

# TABLE OF CONTENTS

July 7, 2008

No. 2097

## BUSINESS

- 1 Bayer Yakuhin to Achieve ¥200 Bil. Sales in 5 Years  
- Bayer to Participate in More Collaborative Multinational Studies  
- Helping MRs Improve Their English Proficiency
- 3 Daiichi Sankyo to Work Out Collaboration Plans Country by Country: Mr Shoda
- 3 Otsuka Pharm. to Be Reorganized under New Holding Company
- 4 Blopress Best-Selling Ethical Drug 4 Years in a Row  
- Olmetec Shows Largest Increase in Sales among ARBs  
- Enbrel to Show Highest Growth Rate in FY2008
- 5 Ethical Drugs Market Up to ¥8,136.3 Bil. in FY2007: IMS Japan
- 5 More Attendants, Questions at Major Pharmas' Shareholders' Meetings
- 6 **BUSINESS NEWS IN BRIEF**  
- Astellas Launches Lexiscan in the US  
- Nippon Kayaku's Pharma Sales Up 1.5% due to Good Sales of Generics  
- Roche Increases Its Chugai Shareholding Ratio to 59.9%  
- DSP Concentrates Sales/Marketing Headquarters Functions in Tokyo
- 7 **TOPICS**  
- English-Speaking Japanese Executives Earn up to 30% More than Non-English Speaking Colleagues: Survey

## REGULATORY

- 10 Gov't to Maintain Policy to Cut ¥1.1 Tril.
- 10 Introduce Reference Price System to Promote Use of Generics: Council
- 10 Late-Stage Consultation Fee to Be Frozen
- 11 **Commentary**  
- Will Fiscal Rehabilitation Policy Be Maintained?
- 12 FPMAJ Presents NHI Pricing System Reform Proposal to *Chuikyo*  
- Giving Premium to World's First Drugs Approved in Japan
- 13 FDA Extends Review Period for Prasugrel: Daiichi Sankyo, Eli Lilly
- 13 **REGULATORY NEWS IN BRIEF**  
- Raltegravir Formally Approved  
- FDA Approves Velcade for MM in the US: Takeda  
- TRILOGY ACS Trials Initiated as Scheduled  
- Tyverb Conditionally Approved in EU: GSK  
- Astellas Applies for Ulcerative Colitis for Tacrolimus  
- SymBio to File NDA for Bendamustine at the End of 2009  
- Non-Clinical Studies also Exclude Causal Relationship between Tamiflu and Abnormal Behavior  
- Erbitux Received CHMP Positive Opinion as First-Line Therapy for mCRC  
- PMDA Introduces Project Monitoring System on a Full Scale

## MEDICAL DEVICE

- 15 **MEDICAL DEVICE NEWS IN BRIEF**  
- 2 Med Devices, 1 Lab Test Item Recommended for Reimbursement

## R&D

- 15 DSP Quickly Expands R&D Pipeline in the Field of Diabetes  
- Taking Full Advantage of Overseas Clinical Data
- 16 Physician-led Study of Talc to Begin Soon
- 16 7-Year Strategy for Hepatitis Calls For Radical Cure Rate of 70% for Hepatitis C
- 17 **R&D NEWS IN BRIEF**  
- MediciNova Starts PII Study of MN-221  
- Protosera to Search Markers of Diffuse Systemic Scleroderma with Benesis  
- Actemra Effective in Difficult-to-Treat Patients with RA: Chugai, Roche  
- Benicar Reverses Arterial Narrowing in Hypertension Patients: Daiichi Sankyo  
- 7 Diseases Added to Research Project on Intractable Diseases

## GENERICS

- 18 Sawai Aims at Achieving ¥100 Bil. Sales before Any Other Generic Company in Japan
- 18 Generic Anticancer Drugs Used in 16% of Hospitals with 100 or More Beds: Survey
- 19 Many Pharmacists Don't Explain Generics to Patients: Survey  
- Who Is to Be Held Responsible for Problems?
- 18 **GENERICS NEWS IN BRIEF**  
- Medical Pharmacy to Adopt 3 Amlodipine Generics

## MEDICAL FACILITIES & NURSING CARE

- 20 Addition of Zetia More Effective Than Doubling Dose of Statins: Prof. Yamada  
- Consider Use of Drugs if Improvement of Lifestyle Is Difficult
- 20 Only 20% of General Citizens Aware of HbA1c
- 21 Nexavar Well Tolerated in Japanese Renal Cancer Patients
- 21 PPIs Drugs of Choice for Dyspepsia Symptoms: J-FOCUS Study
- 22 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**  
- GL on Prevention of VTE Needs Revision  
- Fear of Steroids Unfounded and Hinders Treatment of Atopic Dermatitis  
- Anti-smoking Measures Reported at Inter-Ministerial Meeting  
- Tax Income to Increase ¥4 Tril. if Price of Cigarettes is Increased to ¥1,000: SCJ  
- Drug Cost Ratio Down to 21.2% Excluding Pharmacies, Up to 29.0% Including Pharmacies  
- Gov't Decides to Increase Number of Doctors