

Market Round-up

V12 – 10th August, 2018

General Market News:

- **Perrigo** has approved a plan to separate the company's Rx business, following a strategic portfolio review.
http://www.pharmatimes.com/news/perrigo_plans_to_separate_prescription_drugs_business_1248268?utm_source=PT%20Daily%20Newsletter&utm_medium=email&utm_campaign=pt%20daily%20news%20alert&
- The transformation of **Novartis** continues as the company looks to shed its conglomerate image.
<https://seekingalpha.com/article/4195708-novartis-business-transformation-progress>
- Minister for Health **Simon Harris** launched the implementation strategy for the **Sláintecare Plan** this week. However, the Government has not revealed how much it will cost to implement its ten-year plan to reform the Irish healthcare system.
<https://lnkd.in/g/hgwyjb>
- **Merck** have announced a 60% price cut for **hepatitis C** drug **Zepatier**.
<https://www.marketwatch.com/story/mercks-60-price-cut-for-hepatitis-c-drug-nets-company-a-big-sales-opportunity-2018-08-07>
- The **HSE** has said it is concerned about the risk of **measles** in children who attended Temple Street children's hospital in Dublin at the end of July. They have been notified about a further five cases of the disease in recent days, bringing the current outbreak to 11 so far.
<https://www.irishtimes.com/news/health/hse-issues-measles-alert-for-temple-street-hospital-visitors-1.3591323>
- **MSD Ireland** located outside Innishannon, is recruiting for the West Cork site as it continues to expand its Irish footprint.
<https://www.southernstar.ie/news/business/articles/2018/08/04/4159522-msd-announces-new-jobs-for-brinny-site-as-irish-arm-grows/>

Biosimilars/Biologics:

- On July 31, 2018, the European Commission (EC) approved **Pfizer's** Trazimera (trastuzumab), a biosimilar to Roche's Herceptin, for treating certain cancers.
<http://www.pharmtech.com/ec-approves-pfizer-s-biosimilar-roche-s-herceptin>
- **Owen McKeon, Mylan Ireland** urges Government to boost take-up of biosimilars
<https://www.irishtimes.com/business/health-pharma/mylan-urges-government-to-boost-take-up-of-biosimilars-1.3579827>

Drug Approvals:

- **NICE** has reversed its draft decision rejecting **Pfizer's Besponsa** as a treatment for adults with a certain form of **leukaemia**, allowing the drug to now be available on the NHS in England and Wales.
http://www.pharmatimes.com/news/nice_changes_its_mind_on_pfizers_besponsa_1248217?utm_source=PT%20Daily%20Newsletter&utm_medium=email&utm_campaign=pt%20daily%20news

Further Reading:

- **Are Doctors Really Influenced by the Pharmaceutical Industry?**
<https://www.policymed.com/2018/08/are-doctors-really-influenced-by-the-pharmaceutical-industry.html>
- **AI will fundamentally change how we look at disease and health.** The Medical future in 10 years' time will be totally different because of AI. – *Article from Sanofi*
<https://www.sanofi.com/en/science-and-innovation/artificial-intelligence-in-healthcare-created-by-humans-to-do-no-harm/>
- The European Network of Centres for Pharmacoepidemiology & Pharmacovigilance (ENCePP) has updated its Guide on Methodological Standards in Pharmacoepidemiology with new guidance on studying the use and effects of medicines in real-life studies.
http://www.encepp.eu/standards_and_guidances/methodologicalGuide.shtml
- Ireland's IP image may be hit by drug patent waiver, **IPHA** warns
<https://www.irishtimes.com/business/health-pharma/ireland-s-ip-image-may-be-hit-by-drug-patent-waiver-pharma-body-warns-1.3587294>