

TABLE OF CONTENTS

January 21, 2008

No. 2074

BUSINESS

- 1 Industry Must Quit Yakkasa-Dependent Sales Once for All
 - One Step Forward toward Efficient R&D
- 2 Ensure Sustained Growth by Developing Innovative New Drugs: Top Company Leaders
 - Top Priority on SYR-322 and TAK-390MR: Takeda
 - LCM for Prograf, Growth Strategy for Vesicare: Astellas
 - Maintaining Momentum by Pushing Sales of Olmesartan, Launching Prasugrel: Daiichi Sankyo
 - Challenging Neurology, Oncology to Meet Unmet Medical Needs: Eisai
 - Aiming at Growth as Global Drug-Discovery Company: MTPC
 - Amlodipine Generics to Threaten Survival: DSP
- 3 Takeda, Daiichi Sankyo Files NDAs for Their Future Blockbusters in the US
- 4 Meiji Seika Aims at ¥10 Bil. Sales with Generics
- 4 Taisho Licenses TS-032 to Pfizer
- 5 Mochida Licenses Analgesic to Wyeth
- 5 Novartis to Close its Tsukuba Research Institute
- 8 Excessive Rebates May Violate Antimonopoly Law: *Ihoken*
- 8 All Concerned Parties Should Cooperate to Improve Business Practices: Mr Matsutani

SPONSOR FEATURE

- 6 How Can I Grow My Brand without Growing My Budget?

GENERICS

- 9 PMDA to Expand Review System for Generics, OTC Drugs: Chief Executive Miyajima
- 9 *Koroshō* to Expand System to Determine Market Trend for Generics
- 10 Nichi-Iko Improves Distribution, Production Systems to Ensure Overnight Deliveries
- 11 Generics Market Estimated to Reach ¥338 Billion in 2009: Fujii Keizai
- 11 **GENERICS NEWS IN BRIEF**
 - Stability Data on Drug Substances Not Required in Applications for Generics
 - Nippon Chemiphar Transfers MSS to Konoike Transport

REGULATORY

- 12 Re-pricing Inevitable under Public Health Insurance System: Mr Isobe
- 12 FPMAJ's Pricing System Proposal Not Impossible to Introduce: EAD Director Mr Takeda
 - Also Generics and Problematic Distribution Practices
- 13 Hire More Ex-Company Employees: Dr Aoki
- 14 **REGULATORY NEWS IN BRIEF**
 - Cephalon Applies for Low-Grade NHL for Bendamustine in US: Symbio

- 1st Course to Train Local Data Managers to Be Held in February
- Precaution on Abnormal Behavior Added to Relenza and Symmetrel Package Inserts

NEW PRODUCTS

- 14 - Dinagest Tablet for Endometriosis: Mochida

R&D

- 16 Tacere to Codevelop RNAi Hepatitis C Drug with Pfizer
- 16 Toyama Starts PII Study for T-705
- 17 **R&D NEWS IN BRIEF**
 - Japan, China Agree to Jointly Develop Anti-cancer Drugs
 - PMDA to Offer More Consultation Services on Antibody Pharmaceuticals
 - Taxotere Improves Overall Survival in Early-Stage Breast Cancer: sanofi-aventis
 - New Anti-thrombotic AVE5026 Shows Significant Dose-Response: sanofi-aventis
 - Glivec Halts Progression of Life-threatening Leukemia: Novartis

COMMENTARY

- 18 **Maurer's Healthcare Insight (92)**
 - Downsizing US Style: P. Reed Maurer
- 19 **Survey**
 - Patients with Serious Diseases More Likely to Quit Smoking

MEDICAL DEVICES

- 20 Teijin Pharma Enters US Market for Home Healthcare Equipment
- 20 Health Net and Med-Solution to Form Alliance for Clinical Imaging Studies
- 20 **MEDICAL DEVICE NEWS IN BRIEF**
 - Protosera to Search for Biomarkers for Scleroderma with MTPC
 - 9,268 Reports of Medical Device Malfunction Reported in 1st Half of FY2007

MEDICAL FACILITIES & NURSING CARE

- 21 Reimbursement Prices for 5 Chemotherapy Regimens under DPC System to Be Reconsidered
 - Companies to Promote Proper Use of Drugs
- 22 Int'l Cooperation Needed to Eliminate Counterfeit Drugs: Prof. Kimura
- 22 Salagen Improves QOL of Patients with Sjögren's Syndrome
- 23 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
 - JMA President Dr Karasawa Hospitalized
 - Complete Self-Sufficiency to Be Difficult for Albumin Products in FY2008
 - Air-Borne Pollen Amount to Increase Next Season in Eastern Japan
 - Jobs That Can Be Delegated to Non-Physicians Specified