

# TABLE OF CONTENTS

February 25, 2008

No. 2079

## BUSINESS

- 1 FUJIFILM Embarks on Drug Business in Earnest by Acquiring Toyama Chemical  
- FUJIFILM Aims at ¥1 Trillion with Healthcare Business  
- Toyama Aims at Global Development of Its New Drugs  
- Taisho Expects More New Drugs from Toyama for Marketing by Taisho Toyama Pharm.
- 3 DSP Plans to Market Lurasidone Independently in US  
- Profit Center Approach Showing Effects as Expected  
- 60% of Amlodin Sales to Be Switched Over to OD Tablets by March
- 4 Taisho Initiates TOB for Biofermin
- 4 Meeting Market Needs with Original Drugs and Generics: Mochida
- 5 Baxter Has Much Room for Growth in Japan: President Kawabata  
- Improving Productivity of Existing MRs
- 5 *Koroshō* to Meet Concerned Parties to Improve Drug Distribution Practices
- 6 SSP to Promote Core Brand Strategy Based on 8 Products  
- Sleep-improving Agent Drewell Meets Harsh Competition
- 7 AZ Trains District Managers to Enhance Its Sales Forces
- 7 Novartis to Launch Galvus in Europe
- 8 **BUSINESSNEWSINBRIEF**  
- Eisai to Manage Clinical Data in India under Global Outsourcing Agreement with Accenture  
- GSK's Sales in Japan Up 10% to ¥203.7 Billion

## REGULATORY

- 8 FY2008 Revision of Medical Fees Recommended by *Chuikyo*  
- Revisions May Change Drug Prescription Patterns  
- Prescriptions for Alteplase, Drugs for Dementia and Depression May Also Increase  
- Repeat Consultation Fee Up 3 Points for Hospitals, Unchanged for Clinics  
- Proposed Revision Will Have Profound Impact: Prof. Tsuchida
- 10 NHI Pricing Procedures to See Changes
- 10 JPA Satisfied with Proposed Dispensing Fees: JPA Vice President
- 10 MTX Recommended for Approval for JIA
- 11 **REGULATORYNEWSINBRIEF**  
- Baxter Stops Manufacturing Heparin due to Serious Adverse Reactions  
- Watson Files an NDA for Silodosin in the US: Kissei  
- Avastin Receives Broad Label Extension in EU: Roche  
- Dabigatran Recommended for Approval in EU: Boehringer Ingelheim  
- Noxafil Recommended for Antifungal Prophylaxis in High-Risk Patients: Schering-Plough  
- GSK Welcomes EMEA's Recommendation That Both Tamiflu and Relenza Be Stockpiled

## R&D

- 12 JPMA to Study Clinical Trial Situation in Other Asian Countries

- 13 Use of Standard Forms for Clinical Trial Documents
- 13 Novo Nordisk Discontinues Transpulmonary Insulin Project AERx
- 14 CV Risk Lower with Lipitor than with Simvastatin: Pfizer
- 14 Mevalotin Reduces Risk of CV Events in Postmenopausal Women
- 14 **R&DNEWSINBRIEF**  
- NF-kB Decoy Oligo. Shows Evidence of Efficacy for Atopic Dermatitis in PII  
- Sosei Group Start PIII Study of AD923 for Cancer Breakthrough Pain  
- Toyama Chemical's Anti-RA Drug Enters PII  
- Myozyme Effective for Pompe Disease: Genzyme  
- Shionogi Introduces Electronic Research Notebook
- 16 **Commentary**  
- Japan Needs to Create Attractive "Stadium for Drug Discovery" and Invite Top-Level Players
- 17 **OPINION**  
- The Hottest Jobs in 2008 Revealed: Philip Carrigan

## MEDICAL DEVICE

- 17 **MEDICALDEVICENEWSINBRIEF**  
- LDP to Determine Measures to Enhance Industry's Competitiveness

## GENERICS

- 18 Mediceo Paltac to Deal with Generics in Earnest
- 18 Hansha Must Deal with Generics from All Companies: Mr Eguchi of Seibu Sawai
- 19 Premium of 4 Points to Be Paid to Heavy Generic Dispensers
- 19 Generics to Be NHI Price Listed in May and November from FY2009
- 19 **TOPICS**  
- Poster Prepared by *Koroshō* to Promote Use of Generics

## MEDICAL FACILITIES & NURSING CARE

- 20 Piecework System Should Be Applied to Drugs Used at Nursing Care Facilities  
- Piecework System to Be Applied to IFN, Narcotics from April
- 20 New System to Cover Certain Unapproved Medical Services by Insurance from April
- 21 600 Points per Month for Managing Health of Elderly Patients
- 21 MRI Using EOB Primovist Incorporates All Features of Conventional Methods
- 22 Large-scale Databases Important for ADR Analysis
- 22 Dr Karasawa Will Stand for Reelection JMA President  
- Anti-Karasawa Dr Hakui Defeated in Osaka
- 23 One in 3 Physicians Recognizes Diovan Advertisements
- 23 **MEDICAL FACILITIES & NURSING CARE NEWS INBRIEF**  
- Length of Hospital Stay, Bed Occupancy Rate Down in 2007