



**DRUGS THAT LOST
 PATENT PROTECTION**

September 2008		
BRAND NAME	GENERIC NAME	INDICATION
ETOPOPHOS PRESERVATIVE FREE	etoposide phosphate	Type of chemotherapy for treating cancer

COMMENT: Please check your formulary and benefits to ensure that patients have the choice to pay a generic co-pay for the drugs above.

**MASSACHUSETTS BILL REGULATES
 PHARMACEUTICAL MARKETING**

The Mass. House and Senate worked out legislation called the Health Care Cost and Quality bill which contains the following provisions:

- The bill requires drugmakers to reveal payments to health care providers valued at \$50 or more
- Creates an academic detailing program to provide neutral information to prescribers
- Directs the state's Department of Public Health to establish statutes on marketing, using the industry's own code as a minimum standard (in other words, no labled items, such as mugs and pens; limits on meals, gifts and travel support).
- There will be a \$5,000 penalty per violation,

**FDA APPROVES ONLY 9
 NEW MEDICATIONS**

The FDA approved nine new drugs as of the end of June, putting it on pace to be one of the slowest years for new drug approvals in the last five years, Dow Jones reports.

The agency accepted 18 "new molecular entities," which means the active ingredient hadn't been used before in an FDA-approved therapy, in 2007. The agency could approve a similar amount if its pace continues. The agency approved 22 drugs in 2006. This year's approvals include Wyeth's Pristiq, used to treat depression, Cephalon leukemia drug Treanda, and UCB's Cimzia for Crohn's disease.

COMMENT: The drug trend is impacted by the death of drug approvals. This trend is expected to continue until 2011 when new brands are released.

**ARE YOU OVER SPENDING ON PHARMACY
 BENEFIT COSTS AND WANT TO KEEP
 DRUG TREND AT SINGLE DIGIT OR LESS?**

The Pro Pharma Quality Management Program is proven in markets nationwide to increase quality outcomes and decrease costs associated with managing the Pharmacy Benefit, which puts dollars back in your pocket. Our methodology is to integrate therapeutics with prudent business principles

enforceable by the state Attorney General.

COMMENT: These criteria are becoming more common in state legislature. Look for similar criteria to be incorporated in both public and private health plans.

to achieve cost contraction as a result of improved quality management. Savings accrue from Physician-accepted General Education about Evidence-Based practice and information about the cost-effectiveness of competing medication.

This results in decreased Trend relative to the national average and a minimum ROI of 2:1 in savings to your organization.

If you are interested in having additional information, please refer to our website at propharmaconsultants.com or contact Carol Stern at (888) 701-5438.

Pro Pharma Pharmaceutical Consultants, Inc. has assisted Payers and Providers for over 22 years to Maintain Quality while Controlling Costs.

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