the equivalent £12.71 Drug Tariff price, the positions were reversed in January. An average trade price of £4.66 after a 22% fall was still much higher than a Drug Tariff price that had been hacked back to £3.72. Nevertheless, had pharmacists shopped around they would have found the lowest price available of £1.55, which would have given them a handsome 58% margin.

Compared to Lundbeck's Ebixa original with a trade price of £34.50, 28-tablet packs of memantine 10mg now offer a 93% average discount to the brand and 97% discount for the lowest price.

At the most competitive end of the market, normal service was resumed in January, with omeprazole, lansoprazole and simvastatin exciting the most price offers by suppliers (see Figure 2). Digoxin, meanwhile, was causing the highest average price revisions. **G**

RECENT LAUNCHES				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Amorolfine lacquer 5% 5ml	£3.61	-3	£5.33	-1
Atorvastatin tabs 20mg 28	£0.49	+2	£0.87	-4
Candesartan tabs 8mg 28	£0.36	-5	£0.81	+4
Cilostazol tabs 100mg 56	£8.80	-4	£15.26	-16
Cyclizine tabs 50mg 100	£7.79	-1	£10.95	+1
Desloratadine tabs 5mg 30	£0.30	-14	£0.75	-6
Desogestrel tabs 75µg 84	£1.65	-4	£2.55	-1
Donepezil tabs 10mg 28	£0.56	-7	£1.18	+1
Entacapone tabs 200mg 30	£4.54	-2	£5.26	-5
Escitalopram tabs 10mg 28	£0.62	-11	£1.17	-3
Hydroxychloroquine tabs 200mg 60	£3.20	-3	£4.12	-3
Irbesartan tabs 75mg 28	£0.40	-7	£0.68	-8
Latanoprost eye drops .005% 2.5ml	£0.89	-6	£1.57	-1
Memantine tabs 10mg 28	£0.98	-10	£2.25	-20
Montelukast tabs 10mg 28	£1.00	+1	£1.60	-1
Naratriptan tabs 2.5mg 6	£1.20	-4	£1.58	+2
Quetiapine tabs 25mg 60	£0.45	±0	£1.16	+4
Rabeprazole tabs 10mg 28	£1.33	±0	£1.85	±0
Raloxifene tabs 60mg 28	£3.49	-17	£5.39	-14
Riluzole tabs 50mg 56	£13.99	±0	£25.71	-4
Rizatriptan tabs 10mg 3	£0.86	±0	£2.63	-1
Sildenafil tabs 100mg 4	£0.37	-5	£0.68	±0
Telmisartan tabs 80mg 28	£0.80	±0	£1.92	+5
Tolterodine tabs 2mg 56	£1.45	+1	£2.41	+2
Zolmitriptan tabs 2.5mg 6	£0.42	±0	£1.01	+3

Figure 1 (above): Comparison between the periods 1-31 December and 1-27 January 2014 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 31 data points. Figure 2 (top right): Ranking of fastest-moving products subject to the most price offers made to independent UK pharmacists (one strength per ingredient; offers recorded by 27 January). Figure 3 (centre right) and Figure 4 (bottom right): Biggest average trade-price changes between 1-31 December and 1-27 January 2014. Averages calculated from at least 22 data points. 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 3 and 4 (Source – WaveData).

FAST MOVERS			
Product/Strength/Pack size	Price offers as at 27 January		
	November	December	January
Omeprazole caps 20mg 28	141	118	132
Lansoprazole caps 30mg 28	109	95	129
Simvastatin tabs 40mg 28	109	87	122
Citalopram tabs 20mg 28	91	83	112
Fluoxetine caps 20mg 30	102	96	111
Ramipril caps 10mg 28	91	89	106
Alendronate tabs 70mg 4	106	98	105
Naproxen tabs 500mg 28	105	80	103
Amitriptyline tabs 10mg 28	80	87	103
Warfarin tabs 1mg 28	97	92	102

BIGGEST RISERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Digoxin tabs 125µg 28	£0.25	±0	£1.31	+176
Digoxin tabs 250µg 28	£0.25	±0	£1.14	+138
Lofepamine tabs 70mg 56	£4.25	+114	£9.57	+99
Ibuprofen gel 5% 100g	£0.70	-3	£2.20	+87
Fosinopril tabs 20mg 28	£1.55	±0	£12.34	+57
Digoxin tabs 62.5µg 28	£0.85	+2	£1.67	+53

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Ciprofibrate tabs 100mg 28	£22.99	-8	£43.63	-34
Pramipexole tabs 350µg 100	£0.22	-87	£17.54	-23
Memantine tabs 20mg 28	£1.55	-14	£4.66	-22
Pilocarpine eye drops 4% 10ml	£1.21	-49	£2.56	-19
Memantine tabs 10mg 56	£1.98	-10	£5.90	-18
Cimetidine tabs 400mg 60	£0.54	-14	£1.06	-17

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