

# Three recent launches tell different tales

Three products – rabeprazole, rasagiline and telmisartan – stood out amongst recent generics launches in March as a result of double-digit falls in both their average prices and the lowest prices at which they were being offered to independent pharmacists and dispensing doctors (see Figure 1).

Nothing linked the three in terms of their generic lifecycles. Rasagiline was launched in November 2015, the third on the list most recently switched to category M of the Drug Tariff, based on actual market prices. Rabeprazole, in contrast, was introduced in November 2012 and is the oldest on the list. A December 2013 launch puts telmisartan somewhere in the middle.

Nevertheless, rasagiline’s price fall from that of Teva’s Azilect brand has been fastest and deepest. Discounts to the brand were 96% on average and up to 99% in March. By comparison, rabeprazole’s prices have held up reasonably well at an average 82% discount to

Eisai’s Pariet, and a possible 89% at the lowest trade price. Telmisartan discounts to Boehringer Ingelheim’s Micardis were 91% on average and as high as 94%.

All three generics were the subject of similar numbers of price offers to independent pharmacists – around 70 in March – but this amount of interest was comparable with the average of other generics on the list. Pharmacists paying the average price for 28-tablet packs telmisartan 80mg, however, would have made a loss. The product’s Drug Tariff pharmacy reimbursement price in March was £1.46 (US\$1.81), or £0.14 less than the product’s average trade price. Those taking advantage of the lowest offer price of £0.95, however, would have made a 41% dispensing margin.

Rabeprazole and rasagiline would each have realised similar margins: about 20% profit at their average trade prices, and more like 60% at the lowest price available.

RECENT LAUNCHES				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Aripiprazole tabs 10mg 28	£0.54	-8	£1.28	+4
Benzydamine 0.15% 300ml	£4.85	-2	£5.63	-1
Carbimazole tabs 5mg 100	£44.00	-10	£56.49	-4
Celecoxib caps 200mg 30	£0.85	-4	£1.42	-8
Cilostazol tabs 100mg 56	£2.09	±0	£3.66	+1
Cyclizine tabs 50mg 100	£5.39	+2	£7.90	-6
Desogestrel tabs 75µg 84	£1.14	-2	£1.83	-8
Duloxetine caps 30mg 28	£0.92	+1	£1.74	-8
Entacapone tabs 200mg 30	£3.15	-1	£4.40	+1
Eplerenone tabs 25mg 28	£2.98	+2	£4.29	-4
Escitalopram tabs 10mg 28	£0.34	+3	£0.80	-6
Frovatriptan tabs 2.5mg 6	£7.95	-4	£9.91	-7
Memantine tabs 10mg 28	£0.59	-2	£1.00	-5
Mometasone furoate 0.1% 30g	£1.13	±0	£1.92	-2
Montelukast tabs 10mg 28	£0.85	-3	£1.41	-8
Nefopam tabs 30mg 90	£26.00	-9	£44.80	-4
Nortriptyline tabs 10mg 100	£19.50	-9	£29.35	-5
Oxcarbazepine tabs 300mg 50	£4.75	-4	£6.13	-2
Rabeprazole tabs 10mg 28	£0.61	-13	£1.03	-12
Raloxifene tabs 60mg 28	£2.38	-5	£3.49	-7
Rasagiline tabs 1mg 28	£0.99	-10	£2.52	-13
Rizatriptan tabs 10mg 3	£0.74	-5	£1.65	-3
Sevelamer tabs 800mg 180	£26.00	±0	£39.60	-14
Sildenafil tabs 100mg 4	£0.24	±0	£0.55	±0
Telmisartan tabs 80mg 28	£0.95	-18	£1.60	-10

Figure 1 (above): Comparison between the periods 1-28 February 2017 and 1-31 March 2017 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 29 data points. Figure 2 (top right) and Figure 3 (centre right): Biggest average trade-price changes between 1-28 February 2017 and 1-31 March 2017. Averages calculated from at least 15 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 March). 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 (%)
Ampicillin caps 250mg 28	£3.99	±0	£8.61	+68
Pramipexole tabs 350µg 100	£0.75	±0	£26.16	+64
Valsartan caps 160mg 28	£3.35	±0	£8.62	+58
Zolmitriptan o/d tabs 2.5mg 6	£4.49	+179	£15.33	+50
Pramipexole tabs 350µg 30	£0.85	+13	£10.88	+43
Valsartan caps 80mg 28	£2.65	±0	£8.92	+42

BIGGEST FALLERS				
Product/Strength/Pack size	Lowest price	Change (%)	Average price	Change (%)
Ferrous fumarate tabs 210mg 84	£0.50	-23	£1.48	-36
Metronidazole tabs 400mg 21	£2.20	-10	£3.54	-30
Amiloride tabs 5mg 28	£0.28	-3	£0.59	-28
Amitriptyline tabs 25mg 28	£0.26	-7	£0.45	-25
Methocarbamol tabs 750mg 100	£10.75	+8	£23.72	-23
Losartan tabs 12.5mg 28	£5.89	-16	£13.80	-21

FAST MOVERS			
Product/Strength/Pack size	Price offers as at 31 March 2017		
	January	February	March
Omeprazole caps 20mg 28	141	133	157
Hydrocortisone tabs 10mg 30	97	105	140
Atorvastatin tabs 20mg 28	120	108	137
Simvastatin tabs 40mg 28	111	105	136
Lansoprazole caps 30mg 28	112	108	132
Sertraline tabs 100mg 28	102	107	131
Ramipril caps 2.5mg 28	115	94	129
Bisoprolol fumarate tabs 2.5mg 28	100	83	128
Paracetamol caplets 500mg 100	101	107	126
Fluoxetine caps 20mg 30	110	93	123

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