

# TABLE OF CONTENTS

March 2, 2009

No. 2129

## BUSINESS

- 1 Sanofi-aventis Seeks Top-Five Place in Japan  
- New Department Combines All Functions Related to Diabetes
- 2 Eisai Licenses Zebinix for Epilepsy from Bial-Portela
- 2 Chugai Licenses Nitazoxanide from Romark Lab.
- 3 Acquisition of Local Company an Option for Marketing Lurasidone in US: DSP
- 3 GSK to Tie Up with Nippon Kayaku to Market Lapatinib in Japan
- 4 Mr Shoda Feels the Pinch of the Global Financial Crisis
- 4 **BUSINESS NEWS IN BRIEF**
  - Shionogi Sues Itochu Chemical Frontier against Flomox Patent Infringement
  - Only 1 Employee Applies for Early Retirement Program at MTPC
  - PharmaDesign, PharmaAccess Offer New Drug Candidate Discovery Service
  - CMIC to Acquire an SMO through SSI
  - So-net M3 to Double Sales in the US in 2009
  - CareNet to Ally with HEREON
  - IFPMA to Consider Revision of Its Promotion Code
  - Pfizer to Disclose Payments to Healthcare Providers

## REGULATORY

- 8 *Koroshio* Suggests Re-Pricing Based Only on Increases in Sales
  - JPA Sympathetic with Industry, JMA Remains Reserved
- 9 Reductions in Makers' Invoice Prices Have Not Been Sufficient
- 10 **REGULATORY NEWS IN BRIEF**
  - PMDA's New 5-Year Plan Proposal Recommended for Approval
  - NICE to Recommend Sutent as First-Line Treatment for mRCC
  - GSK Signs Flu Pandemic Contract with UK Gov't for Relenza
- 11 **NEW PRODUCTS**
  - Bayer Yakuhin: Wellnara for Postmenopausal Osteoporosis

## R&D

- 11 Project Begun in Order to Verify Usefulness of MD Studies

- MD Studies Also Help Solve Efficacy-, Toxicity-Related Problems

- 12 Shionogi's Velneperit Meets Primary Endpoint in 2 PIIIb Trials
- 12 **R&D NEWS IN BRIEF**
  - Takeda Drops TAK-242 for Severe Sepsis
  - Bayer Schering Starts Multinational PIII Program for Riociguat
  - Enrollment for PIII Trial of Allovectin-7 to Be Completed in 2009: AnGes MG

## GENERICS

- 13 National Cancer Center Posts Generics It Uses on Its Website
- 13 JGA Prepares Tools for Education of MRs from Its Member Companies

## COMMENTARY

- 14 **Maurer's Healthcare Insight (105)**
  - Machiavellian Thoughts about Japan: P. Reed Maurer

## TOPICS

- 15 **TOPICS**
  - Goals for CO2 Output Cuts Unlikely to Be Achieved: FPMAJ

## SELF-MEDICATION

- 16 Skirmishes Heat Up between Pro- and Anti-Online Drug Sale Camps
- 16 Group of LDP Lawmakers to Draft Bill to Restrict Online Sale of OTC Drugs

## MEDICAL FACILITIES & NURSING CARE

- 17 Gov't to Issue Action Program and GL for New-Type Influenza
- 17 Tamiflu-Resistant Influenza Virus Spreading in Japan
- 17 No Causal Relation between Tamiflu and Abnormal Behavior: WG on Basic Studies
- 18 HPV Vaccination Should Be Provided at Government Expense
- 19 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
  - Training Courses on CKD Planned for Healthcare Providers

## MEDICAL DEVICE

- 18 **MEDICAL DEVICE NEWS IN BRIEF**
  - Asahi Kasei Medical Acquires TechniKrom
  - RDKK to Apply for KRAS Gene Mutation Test Kit within 2009