

TABLE OF CONTENTS

August 3, 2009

No. 2150

BUSINESS

- 1 Bayer Schering Aims at Becoming One of World's Top-Five Oncology Companies: Mr R. Rosen
- PMS Data Reconfirms Efficacy of Kogenate FS
- 2 Chugai Keeps Top Position in Japanese Oncology Market
- 2 NBI Aims at Sales of ¥17 Bil. for Spiriva
- 3 Recomedulin to Grow Big in FY2011: Asahi Kasei Pharma
- 3 Kyowa Kirin to Increase Focus on Diagnostics: Dr Matsuda
- 4 Nippon Chemiphar to Decide Its Relationship with Ranbaxy Soon
- 4 **BUSINESS NEWS IN BRIEF**
 - BMS to Acquire Medarex
 - Astellas Ties Up with REGiMMUNE for New Vaccine Technology
 - Astellas Establishes Affiliate in Brazil
 - BioWa Licenses POTELLIGENT to Merck KGaA
- 6 Doctors' Sources of Information on ARBs Investigated by So-net M3
- 7 **Commentary**
 - Permitting MSs to Take MR Cert. Exam Offers New Business Opportunity to Wholesalers

REGULATORY

- 8 Eisai Submits First Application for E7389 in Switzerland
- 8 FDA Extends NDA Review for Alogliptin and ACTOS Combination
- 10 Sitagliptin, Sibutramine Recommended for Approval
- 11 Exceptional NHI Price Maintenance System Benefits Patients: Mr Nagano
- 11 Generics, Drug Pricing Not Included in DPJ's Manifesto
 - DPJ Calls For Maintenance of Universal Health Insurance System
 - Clarify Drug Approval Criteria
- 12 **REGULATORY NEWS IN BRIEF**
 - Chugai Files NDA for R744 for Renal Anemia
 - Kyowa Kirin to File NDA for Cancer Pain Killer in 2010
 - Oral Jelly Formulation of Aricept Approved
 - TS-1 Approved in Singapore
 - Label Revised Not to Recommend Erbitux for mCRC with *K-ras* Mutations
 - *Koroshō* Issues Q&A on Guidance for Biosimilars

GENERICS

- 14 Share of Generics Up 1.9 Points to 18.0% on a Volume Basis
- 14 Kure City to Save Over ¥100 Mil. by Generics Use-promotion Notification Service
 - Constructive Partnership with Doctors Is Essential

- 15 Generic Firms Should Ally to Improve Image of Generics: Mr Kinoshita
- 15 *Hodanren* Opposed to Promotion of Use of Generics That Neglect Reality

R&D

- 16 JLHWO to Conduct More Clinical Trials at Rosai Hospitals
- 16 **R&D NEWS IN BRIEF**
 - NS-304 to Enter PIII in the US, Europe: Nippon Shinyaku
 - Shionogi to Begin PIIb Trial for HIV Integrase Inhibitor
 - MediciNova to Initiate Clinical Trial for MN-221 for COPD
 - Peramivir Shows Non-inferiority to Tamiflu
 - Takara Bio to Initiate Gene Therapy Trial at Mie Univ. Hospital
 - Researchers from NIBIO, Osaka Univ. Identify Annexin A4

MEDICAL DEVICES

- 18 Reports of Malfunctions from Marketers Show Sharp Decrease in FY2008
- 18 **MEDICAL DEVICE NEWS IN BRIEF**
 - Fuso Licenses Surgical Hemostatic Material from 3DM
 - Toyobo Develops FAD-GDH for Self-Monitoring of Blood Glucose
- 19 **Commentary**
 - Fair Profits Are Essential to Spread Regenerative Medicine

OPINION

- 20 **OPINION**
 - Can You Tell a Good Story?: Philip Carrigan

MEDICAL FACILITIES & NURSING CARE

- 21 Medical Expenditures Up 1.9% to ¥34.1 Tril. In FY2008
- 21 **Survey**
 - Only 40% of Consumers Have Single Regular Pharmacies: JPA
- 22 Isentress Should Be Used in First-Line Therapy: Dr Hanabusa
- 22 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
 - Tamiflu-Resistant Flu Virus Found in Yamaguchi
 - Study Shows No Link between Bone Fractures and Arimidex: AZ
 - Cervarix Effective against 5 Most Common HPV Types
 - WHO Grants Prequalification to GSK's Cervical Cancer Vaccine

ON THE MOVE

- 23 **ON THE MOVE**
 - Non-Medical Doctor Appointed at the Top of HPB