

TABLE OF CONTENTS

January 11, 2010

No. 2171

BUSINESS

- 1 Pricing System Reform to Trigger Industry Reorganization
- 2 Pfizer to Break Away from Dependence on Blockbusters: New President Umeda
- Each MR to Concentrate on One Therapeutic Area: Mr Goettler
- 3 Nippon Kayaku to Enter Market for Anticancer Biosimilars
- Pharma Business Driven by Generic Anticancer Drugs
- 4 Januvia Ranked No. 1 in Both HP, GP Markets: Rep Track Survey
- 6 Janssen Introduces Business Units for Sales & Marketing
- 6 AFM to Manage Supply of All Drugs to Hospitals
- 7 **BUSINESS NEWS IN BRIEF**
- Kowa to Copromote Livalo with Lilly in the US
- Ranbaxy to Market Olmesartan in 6 African Countries
- Bayer to Integrate Intendis in April
- Welfide Korea Renamed Mitsubishi Tanabe Pharma Korea
- Toho to Completely Acquire Asucome in February

TOPICS

- 4 - R&D Investment in Pharma Industry Up 3.3% in FY2008
- 17 - 5,032 Applicants for 16th Examination for MR Certification

REGULATORY

- 8 FPMAJ, JPMA Welcome New Premium as a Step toward New Pricing System
- 8 *Chuikyo* to Modify Reform Proposal It OK'd on Dec. 22
- 9 5% Interest to Be Added to Refunds
- 4 ARB + Diuretic Combinations Not Eligible for New Premium
- 10 Change in Gov't Helped Drug Pricing System Reform: Mr Nagano
- 10 A Path to Full-Scale Pricing System Reform Is Now Open: Mr Kinoshita
- 11 Virtual NHI Price Cut Rate in April to Be 6.5%
- 11 JSOM Welcomes Continued Insurance Coverage of *Kampo* Medicines
- 12 New-Type Flu Vaccines from GSK, Novartis Recommended for Approval

- No Recommendation for Pregnant Women
- Rapiacta Recommended for Approval

13 REGULATORY NEWS IN BRIEF

- Solvay Applies for Pancreatic Enzyme Replacement Therapy
- Fulvestrant Applied for Postmenopausal Breast Cancer
- Tamiflu Approved for Prevention in Infants, Children
- Bup-4 Approved for Problems Associated with OAB
- FDA Advisory Committee Votes in Favor of Line Extension for Crestor

GENERICIS

- 14 Coefficient for Generics Not to Be Introduced This April
- 14 Substitution with Different Strengths to Be Permitted
- 15 Measures to Promote Use of Generics to Save ¥19 Bil. in FY2010
- 15 **GENERICIS NEWS IN BRIEF**
- Teva-Kowa to Make Taisho Pharm. Its Own Subsidiary
- Majority of Pharmacists Explain about Generics Only If Asked by Patients

R&D

16 R&D NEWS IN BRIEF

- Kyowa Kirin Licenses AD treatment from Immunas
- Sanofi-aventis Enrolls 214 Patients in PIII Study of BSI-201
- Switchover from Tamoxifen to Aromasin Effective: Pfizer
- Increased Dose of Fulvestrant Reduces Risk of Breast Cancer Progression: AZ

MEDICAL DEVICES

- 17 6 Medical Devices Recommended for Approval

MEDICAL FACILITIES & NURSING CARE

- 18 *Koroshō* to Reallocate Increased Medical Fees
- 18 **Survey**
- Only 10% of Consumers Fail to Buy Class 1 OTC Drugs due to Absence of Pharmacists
- Aricept's Medicoeconomic Benefits Demonstrated
- Female Doctors Tend to Stay Away from Surgery Dept.: *Koroshō*