

# TABLE OF CONTENTS

December 14, 2009

No. 2168

## BUSINESS

- 1 Ichiro Umeda to Take Helm of Pfizer Japan  
- First Generics from Pfizer in 2011 at the Earliest  
- New Pfizer to Retain All Wyeth Employees

## 2 ON THE MOVE

- Gary Winer Appointed General Manager of Abbott Japan

## 3 Takeda Aims at Entering South American Generics Market

- Bureaucrats Hinder Growth of Bio Industry in Japan  
- Takeda to Create Commercial Subsidiary in Brazil

## 4 BUSINESS NEWS IN BRIEF

- Otsuka Extends Research Collaboration with Galenea for 1 More Year  
- Hisamitsu to Enhance Operation Efficiency in US  
- Eisai Launches New Oral Jelly Formulation of Aricept  
- Sanofi-aventis to Maintain Same Volume of Sales in 2010: Dr Chocat  
- DSP to Spin Off Animal Health, Food & Speciality Products  
- EFPIA Japan Appoints Masuhiro Kato Chairman

## MEDICAL FACILITIES & NURSING CARE

- 5 No New Safety Measures Required for Lantus: PMDA

## REGULATORY

- 6 *Koroshō* Decides How to Respond to GRU's Recommendations  
6 Industry-Proposed Price Maintenance System Meets No Strong Opposition at *Chuikyo*  
7 A Ray of Light for Industry's Proposal?  
8 Key Points at Issue Listed by *Koroshō* for Discussions on Drug Pricing System Reform  
10 Parliamentary Secretary of Health Objects to GRU Recommendations

- 10 Health Minister Opposed to Exclusion of *Kampo* Medicines from NHI Coverage  
- JSOM

- 10 Large Gap between *Koroshō*'s Proposals and MOF's Requirements

- 11 Ordinary NHI Price Cut Rate in FY2010 Expected to Be 6.4%

- Increasing Pressure on Prices of Long-Listed Original Drugs

- 12 Medical Fees Should Be Increased: Mr Sengoku

- 13 NHI Price Listing OK'd for 23 Products, 12 APIs

- Peak Sales of Sitagliptin Forecasted at ¥43.1 Bil.

## 15 REGULATORY NEWS IN BRIEF

- GSK Files for Rotavirus Vaccine Rotarix  
- FDA Advisory Committee Supports Safety, Efficacy of Prevnar 13

## 15 Survey

- More Than 60% of Patients Dissatisfied with Existing Oral Hypoglycemic Agents

## COMMENTARY

- 16 **Maurer's Healthcare Insight (117)**  
- Foreigners' Edge: P. Reed Maurer

## R&D

- 17 GRU's WG Demands Reductions in METI's Budgets for Drug Discovery Research

- 18 2-Year Extension OK'd for R&D Tax Breaks for Both Increased and High-Level Investment

## 18 R&D NEWS IN BRIEF

- Merck Serono Aims to Launch Cancer Vaccine by 2015

- Takara Bio Begins PI Trial for Gene Therapy for Relapsed Leukemia

- Crestor Reduces CV Events Risk in Women by 46%

- Actemra Improves sJIA in Children: Roche, Chugai

- Protein-Mall Kansai Expands Membership