

# TABLE OF CONTENTS

November 30, 2009

No. 2166

## BUSINESS

- 1 Megapharmas Will Flee from Japan Unless Gov't Promotes Industry: Mr Dunoyer
  - FPIA Japan to Appoint Masuhiro Kato as New ChairmanCombined Sales of 21 JPMA Member Companies Up 1.6%
- 3 Otsuka HD: Pharma Division Sales Total ¥357.5 Bil.
  - Saxagliptin Enters PII/III in Japan
- 5 Kaken Licenses bFGF to Olympus in Europe, North America
- 5 Zeria Aims at 50% Market Share for Asacol: President Ibe
- 5 Sciele Pharma to Acquire Adrenex: Shionogi
- 6 Blopress Japan's Best-Selling Drug in 2nd Qtr: IMS Japan
- 6 Growth of CRO Business Slows Down due to Megamergers: Mr Nakamura
  - Sales of CRO Business Up 11.7%
- 7 Toho to Demand Fees to Makers for Services Using Meissa
  - Makers Are Also Responsible for Drops in Market Prices
- 8 **BUSINESS NEWS IN BRIEF**
  - Eisai Launches Sedative-Hypnotic Lusedra in the US
  - Vibativ Launched in the US: Astellas
  - Alexion Pharma to Hire Up to 13 MCCs in Japan: President Strenger
  - IMS Health to Be Acquired by TPG and CPP Investment Board
  - Daiichi Sankyo Wins Levofloxacin Patent Lawsuit in the UK
  - Greater Efforts Needed to Foster Ventures: Mr Kawakami
- 9 **Survey**
  - Over 60% of Consumers Desire Vaccination against New-Type Flu but with Domestic Vaccines

## GENERICIS

- 10 Pfizer Embarks on Generics Business in Japan
- 10 68% of Prescriptions Permit Generic Substitution, But 88% of Them Not Filled with Generics: Survey
  - It Is Critical to Induce Healthcare Professionals to Talk About Generics to Patients: Mr Isobe
- 11 Market for Generics to Expand to ¥447.9 Bil. in 2011: Fuji Keizai
- 11 Generics Dispensing Rate Has No Clear Effects on Pharmacies' Business

## REGULATORY

- 12 NDA for Liraglutide, Vildagliptin to Be Reviewed
  - ARB + Ca Blocker Combinations as Well
  - Everolimus to Be Reviewed for Renal Cell Cancer
- 13 JPMA President Stresses the Need for Price Maintenance System
- 13 FJPWA President Expresses Great Concern about GRU WG's Recommendation
  - Wholesalers Should Severely Punish Discount Business: Mr Hasegawa
- 14 Non-clinical Evaluation of Anticancer Drugs Reaches Step 4 at ICH

## 14 REGULATORY NEWS IN BRIEF

- Chugai's Epogin Applied for Chemotherapy-Induced Anemia
- Astellas Applies for ASP8825 for RLS in Japan
- FDA Warns against Concurrent Use of Omeprazole and Plavix

## 16 Commentary

- Verify Acceptability of Prices before Revising Pricing Rule

## 15 Statistics

- Sales of Ethical Drugs Up 6.2% Driven by Flu-Related Products: Crecon

## R&D

### 17 R&D NEWS IN BRIEF

- TAK-438 Enters PII for Reflux Esophagitis: Takeda
- Liraglutide Prevents Weight Gain in Japanese Patients
- Record Productivity Achieved for CHO Cells with BI-HEX Platform: BI

## MEDICAL DEVICES

### 17 MEDICAL DEVICE NEWS IN BRIEF

- Miraka HD: Operating Profits Up 48% Driven by Flu-Related Products

## COMMENTARY

### 18 Maurer's Healthcare Insight (116)

- 10 Questions Frequently Asked: P. Reed Maurer

## 19 TOPICS

- Number of Holders of Designated Disease Treatment Beneficiary Certificate Up to 647,604

## SELF-MEDICATION

- 20 Taisho Acquires BMS's OTC Drugs Business in Asia, Pacific
- 20 Sato Pharm. Launches Switch OTC Version of Vidarabine
- 20 Half-Year Business Results
  - Kobayashi Pharm.: Sales Up 4.9% due to Influenza Pandemic
  - Rohto Posts Record-High Sales Driven by Cosmetic Business

## MEDICAL FACILITIES & NURSING CARE

- 21 Adverse Reactions Reported due to GSK's Flu Vaccine
  - *Koroshio* to Dispatch Investigation Team to Canada
- 21 JDS to Include HbA1c in Its Diagnostic Criteria
  - Japan Should Replace JDS HbA1c with NGSP HbA1c: Dr Seino
- 22 JSA Revises Its GL on Prevention and Management of Asthma
- 22 Business Improves for Hospitals and Worsens for GPs, Pharmacies
- 23 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
  - New GL on Atopic Dermatitis Also Published
  - Xolair Recommended in JGL2009
  - Rasilez' Benefits for Hypertension Recognized by Updated ESH GL: Novartis