



PAY-TO-PLAY DEALS

The “pay-to-play” deal Merck announced with Cigna for the Type 2 diabetes meds *Januvia* and *Janumet* indicates that PhRMA is thinking about the move to cost effectiveness. Sanofi-Aventis/Proctor & Gamble is taking a similar approach with their osteoporosis drug *Actonel*, reimbursing insurer Health Alliance for the cost of treating fractures suffered by patients taking that particular medicine.

COMMENT: The move to cost effectiveness in the US is similar to movement already established in Europe and Australia. Hopefully, the emphasis is on effectiveness of the therapy before cost effectiveness. Many newer diabetes drugs are not endorsed by ADA guidelines (e.g., Precose, Glyset, Byetta, Prandin, Starlix, Symlin) as they lower A1c less than 1% so they are much less effective than traditional agents. [\[Contact us for a summary.\]](#)

INCREASED PATIENT INVOLVEMENT

For years patients have been complaining about their health care-- from formularies and rising co-pays to incomprehensible hospital bills. Medicare patients, for example, receive a Medical Summary of charges in the mail but most patients are confused by the billing and most have no way to verify charges. Patients usually do not get a summary of services or charges after visiting their doctor’s office. In addition, most physicians bill Medicare under their corporate name. If a patient has more than one doctor, as most do, they are especially confused with their bills.

Over the years, providers have tried to create a distance between the patient and the business-end of health care. Many reasons exist for the current medical billing opacity including the time it takes to explain billing issues to the

DRUGS THAT LOST PATENT PROTECTION

April 11 - May 3, 2009		
BRAND NAME	GENERIC NAME	INDICATION
ACIPHEX	rabeprazole sodium	Acid reducer
CASODEX	bicalutamide	Testosterone blocker
CELLCEPT	mycophenolate mofetil	Transplant
MALARONE	atovaquone;	Malaria
MALARONE PEDIATRIC	proguanil hydrochloride	
SKELID	tiludronate disodium	Bone loss
UVADEX	methoxsalen	Psoriasis & Vitiligo

COMMENT: Check your formularies to ensure that patients are paying generic copays for these drugs.

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patients; most bills are paid by third parties; and the overall complexity of the services provided.

Because rising costs are becoming an economically crippling problem, government entities, third party payers, and employers are looking for ways to reduce costs and therefore, patient involvement will certainly become a tool in this process.

COMMENT: Healthcare costs are increasing, and the government is promoting transparency, so patients are able to get more information. The internet and the digital medical records will play a large role. Look for changes in patient billing systems, forms, and procedures. Patient statements may soon contain internet accessible billing codes (JCodes), usual and customary community charges, and previous like charges and dates.

Description	Brand	Strength	Units	Package	JCode	APC	Comments
Prostatectomy (open)					50000	1000	
Laparoscopic cholecystectomy					50000	1000	

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