

# TABLE OF CONTENTS

February 4, 2008

No. 2076

## BUSINESS

- 1 Nihon Chouzai to Discontinue Bulk Buying: President Mitsuhara  
- Promotion of the Use of Generics to Stimulate Market Reform
- 2 Medical Pharmacy to Introduce Prices Based on "General Market Trends": Mr Kashiwagi
- 3 CFS's Shareholders Reject Merger Proposal with Ain Pharmaciez  
- AEON to Propose Measures to Increase CFS's Corporate Value: AEON President Mr Okada  
- Ain President Criticizes AEON
- 4 Mochida to Embark on Generic Business in Earnest
- 4 Stop *Yakkasa*-Based Business Immediately: FPMAJ President Morita  
- Wholesalers Should Play Most Important Role: FJPWA President Matsutani
- 5 Preminent Most Heavily Promoted in December: Rep Track Survey

## BUSINESS NEWS IN BRIEF

- 6 - Nissin (Yamagata) to Take Over Solvay's Kawagoe Plant
- 6 - Teva to Acquire CoGenesys in the US

## NEW PRODUCTS

- 6 - Regpara Tab for Secondary Hyperparathyroidism: Kirin Pharma
- Claritin Dry Syrup: Schering-Plough, Shionogi
- Eli Lilly: Humatropen 3
- Film-Coated Tablets of Metformin: Nippon Shinyaku

## GENERICS

### 7 GENERICS NEWS IN BRIEF

- Use of Generics to More than Triple with New Prescription Form: Survey by So-net M3, SSRI
- Volume-Based Share of Generics Remained Virtually Flat at 16.9% in FY2006

### 10 Commentary

- Generic Makers Increase Investment, but Will Consumption Really Increase as Gov't Hopes?

## SPONSOR FEATURE

- 8 How Can We Maximize the Value of Our Brand?

## REGULATORY

- 11 Outline of FY2008 Revision of Medical Fees Approved by *Chuikyo*
- 11 Re-Pricing for Market Expansion Discourage Investment: PhRMA
- 12 13 APIs Receive Approval Including Nexavar and Champix
- 12 42 New Technologies, 24 "Advanced Medical Technologies" Recommended for Insurance Coverage
- 13 **REGULATORY NEWS IN BRIEF**  
- Draft COI GL for Joint Ind-Gov't-Academia Research Announced  
- Avamys Approved in Europe: GSK

- FDA Approves Additional Indication for Mycamine: Astellas
- Welchol Approved for Type 2 Diabetes in the US: Daiichi Sankyo
- Pfizer Updates Chantix Labeling

## R&D

- 14 Stelic Develops STNM-01 to Treat Stenosis in Crohn's Disease
- 14 MolMed to Start PIII Trial of HSV-TK Gene Therapy in Italy Using Takara Bio's RetroNectin
- 15 Kyoto Univ. Creates iPS Cell Research Center
- 15 So-net M3 Launches DB of Doctors Interested in Participating in Clinical Trials
- 15 Attractive Drug Market Must Be Created in Japan: Industry Leaders  
- More Budgets Should Be Earmarked for Science, Healthcare  
- Protein-Based Drugs Will Also Make Economical Contribution in Long Run: Dr Aoki
- 16 *Koroshio* Considers Joint Clinical Trial Consultation Services with the US and EU
- 17 Insurance Policies to Be Required for Clinical Research
- 17 Council Moving to Build Up Regional Clinical Trial Systems
- 18 Public Opinions Invited on Draft Guidance on MD Studies
- 18 Article 35 of the Amended Patent Law Should Be Properly Applied: Dr Akimoto  
- Over 90% of JPMA Members Have Revised Their Rules According to Article 35
- 16 **R&D NEWS IN BRIEF**  
- Takeda Initiates PI Study of Hematide in the US  
- Boehringer Ingelheim Completes Enrollment for RE-LY Trial  
- Kringle Pharma and Tripep to Start PII Trial for ChronSeal  
- Applications for Sosei's COPD Treatments by Novartis to Be Delayed

## MEDICAL DEVICES

- 20 Cardiac Reagent NT-proBNP: RDKK

## SELF-MEDICATION

- 20 **SELF-MEDICATION NEWS IN BRIEF**  
- Takeda to Launch Scorba EX for Athlete's Foot Containing an Antipruritic  
- Pabron Ace AX Containing Ambroxol: Taisho

## MEDICAL FACILITIES & NURSING CARE

- 22 Risk of Death Decreases with Increases in Total Cholesterol Levels: Prof Hamazaki
- 23 Precautions on "Impaired Performance" Necessary for Antihistaminics: sanofi-aventis
- 23 **TOPICS**  
- Debt of Failing Med. Institutions Triples in 2007