

TABLE OF CONTENTS

August 24, 2009

No. 2152

BUSINESS

- 1 Zeria to Acquire Tillotts
- 2 DSP to File NDA for Lurasidone in US in 1st Half of 2010
- 2 Daiichi Sankyo, Eli Lilly Launch Effient in the US
- 2 AZ, Astellas to Copromote Symbicort in Japan
- 3 Makers' FY2009 1st Qtr Business Roundup
- 4 Top-Four Wholesalers' FY2009 1st Qtr Business Roundup
- 5 Wholesalers' Gross Profit Rate Down to 7.09%
- 6 **Commentary**
 - Wholesalers Need to Analyze Causes of Their Failure
- 7 Wholesalers Should Increase Profits by Offering Value through MSs: Mr Bessho
- 7 **BUSINESS NEWS IN BRIEF**
 - CMIC to Expand CMO Business
 - Daiichi Sankyo to Transfer Shizuoka Plant to CMIC
 - Astellas, Zogenix to Copromote Sumavel DosePro in the US
 - Taiho to Acquire Tsukuba Research Institute from Banyu
 - Daiichi Sankyo to Postpone Open Offer for Zenotech
 - ACRONET, BELLSYSTEM24 to Tie Up for CRO Services
- 9 **Commentary**
 - Hisamitsu Aims at Growth by Fusing Its and Noven's Technologies

REGULATORY

- 10 No Consensus Reached on NHI Drug Pricing System Reform at *Chuikyo* Meeting
- 10 Decision on Drug Pricing System May Be Withheld until Budget Formation
 - Concrete Discussions on Reform Proposal Must Be Initiated: Mr Isobe
- 11 Industry Will Refrain from Developing Suspicious Combination Drugs: Mr Hasegawa
- 12 Kowa's Livalo Approved in US
- 12 **REGULATORY NEWS IN BRIEF**
 - Otsuka Applies for Samsca for Cardiac Edema in Japan
 - Eli Lilly Japan Applies for Exenatide
 - Lilly Applies for Bipolar Disorder as Additional Indication for Zyprexa
 - AZ Applies for Vandetanib to FDA, EMEA
 - Roche Resubmits BLA for Actemra to FDA
 - FDA Rejects Astellas' Citizen Petition Regarding Prograf
 - Astellas' Complaint Challenging FDA's Decision Rejected
 - New Drugs Push Up Drug Costs Approx. 2% Every Year: JMA
 - New Vice Minister of Health Supports Exceptional NHI Price Maintenance System

- HPB Will Promote Industry, Use of Generics: Mr Asonuma

R&D

- 15 Cravit Tab 500 mg Prevents Emergence of Resistant Organisms: Daiichi Sankyo
- 15 **R&D NEWS IN BRIEF**
 - Astellas to File NDA in Japan for ASP8825 in Late FY2009
 - Shionogi to Apply for Diabetic Neuropathic Pain for Duloxetine
 - Blopress + Actos Combination Enters PIII
 - Ono Initiates 3 PIII Trials in Japan
 - BI to Initiate PIII Study of BIBW 2992 for NSCLC
 - Fuso's OTS102 Enters PII for Biliary Cancer
 - Nasal Granisetron Shows Efficacy in PII Trial: SNBL
 - Hisamitsu's HOB-294 Shows Efficacy for OAB in PII
 - Takara Bio to Supply RetroNectin to MSKCC

GENERICS

- 17 **Survey**
 - Emergency Delivery Rates Achieve Goal at 83% in FY2008

COMMENTARY

- 18 **Maurer's Healthcare Insight (111)**
 - The Devil Is in the Details: P. Reed Maurer

SELF-MEDICATION

- 20 JACDS Promotes Class 1 OTC Drugs to Increase Sales by 50%
- 20 **SELF-MEDICATION NEWS IN BRIEF**
 - Mochida Applies for Switch OTC Version of Epadel
 - Risk Classification of Magnesium Oxide to Remain Class 2

MEDICAL DEVICES

- 21 GE Healthcare Integrates Two Subsidiaries to Create GE Healthcare Japan
- 21 GE Healthcare, Terumo Agree on Joint Marketing

MEDICAL FACILITIES & NURSING CARE

- 21 Drug Costs Down 1.6% in Municipal Hospitals in FY2008
- 22 **MEDICAL FACILITIES & NURSING CARE NEWS IN BRIEF**
 - Xarelto More Cost-Effective than Enoxaparin: Bayer
 - Nexavar + Capecitabine Effective for Advanced Breast Cancer: Bayer, Onyx
 - Xeloda, Elplat Combination Prolongs DFS in Early Colon Cancer Patients: Roche